



The Objective

Convert high-quality site users into **buyers**

Key Results

Tier 3 CPA

96%

Below Goal

Tier 2 CPA

12%

Below Goal

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

- **Eco-Friendly**
- Save the Earth
- Bill McKibben
- **Nepal**
- **Vietnam**
- 6-Speed Manual
- Supercharged Motorcycles
- **Rent a Yacht**
- **Winemaking at Home**

Automotive



Automotive Dealers Cruise to Lower CPAs for Tier 2 & Tier 3

A regional auto dealer partnered with Inuvo to attract users to dealer sites that would take dealer-oriented actions and convert to vehicle sales.

Inuvo identified the audiences that were taking the desired actions, such as **searching for dealers**, **visiting dealer sites**, **viewing online inventory**, and **contacting a dealer**.

IntentKey® revealed additional interests for the highest performing audience, which allowed Inuvo to find more people early in the buying process.

These interests included:

- **Environmental consciousness**
- **Travel** to exotic locations, such as Nepal, Vietnam, and the Caribbean
- Car **performance** and power
- Motorcycles, including BMW motorcycles
- Specific TV and movie **entertainment** interests

Inuvo delivered superior performance, achieving a staggering **96% below the client's CPA goal** for Tier 3 and **12% below the client's CPA goal** for Tier 2.