inuvo

The Objective
Discover and drive **new, qualified traffic** to the client's website

Key Results

Enabled
1,116 Donations

Beat CPA by
61%

Increased New Visitors by
103%

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

- **Free Meals for Kids**
- Affected by Natural Disasters
- **Help Homeless People**
- Houston Food Bank
- Meal on Wheels
- **Loaves and Fishes**
- Summer Meal Sites
- **GuideStar**
- **Charity Navigator**

Eager Donors Provide Hunger Relief in America

With more than 1.5 million registered nonprofit organizations in the US, **expanding the donor pool** and **driving traffic** to their site was a challenge for this nonprofit aiming to combat childhood hunger in America.

IntentKey® found that current donors cared deeply about the **integrity of an organization** and were likely to verify the ratings in platforms like **Charity Navigator** and **GuideStar**.

Inuvo also discovered that donors were giving to many organizations but were particularly passionate about the **hunger crises for children**, **less fortunate veterans**, and **animals**. Donors were also highly motivated by their religion.

By studying CTV watching habits, Inuvo found that **Discovery Channel** and **Food Network** indexed high among the audience.

This combination of signals to focus the campaign resulted in:

- **103%** increase of new visitors to the site
- **1,116** donations received
- CPA goal overachieved by **61%**