



CBD

### The Objective

Gain market share **and build brand awareness** of CBD products amid **unclear** advertising regulations

## Key Results

Beat

**CPA Goal**

Achieved

**Marketing Scale**

### 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

- Mental Clarity
- **Trouble Sleeping**
- Anxiety
- Health Benefits
- Immune System
- **Pet Oil**
- **Rachael Ray**
- Fantasy Sports
- **Match.com**

## CBD Company Finds Online Marketing Success With Inuvo

A CBD company partnered with Inuvo to **build brand awareness** and market products **at scale**.

While federal guidelines have lifted restrictions around the production and usage of CBD products, the **guidelines around marketing remain less clear**.

Inuvo has experience with the inventory sources that are open to CBD campaigns, as well as the best practices in messaging & creative to **appeal to a larger customer base** while avoiding regulatory pitfalls.

IntentKey® identified the core audience and their interests **beyond the expected interest in cannabis**, including:

- Natural Remedies
- Health of Pets
- Healthy Cooking Recipes
- The Beatles
- Online Dating

Inuvo **beat the client's CPA goals** and helped them grow their customer base. The client was also able to apply the discovered **best practices** to further grow their business.