



**An Advertising
Technology & Services
Business with
Proprietary, Patented
Artificial Intelligence**

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Presenting Today:

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FROM THE ANALYSTS:

Market Momentum Building Behind INUV

Record Revenue Growth

- Company affirmed Q2 revenue guidance with **25%+ YoY growth**
- Two record quarters back-to-back
- Strong seasonality expected in 2H25

Analyst Confidence & Raised Targets

- All four analysts reiterate **Buy**
- Price targets increased as **high as \$15**

(Source: HC Wainwright, Ladenburg, AGP, Maxim)

IntentKey Performance & Adoption

- **20+ new logos** in Q1 alone
- Clients increasing impressions over 200%

The Signal Loss Problem



Cookie deprecation

Still in use, but increasingly ineffective.



Privacy regulations

Restricting what and how data can be collected.



Walled gardens

Locking insights inside closed ecosystems.

Fueling demand for enhanced contextual, AI-based solutions

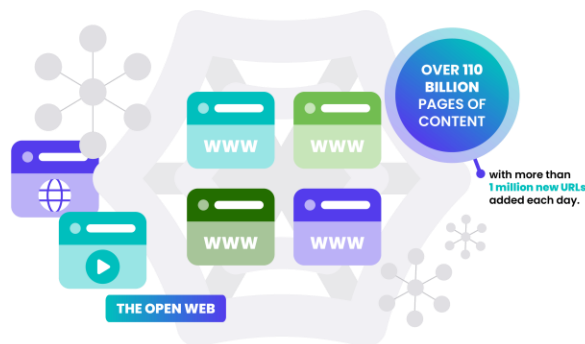


WHO IS INUVO:

The AI-Powered Media Technology & Services Company

Proprietary IntentKey AI Technology

Privacy-first, cookieless audience discovery, targeting, & measurement



Two Revenue Streams:

Platform Business

Providing in-market consumers to large consolidators of advertising demand using proprietary tech

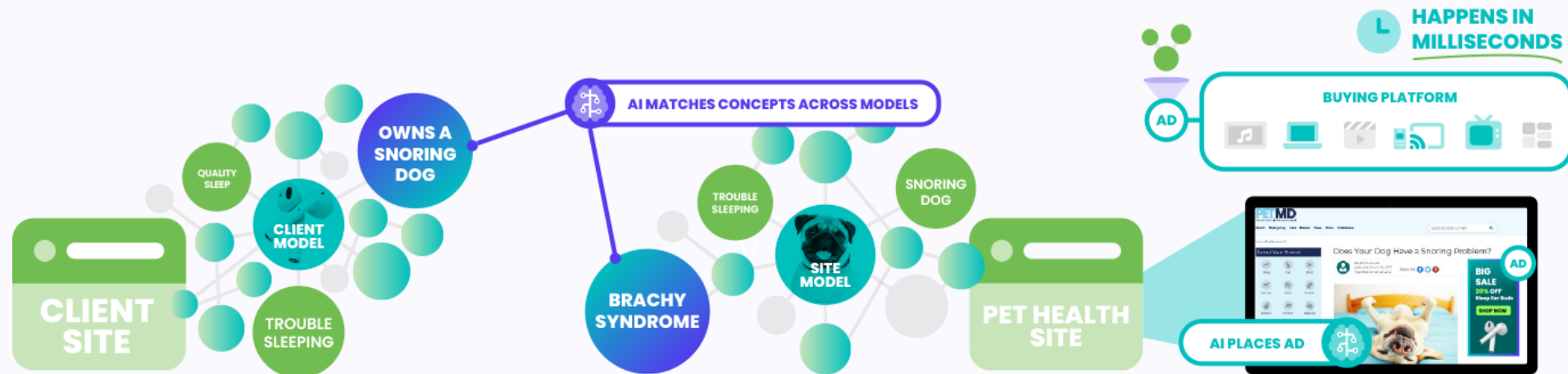
Agency/Brand Services

Custom AI-powered IntentKey campaigns for marketers

Clients Served in 2024:

- ~100 agencies/brands
- 4 platform clients

WHAT WE DO: Audience Targeting Using AI



1. Create

IntentKey creates concept graphs connecting thousands of topics & interests.

2. Build

IntentKey builds models based on concept graphs.

3. Match

IntentKey finds the media concepts that are most connected to brand concepts.

4. Activate

IntentKey models inform all media buying decisions.

THE INUVO ADVANTAGE:

Full Visibility, Cost-Saving, Privacy Compliant



**No reliance
on cookies**



**Access to 100%
of the open web**



**5-minute audience
model updates**



**Full-funnel
audience discovery**



**No additional
data costs**



**20 patents &
4 pending**

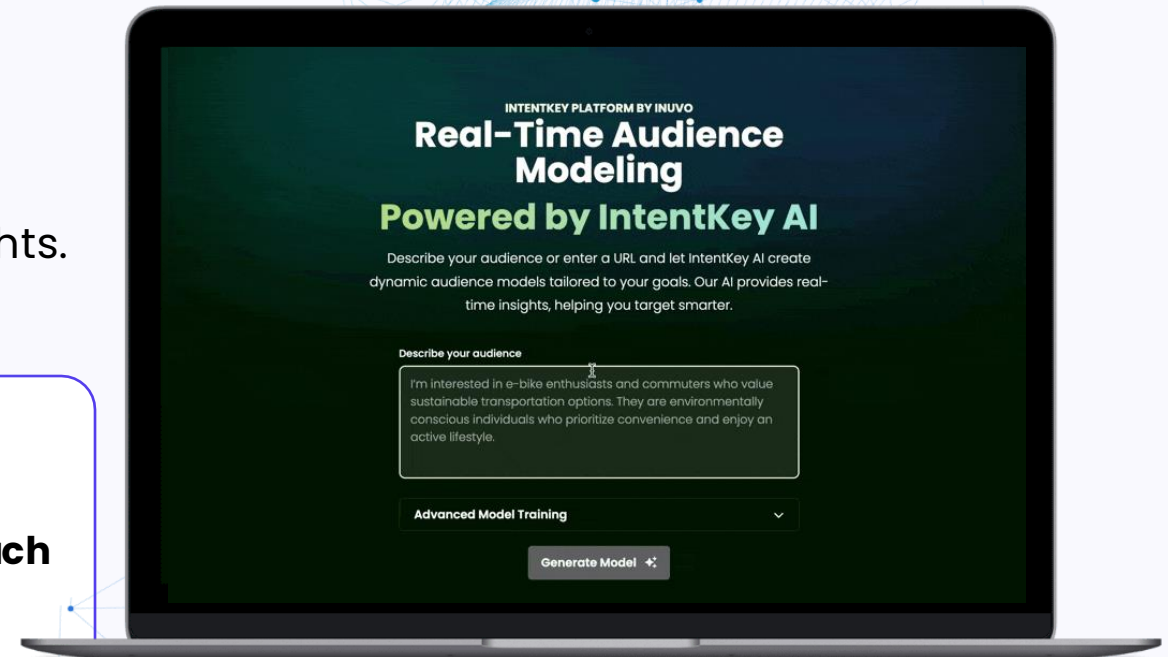
WHAT IT LOOKS LIKE:

The IntentKey Platform

The IntentKey Platform provides **direct access** to Inuvo's AI-driven audience modeling capabilities.

Instantly **build, train, and activate audience models**, leveraging IntentKey's advanced AI insights.

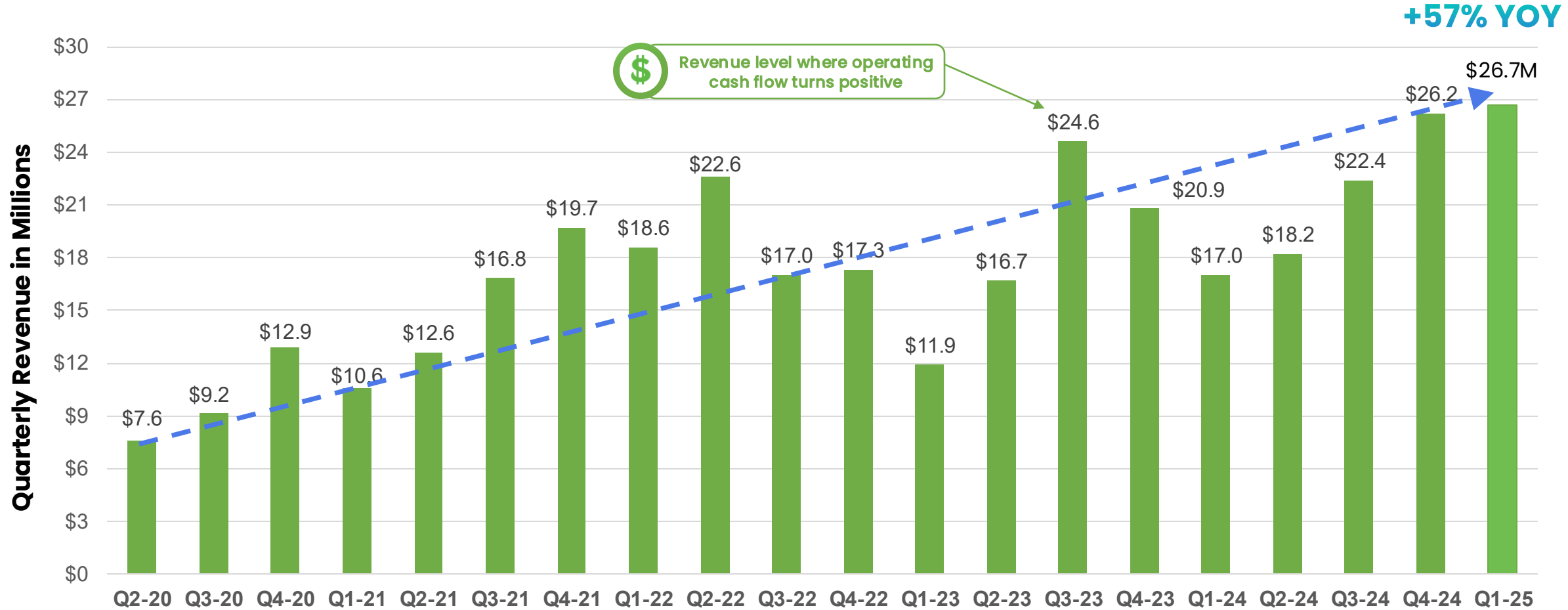
- Instant Audience Models
- In-Platform Activation
- Training & Updates
- Model Transparency
- Trending Concepts
- Privacy-First Approach
- Model Insights
- Full IntentKey Power



[Explore the Platform >](#)

NYSE: INUV

FINANCIAL PERFORMANCE



Compounded quarterly growth > 6.5% since Q2-2022, \$2.6M cash, no debt, and a \$10M working capital facility

WHY NOW:

The Market Opportunity

Programmatic
Ad Spend USA

\$338 billion

INUVO – Agencies & Brands

Search Advertising
Spend USA

\$102 billion

INUVO – Platforms

Social Advertising
Spend USA

\$88 billion

WHO WE WORK WITH:

The IntentKey Client

Managed Services

16,000+**Mid-size agencies in
the US & Canada**

<https://www.statista.com/statistics/184810/establishments-in-us-advertising-and-related-services/>

**Inuvo mid-size market
penetration****1%**

Self-Service

6**Major Holding
companies****80%****Global Media Buying****70%+****Digital****50%+****Programmatic**

Consistently surpass
client goals by an
average of

61%

compared to the
competition

Sampling of Brands

Travel						
Non-Profit						
Technology						
Retail						
CPG						
Auto						
Education						
Finance						
Healthcare						

GROWTH STRATEGY:

Path Forward to \$100M+



Investment Highlights

- **Record-Breaking Momentum**
Q1 2025 revenue up 57% YoY — even in a seasonally slow quarter.
- **AI That Outperforms**
IntentKey beats incumbent media by up to 61% and powers full-funnel visibility, no cookies required.
- **Client & Analyst Confidence**
20 new clients added in Q1 alone. All analysts rate INUV a Buy, with price targets up to \$15.
- **Ready to Scale**
Growing self-serve adoption, strong recurring revenue model, and expanding sales footprint.



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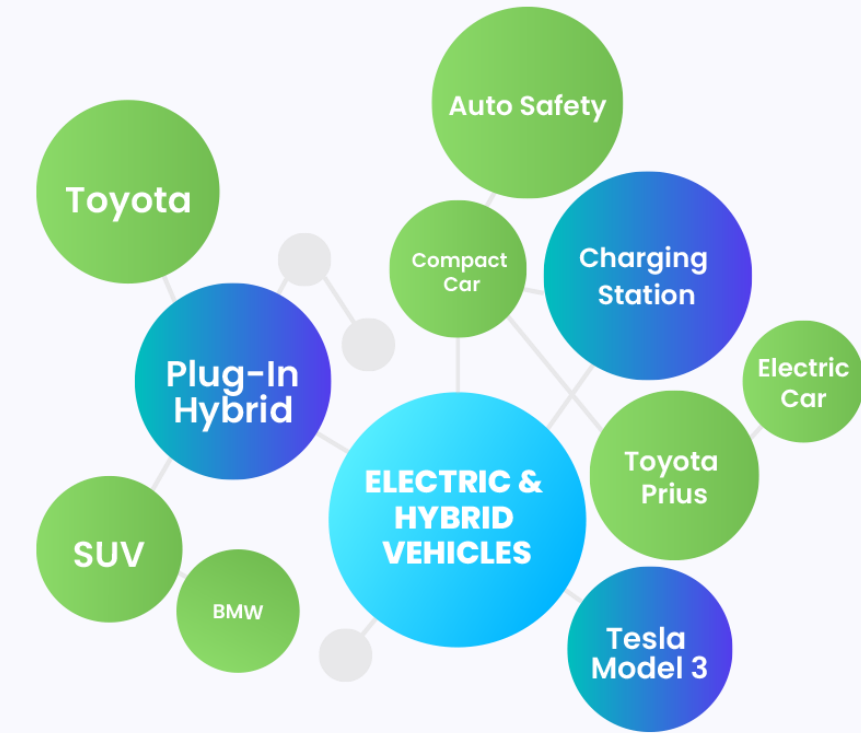


Appendix



WHAT IT LOOKS LIKE:

Audience Models



**Available Daily
Media Impressions**

69.18M – 107.38M



**Daily Audience
Reach**

3.63M – 4.66M



**Available Daily
Media Impressions**

50.82M – 72.16M



**Daily Audience
Reach**

2.34M – 3.14M



CLIENT SUCCESS STORY

Retail

James & James Turns ROI Around with AI-Powered Targeting & Measurement

Objective

Increase engagement and sales for a **high-end furniture shopper** audience

Key Results

Increase ROAS YOY

94%

Improved Investment Across

More Channels

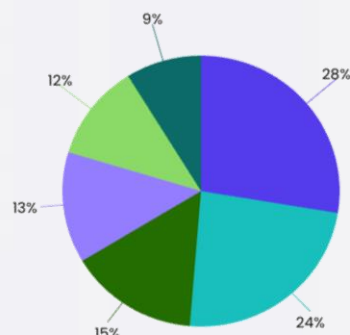
From cash burn to cash generating

Profitability

Overview

James & James is a premium furniture brand. They leveraged Inuvo's **Predictive MMM** to uncover waste across media channels and implemented Inuvo's **IntentKey AI** for audience discovery and targeting.

Audiences



- 1 Home Furniture & Decor
- 2 Home Improvement
- 3 Office Supplies
- 4 Forestry
- 5 Visual Arts
- 6 Other

JAMES & JAMES
inuvo

