



The Objective

Grow market share in the money transfer market among a **niche** audience

Key Results

Crushed CPA Goal by

97%

Generated

15x Money Transfers

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

- Digital Gift Cards
- Deposit Bonus
- **Financial News**
- **Being a Foreigner**
- **Financial Stress**
- Lending Tree
- Charitable
- **Dedicated to Helping**
- Correos

Money Transfer Service Grows Market Share With Inuvo

This money transfer service had **specific goals** they wanted to achieve from their media campaign:

- Drive awareness and reach new customers among **first- and second-generation immigrants**
- Drive more money transfers using their service
- Beat the CPA goal

Audiences were initially built around **finance** and **banking**. As IntentKey® learned, it refined the audience models to more granular concepts of **immigration law** and **foreign travel**.

The top-performing audience of **mature African American** and **Hispanic males** were:

- Highly educated
- With an income of more than \$100k
- Concentrated in areas with high immigrant populations

Using these findings, Inuvo was able to discover and reach **immigrants, their descendants, and new users at scale**.

The campaign was so efficient that the client **beat their CPA goal by 97%** and **money transfers** generated from the campaign **exceeded the goal by 15X**.