

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) **October 20, 2025**

**INUVO, INC.**

(Exact name of registrant as specified in its charter)

**Nevada**

(State or other jurisdiction  
of incorporation)

**001-32442**

(Commission  
File Number)

**87-0450450**

(IRS Employer  
Identification No.)

**500 President Clinton Ave., Ste. 300, Little Rock, AR**

(Address of principal executive offices)

**72201**

(Zip Code)

Registrant's telephone number, including area code **(501) 205-8508**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class

Common Stock, \$0.001 par value

Trading Symbol

INUVO

Name of each exchange on which registered

NYSE American

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**ITEM 7.01 REGULATION FD DISCLOSURE.**

On October 20, 2025, Inuvo, Inc. released an updated investor relations presentation. A copy of the updated presentation is attached as Exhibit 99.1, and is incorporated by reference into this Current Report on Form 8-K.

The information in this Current Report on Form 8-K and accompanying exhibit is being furnished and shall not be deemed to be "filed" for the purposes of Section 18 of the Exchange Act, or otherwise subject to the liabilities of such section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

[Exhibit 99.1](#) [Investor Relations Presentation.](#)

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**INUVO, INC.**

Date: October 20, 2025

By: /s/ Wallace D. Ruiz  
Wallace D. Ruiz, Chief Financial Officer

EXHIBIT INDEX

99.1 [Investor Relations Presentation.](#)

OCTOBER 2025 | LD MICRO

NYSE: INUV

inuvo®

PRESENTING TODAY:



**Rob Buchner**  
Chief Operating Officer

ROB.BUCHNER@INUVO.COM



OCTOBER 2025 | LD MICRO

inuvo

# PREDICTIVE AI AUDIENCE DISCOVERY & MEDIA ACTIVATION

NYSE: INUV



## SAFE HARBOR STATEMENT / NON-DISCLOSURE

This presentation includes or incorporates by reference statements that constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements relate to future events or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. These statements include, but are not limited to, information or assumptions about expenses, capital and other expenditures, financing plans, capital structure, cash flow, liquidity, management's plans, goals and objectives for future operations and growth. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," or the negative of these terms or other comparable terminology. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could cause actual performance or results to differ materially from those expressed in or suggested by forward-looking statements. These statements are based on the current expectations or beliefs of the Company's management and are subject to various known and unknown risks that could cause actual results to differ materially from those described in the forward-looking statements, including, but not limited to, product demand, pricing, market acceptance, changing economic conditions, risks in product and technology development, the effect of the Company's accounting policies, increasing competition, the Company's ability to integrate companies and businesses acquired by it and certain other risk factors, including those that are set forth from time to time in the Company's filings with the United States Securities and Exchange Commission, which may cause the actual results, performance and achievements of the Company to be materially different from any future results, performance and achievements implied by such forward-looking statements.

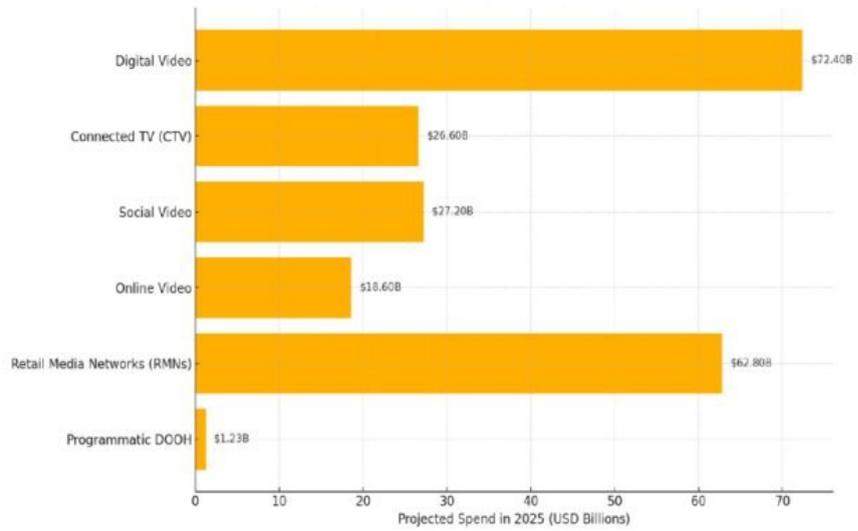
# WHO WE ARE



In 2025, **64%** of all U.S. advertising dollars are funneled through **programmatic platforms.**

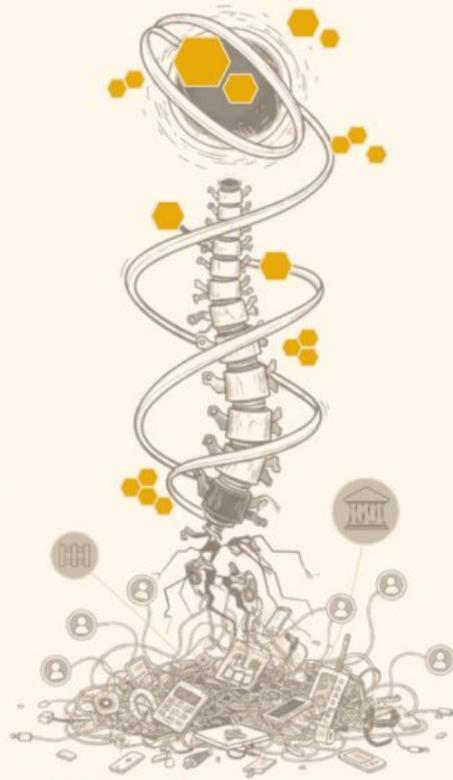


**PROGRAMMATIC ADVERTISING SPEND BY CHANNEL (U.S. 2025)**



Today's programmatic ecosystem is **\$220B and growing**

# THE AD SUPPLY CHAIN IS UNDER ASSAULT



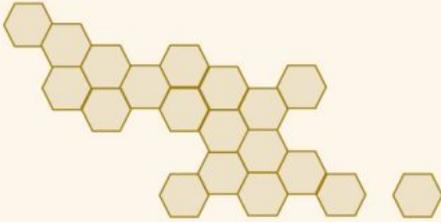
The programmatic spine of legacy buying systems is bending and about to break because they're held together by **rapidly-diminishing consumer IDs**.

The **rise of AI search** is exasperating the flaws of decision making that rely on the harvesting of IDs.

The system is further strained by **privacy regulations and walled gardens** that lock insights inside closed ecosystems.

**IntentKey® is the antidote.**

# IntentKey®'s Versatility



## AUDIENCE DISCOVERY

IntentKey understands what people are reading across the web and builds audience models based on real-time content consumption patterns.

## PREDICTIVE MEDIA MIX MODELING

Inuvo's Predictive MMM quantifies the ROI of every marketing channel and external event for smarter budget decisions.

## AI-POWERED AD PLACEMENT

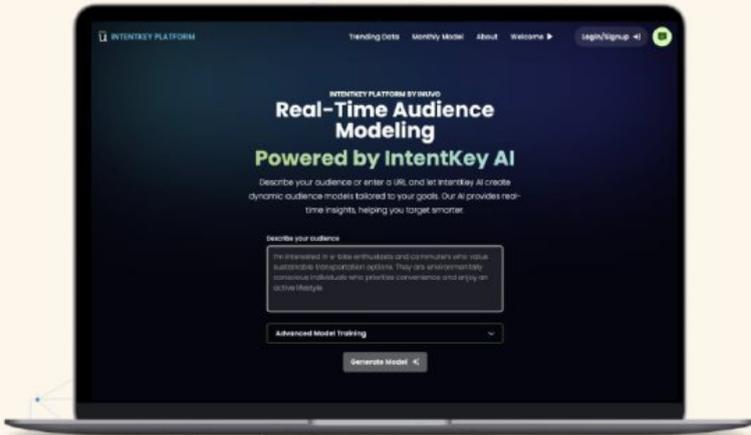
When someone matches the audience model, IntentKey instantly activates media to reach them.

## INSIGHTS

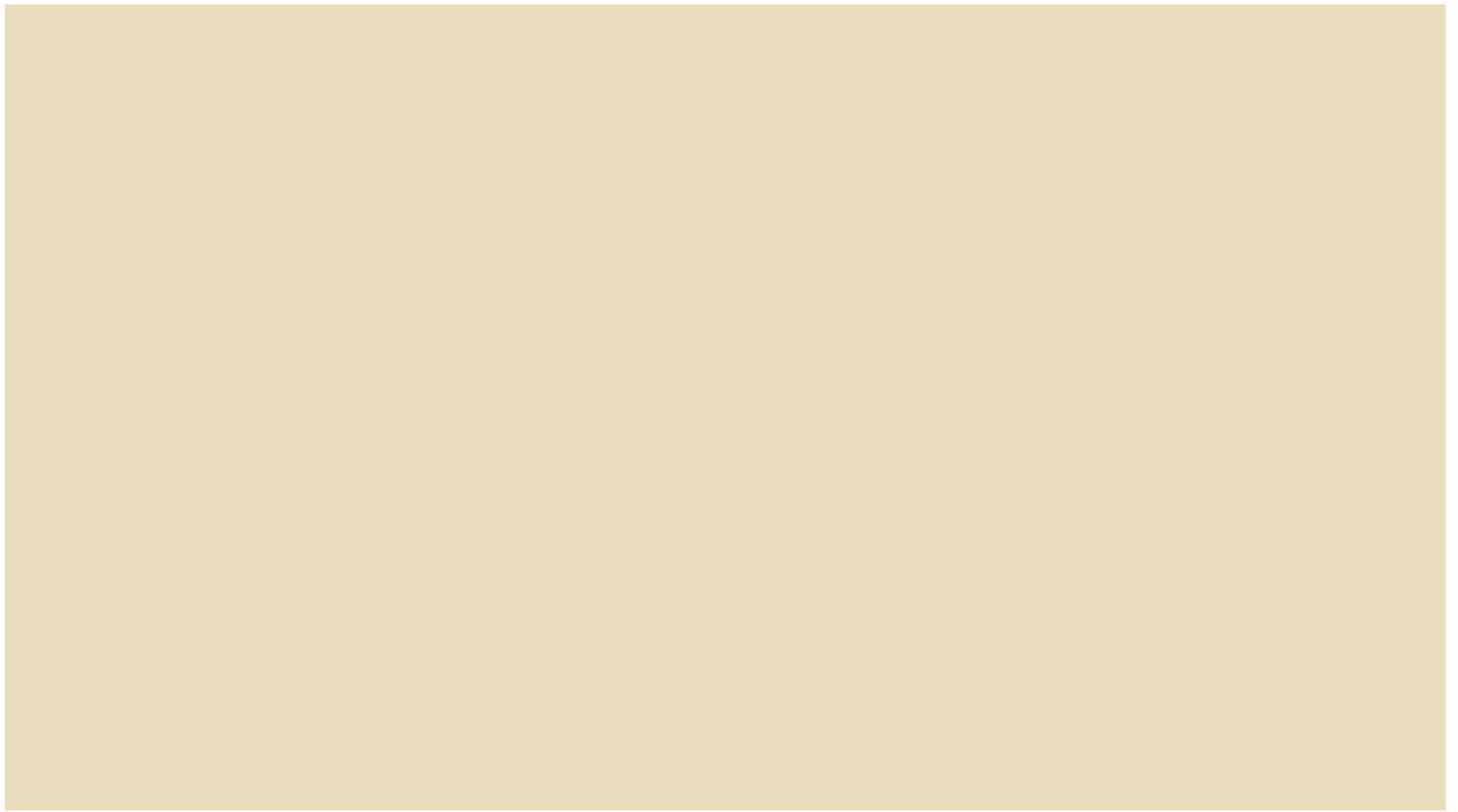
By analyzing IntentKey signals over time, we uncover insights that shape brand strategy, surface product strengths, and inform creative direction.

# The IntentKey® Platform

- Instantly build audience models
- Concepts emerge based on real-time media consumption
- Predictive AI audience discovery, identifying prospects before competitors see them



This presentation is confidential & proprietary and should not be disclosed or shared without Inuvo's permission.



# HOW IT WORKS

IntentKey® connects with audiences by matching concepts to predictive media consumption.



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Sample Model Only

# OUR EDGE

## PREDICTIVE MODELING

Finds high-intent audiences based on what people are engaging with now — not who they are.

## PRIVACY-BY-DESIGN

Built for today's internet: no pixels, no cookies, no user IDs — ideal for iOS, VPNs, and private browsing.

## TARGETING LEVERAGE

Discover and activate tomorrow's customers today, up to a full day before your competitors.

## FRICTIONLESS ACTIVATION

Activate models through Deal IDs & push to any major DSP, allowing clients and partners to use their existing buying platforms.

SAMPLING OF CLIENTS SERVED

We consistently **surpass client goals** by an average of

**61%**

compared to the competition with a

**93%**

**client retention rate**



# NYSE: INUV



NYSE: INUV

REVENUE LEVEL WHERE OPERATING CASH FLOW TURNS POSITIVE



5-year CAGR of 24% through Q2 2025, \$2.1M cash, no debt, and a \$10M working capital facility

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# THE GROWTH STRATEGY

PATHWAY TO \$100M+

**42 new IntentKey total clients** added YTD with healthy backlog in Platform business

**IntentKey self-serve ramp;** 34 active self-serve clients with near-100% gross margin potential

**GTM Shift**

Pursuing upstream budgets, Brand-direct, Self-serve deals

**Consultative Sales**

Predictive Mixed Media Models to CXOs

**Favorable market sentiment**

for privacy-first, AI solutions

inuvo®



**Rob Buchner**  
Chief Operating Officer

ROB.BUCHNER@INUVO.COM



