



The Objective

Increase patient volume through **leads** reached in a **HIPAA** compliant, **privacy-safe** manner

Key Results

Patients
Increased at Scale

Below CPA Goal by

49%



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 Intent Signals

- Hospitals in the US
- **Men's Health**
- Medical Insurance
- Estate Planning
- **Coping Strategies**
- Family Vacation
- Healthy Diets
- **Low-Impact Exercise**

Cancer Treatment Center Reaches More Patients

A cancer treatment center partnered with Inuvo to **promote a new proton therapy**, which is less invasive and more effective than traditional radiation treatments.

The campaign goal was **to cost-effectively reach and convert more patients** in an incredibly niche market.

Interest in hospitals and insurance coverage naturally aligned with the campaign, but as IntentKey® identified more granular concepts, it revealed these audiences were highly interested in the following:

- The news
- Current world events
- Family experiences
- Golf tournaments
- Living a **healthier lifestyle** through diet and physical activity

Inuvo was able to find the cancer treatment center's **audience at a larger scale**, resulting in more patients at a CPA **49% below goal**. This allowed the cancer treatment center to focus on healing patients and helping families.