



The Objective

Recruit qualified job applicants to fill a wide range of open positions.

Key Results

Overachieved CPA Goals

Each Quarter

Increased

Job Application & Placement Rates

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 Concepts

- United States Dept of Labor
- **Salaries**
- **Hourly Wage**
- Years of Experience
- Computer Programming
- **Scripting Language**
- Broadcasting
- **Comics**
- **Workouts**



Television Provider Beats Recruitment Goals With Inuvo

In order to fill a **plethora of varied positions** across the company, this Fortune 500 television provider partnered with Inuvo to **find and convert** job seekers at scale.

Using IntentKey™ technology, Inuvo identified individuals with areas of interest specific to each job role, such as **electronics, security devices, computers, TV, and video equipment**.

Inuvo then optimized the campaign to even more **granular concepts** of interest that included:

- Hourly Wage
- Years of Experience
- Computer Programming
- Scripting Language
- Broadcasting

Inuvo discovered a **younger audience**, who were open-minded to career options—and found them **early in their job search**.

The client saw high job application and placement rates. Inuvo was able to **outperform the CPA goals** each quarter for **every job type**. The success of the campaign and knowledge of applicants has led to a strong partnership.