



### The Objective

Convert potential **cord cutters** into **free trial sign-ups**

## Key Results

Beat CPA Goal by

**More than 50%**

Received Total of

**5,719 Trial Sign-Ups**

### 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

- How to Watch TV
- Stream Weekly Episodes
- **Show Exclusives**
- Online Multimedia
- **Reviews on YouTube**
- Free Trial Account
- Upcoming Sci-Fi Movie
- **Two-Part Documentary**

## Streaming Service

## Cord Cutters Find the Right Streaming Service With Inuvo

With countless streaming services to choose from, this **media-streaming provider** wanted to drive potential cord cutters to their site and **encourage web sign-ups & free trials**.

Aside from the obvious interest in TV and movies, IntentKey® was also able to identify a variety of additional **entertainment interests** for the key audience, such as:

- Performing Arts
- Comics + Comedy
- History and Anthropology

The campaign drove new user traffic to the site, generating a total of **4,600 free trial sign-ups** while also **beating** the client's CPA goal by 50%.

The client requested Inuvo add **retargeting** midway through the campaign—and in just 45 days the tactic generated **1,119 free trial signups** and **overperformed** on the CPA goal **by 55%**.

Inuvo was given the greenlight for **additional campaigns**, focusing on specific show launches.