



Case Study | Client Success
Consumer Electronics

Campaign Goal

Drive awareness of sleep aid headphones amongst the in-market sleep impaired.

The Challenge

The consumer electronics company wanted to grow their prospecting pool and distinguish the brand as the tech of choice among the sleep impaired.

Inuvo's Technology Solution

Inuvo's IntentKey™ AI driven prospecting engine helped the electronics company efficiently target those with sleep impairment, due to noise.

The Results

The electronics company was able to reach their target users and generate qualified interest at their lowest CPA goal.

Campaign Intent Signals

Noise Cancelling
Sound Quality
Earbuds
Travel Sites
Weather
Fitness Solutions
Frisbee Disk
Elongated Soft Palate
Short Nose
Brachycephalic
Development of the Breed



Electronics Company Wakes Up Sleeper Audiences with Targeted Media

While the consumer electronics company had a strong grasp of their customer base, Inuvo pixelated their site and allowed the IntentKey™ AI technology to optimize based on performance, rather than demographic targeting. This allowed the technology to run without bias and revealed new information about the audience.

Inuvo began the campaign with audiences built from obvious categories around electronics and sleep aids, where users were searching for the latest tech sleep solutions. As the IntentKey™ refined the targeting and optimized the campaign, additional categories of interest surfaced that were identified as pre-triggers for their specific audience interested in sleep aid headphones: international travel, fitness, and sports and recreation. These learnings were incorporated into the campaign to further optimize and develop a true audience profile for the client and uncover the top performing audience: young Asian American males, with no children, higher levels of education, with an interest in fitness, international travel, and the latest tech.

Beyond the top performing audience, another key niche audience was discovered. The IntentKey™ technology discovered young, male dog owners were a high scoring audience segment. Dog owners who deal with pet noises at night have difficulty sleeping and are looking to block out that noise. Most of the content consumed by this audience was centered around pet medical conditions and pets that snore.

By allowing the AI to discover and fully define the top performing audiences, our campaign managers were able to optimize the campaign without sacrificing reach and scale. This enabled Inuvo to beat the client's CPA goal by 58% and provide key audience discoveries: their audiences were most active late at night, their largest client base is in the Northeast, and their users are heavy consumers of content on Reddit. While our brand safety features prevented us from running ads on sensitive content typically promoted on Reddit, we were able to target those users that were consuming content on Reddit and matched our audience profile on other brand safe sites.

This tremendous success has led to an expanded relationship to promote additional product lines and product additional marketing insights that are being utilized across their entire marketing strategy.