



Case Study | Client Success  
Retail



### Campaign Goal

Return on ad spend, new client acquisition, and deep insights into shopper trends and comparison shopping.

### The Challenge

A luxury home retailer was looking to grow their sales through acquiring new customers and not exhausting their existing customer base.

### Inuvo's Technology Solution

Inuvo's IntentKey™ AI was used to model the converting users to truly understand their intent signals to then go out and target and acquire new customers.

### The Results

The client generated an 88:1 return on their ad spend acquiring new customers. In addition, the client generated insights into key areas of interests that can be leveraged to fuel marketing efforts and promotions, particularly against their competitors.

### Campaign Intent Signals

Wedding Registry  
Baby Furniture  
Nursery Accessories  
Quality Home Office Furniture  
Livable Furniture  
Patio Sets  
Ottoman Coffee Table  
Modern Furniture  
Sheila Bridges  
Stool Seat  
Space Saving  
Behr Paint  
Photography  
Nordstrom

## National Luxury Home Retailer Realizes 88:1 Return on Ad Spend with Inuvo's IntentKey™

A luxury home retailer was looking to grow their sales through new customer acquisition, as to not exhaust their existing customer relationships that were nurtured through other marketing efforts. Their stated campaign goals were aggressive and established through benchmark campaigns ran with other media vendors. However, the client realized that while consumer confidence was rebounding from the vaccination rollout and government stimulus programs, their shopping habits have not yet returned to normal.

Forward-thinking marketers have learned through the pandemic that demographic and other conventional marketing personas that worked prior to the pandemic no longer hold true with rapidly changing consumer behavior. The only truth that exists in marketing is consumers continue to remain unpredictable and marketers must now understand the intent driving consumer purchases. Inuvo's IntentKey™ AI enabled the national luxury home retailer to find new audiences based on changing intent signals, because it is one of the only technologies capable of adapting its audience selections based on the changing intents of consumers. This resulted in a return on investment well in excess of these other technology and information providers.

The typical luxury shoppers and spring DIYers were not the source of the explosive campaign growth for this client. The IntentKey's adaptive AI allowed the client to capitalize on current trends, which included intentions related to wedding registries and gifts associated with delayed celebrations of marriages, baby furniture and nursery accessories, and home office furniture as many positions permanently went remote, making it worth investing in quality office furniture. Further, by working with the IntentKey™, the client was able to learn that their audience was very interested in making their homes more livable through functional furniture, patio sets, and other indoor and outdoor accessories.

Of particular interest was the volume of comparative shopping being undertaken by consumers prior to making a purchase decision. This analysis by consumers included looking at big box discount retailers all the way through luxury brands, which was far broader than expected. It also revealed that their new luxury customers were taking into consideration sales discounts and coupons, which was not traditional pre-pandemic. This provided additional insight into tactics that could be used to incentivize repeat orders through loyalty programs and exclusive coupons.

By utilizing the IntentKey's real-time audience modeling, our client was able to target the right consumers as they were showing signs of intent in their product offerings. While the interests that drove their intent were unexpected, being able to capitalize in real-time on these interests allowed Inuvo to outperform all other competing vendors on the plan.

Adapting to consumer trends is imperative in the wake of the great reset. Americans were used to a fast-paced, consumerism life and were forced to slow down and take stock of what really matters. They are now more critical and protective of where they now invest their time and resources. Marketers who are able to adapt to these changes will drive winning strategies.