

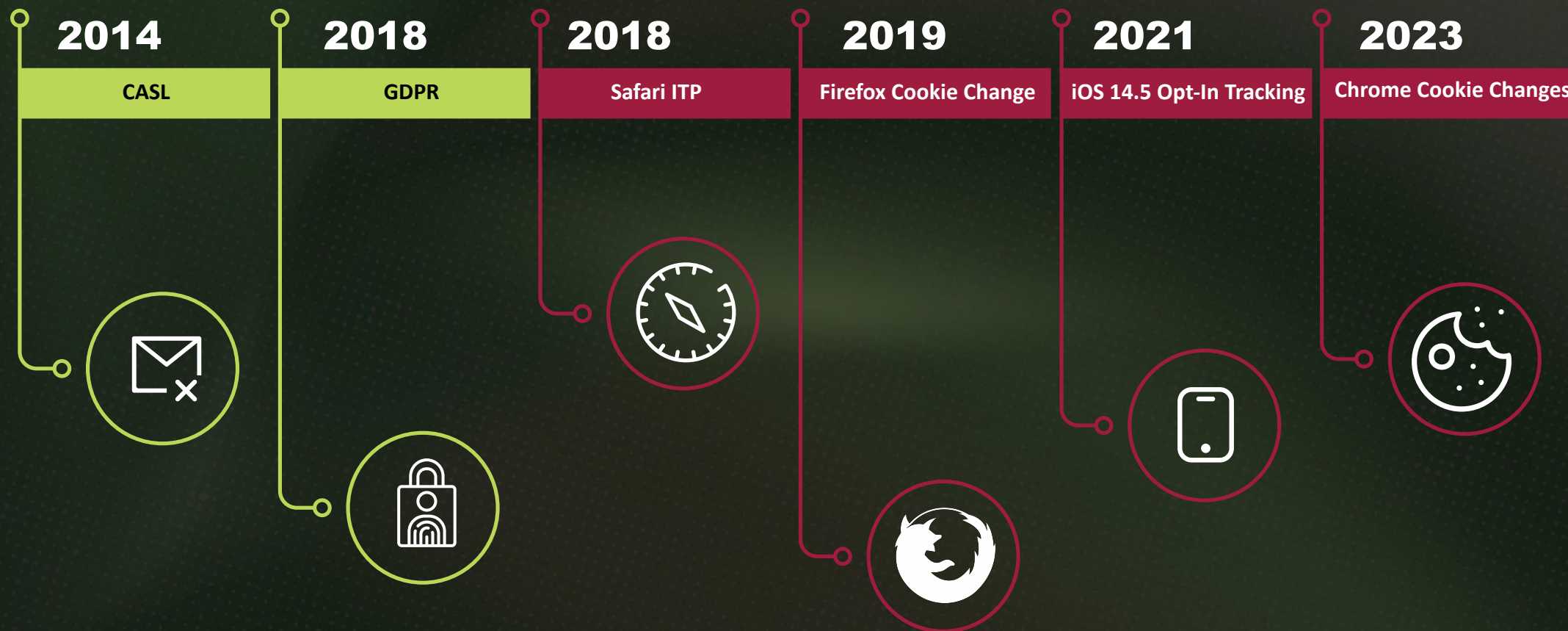
# **Why-Based Marketing: Helping Brands Uncover New Prospects Through Intent Signals**

**Presented by Victor Genova**  
**Senior Director, Programmatic Media Sales and Marketing**

# Agenda

- + The Current Digital Media Ecosystem
- + Disruption to the Current Ecosystem: Consumer Privacy
- + Paradigm Shift: WHO to WHY
- + The Power of WHY-Based Marketing
- + The Benefits of WHY-Based Marketing
- + Find Your WHY

# Disruption to the Current Ecosystem: Consumer Privacy





# The Current Digital Media Ecosystem

**inuvo**  
Intelligent Advertising

Who-Based Marketing: Targeting Personas of Existing/Past Customers





# Paradigm Shift: WHO to WHY

inuvo<sup>®</sup>  
Intelligent Advertising





# Moving From Who to Why

WHO uses identity-based,  
third-party data onboarded via cookies



WHY uses anonymous transactional  
signals derived by AI





# The Power of Why-Based Marketing

**inuvo**  
Intelligent Advertising

## Real Estate



## Casino



## Auto





# The Benefits of Why Based Marketing



**Privacy Safe**



**Future-Proof**



**Better Performance**



# Find your WHY

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