



### The Objective

Recruit **medical staff & researchers** for biotech firm's new R&D facilities

## Key Results

Found  
**Highly Specific Candidates**

Beat CTR by  
**17%**

### 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

- **Pharmaceuticals**
- Networking
- **Laboratory**
- Portfolio Management
- Find a Company
- **Dream Job**
- Diagnosis or Treatment Recommendations
- Medical Information



## Medical Recruiting

## Biotech Firm Recruits Those Who Want to Make a Difference

The oncology-focused biotech firm had **specific requirements** for the recruiting campaign:

- Located in the East Bay & surrounding areas
- Prior employment history in biotech pharmacokinetics or pharmaceutical sciences
- A wide range of roles
- People desiring to make a difference in the world

The campaign audiences were built from categories around **health, careers, and employment**. IntentKey® refined down to more granular interests, such as **pharmaceuticals** and **laboratory**.

The top-performing audience had ideal traits of quality applicants. Serious prospects engaged in:

- Ongoing professional development
- A clear effort to stay up-to-date and cutting edge

Thanks to IntentKey's ability to narrow down to granular interests, Inuvo **found** and reached the ideal candidates, **beating the CTR by 17%** and delivering an **additional 9%** value-added impressions due to an optimized budget.