inuvo®

Case Study | Client Success
Rental and Leasing

Campaign Goal
To find qualified home rental applicants and convert them into renters at an efficient cost.

The Challenge
Efficiently target initial specified target audiences, while also optimizing towards the highest-performing converters.

Inuvo's Technology Solution
Inuvo's IntentKey™ AI-driven prospecting technology targeted the client's specified demos, but also allowed the AI to optimize and garner insights on the highest converting users, allowing for optimal performance.

The Results
The home-leasing company beat their CPA goal by 22%, expanded the scope of the successful campaign by 50%, and gathered key user learnings that are continuously being utilized in expanded marketing efforts.

Campaign Intent Signals

Apartments for Rent
Real Estate Listings
Comprehensive School
iRobot
Trulia
Housing Estate
Private Schools Texas
Southern University
San Jose
Crime Mapping
Resident Reviews

Home Leasing Company Finds Renters and Gains Valuable Insights with Inuvo

Homeownership is the ultimate American dream. Many believe near-historic low interest rates and record unemployment rates are making that dream possible for more Americans than ever before. However, the US housing market has continued to climb and priced many would-be buyers out of the market. That means first-time home buyers, vacation home buyers, and second-home buyers who would typically be looking to purchase homes are now in the market for high-end, family-friendly rentals.

A premier home-leasing company that provides professionally managed, updated homes for rent in desirable neighborhoods, partnered with Inuvo to efficiently target audiences: Adults 25-54, HHI $75k+, and who may have kids and/or pets that would be looking for a neighborhood home to rent. While Inuvo marketed to their initial specified target audience, the IntentKey™ AI was also allowed to optimize towards the highest-performing converters. This tactic delivered a higher-performing campaign and mined key campaign insights:

- Beat the CPA goal by 22%.

- The efficiency of the CPA goal allowed for an expansion of the campaign budget by 50%. It was discovered the top-performing audience and those most likely to convert were not the client's core target market. Instead, it turned out to be those age 55+ with higher levels of income of $100k or $150k+.

- Key insights were mined into which markets were the most profitable to run in (Los Angeles, Houston, Tampa, Miami, Phoenix, and Atlanta) and which were the most expensive (Denver, Jacksonville, and Nashville). This allowed the home-leasing company to strategize and hone their marketing efforts based on costs and home availability.

- Inuvo picked up on signals that other media vendors were targeting low-income housing content, which was an audience the client wanted to avoid. Inuvo suppressed those sites from the campaign targeting and alerted the client that other vendors were driving traffic from those undesirable sites.

The IntentKey™ mines content consumption data to create first-party, proprietary, real-time audiences custom-built for each campaign. It began with campaign audiences created from obvious categories around home rentals, community neighborhoods, rental homes with backyards, etc. As the AI learned more from converting site applicants, it refined the audience models to more granular concepts of interests that naturally aligned with the campaign: mortgage rates, foreclosures, and best places to live. What surfaced was the top-performing audience: mature females (age 55+), that have older children or soon-to-be empty nesters, highly educated, and high levels of income of $100k to $150k+. Their online content consumption showed that many may have been looking to purchase a home from researching mortgage rates and looking for cost-efficient homes that may have gone into foreclosure, but home prices may have climbed too high and priced them out of the market in larger cities.

Inuvo's IntentKey™ AI technology prospecting power was key to the success of this campaign. Because the IntentKey™ technology can target down to granular concepts of interests, it generates and can deliver much larger in-market audiences. Inuvo was able to efficiently find and target not just the client's identified audience, but those who were most likely to convert at scale. This led to new audience discoveries and a reduction in the CPA goal by 22%. The campaign was so successful, the client extended the campaign budget by 50% and has since established a continued relationship to market their neighborhood home rentals.

Understanding the core audience allowed the home-leasing company to bring the feeling of home and community to more families.