



The Objective

Find **net new audiences** and achieve **brand lift** for auto insurance

Key Results

240% Above

Net New Goal

80% Brand Lift

CPA 87%

Below Goal

The Difference — IntentKey®

Our patented AI understands and indexes billions of pages, so we know **real-time intent** on **every page** and **every ad**.

By combining this knowledge, **campaign conversion data**, and updates every **5 minutes**, we reach the most relevant audiences at the right moment — all **without** the use of **cookies**.

Campaign Concepts

- **Drivewise**
- **Kelly Blue Book**
- Fair Purchase Price
- **Vehicle Registration Information**
- Auto Insurance Policy
- **Drive Safe and Save**
- Used Car Dealers

Auto Insurance



Auto Insurance Company Achieves Brand Lift With Inuvo

An auto insurer aimed to prove they could find **net new audiences at scale**. To do so, the campaign was set up using a PSA control audience.

With IntentKey technology, Inuvo was able to reach users showing **real-time signals of entering the auto insurance market** before they were bombarded with messages from competing auto insurers.

The results:

- 80% brand lift over the PSA ads
- CPA at 87% below goal
- Delivered net new audiences & scale at 240% above goal

The campaign performance surpassed all expectations and goals, which led to Inuvo becoming their **primary media partner**.