



The Objective

Reach new tax-filing **intenders** as the **tax deadline** approached

Key Results

Beat CPA by

36%

Discovered

New Customers

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

- **Income Tax Refunds**
- **Tax Deductions**
- **Web-Based Software**
- Dependent Care Credits
- Form 8938
- HSA
- **Home Appraisals**
- Real Estate Search

Online Tax Service Finds Filers Approaching Deadline

One of the nation's top online tax filing services embraced an opportunity to **gain market share** by attracting audiences that had reservations about using a traditional walk-in tax service because of COVID-19.

Their goal was to discover and reach users who had **not yet filed their taxes** as the tax deadline approached.

IntentKey® recognized concepts of interest that were prominent around **taxes** as well as **social distancing**. The **overlap in these areas of interests** was the key identifier of the highest-performing audience segment.

Additional interesting intent signals IntentKey uncovered contributed to the campaign's success:

- Hair Extensions
- College Football Schedule
- Coupons & Promotions

Inuvo exceeded client expectations by identifying **new customers** and beating the CPA **goal by 36%**.

As the campaign entered its last two weeks, Inuvo continued to discover people in-market at an efficient cost, which led the client to **double the campaign budget**.



Software