



el toro

Case Study for Political Campaign – Ballot Initiative

Company Profile

Our client is a statewide political organization who had limited time to build support for an impending ballot initiative.

Business Situation

Internal tracking showed our client was trailing by 6-8 percent in a series of recent polls. With the election impending there was very limited time to use traditional media outlets to sway votes.

Solution

El Toro implemented a targeted campaign of push advertising to voters home PC's. We used client-supplied data of those who had requested a ballot, along with data on voter registration demographic data. El Toro then scrubbed this data against our proprietary technology to deliver display advertisements to these targeted voter households. Over the course of one week we delivered 120K impressions to this list of likely supporters.

Benefits

Although the El Toro client was outspent 3 to 1 on traditional media, our client won the election by a 60/40 margin. They saw a 17 point improvement from the polling data once our campaign was completed. El Toro's client gives us a lot credit for the victory saying: "The ability to target to our message to different voters by geolocation and voter segmentation is something the other media platforms simply didn't offer". Furthermore, being able to precisely target each vote by household allowed them to "present the best message for each voter" In other words better efficacy at 1/3 of the price.

To learn more about how El Toro can improve your results, while lowering cost please contact us at Info@eltoro.com

