



el toro

Case Study for Colon Cancer Prevention Project

Background

El Toro has developed a revolutionary digital targeting tool that focuses online advertising to households based on their Internet Protocol (IP) addresses. El Toro integrates off-line household information with IP data to produce extraordinarily effective targeting segments that contain only qualified prospects. El Toro's proven process delivers the most relevant online advertising to a client's true audience, growing lead conversions and revenue online and off.

Business Situation

El Toro's client, the Colon Cancer Prevention Project (CCPP), is an independent 501(c)(3) nonprofit based in Louisville, KY, dedicated to eliminating preventable colon cancer death and suffering by increasing screening rates through education, advocacy, and health systems improvement. The Project's work includes advocating for funds for uninsured and under-insured people to get screened. Funds raised by CCPP come in the form of individual gifts, corporate contributions and grants. The client integrated El Toro's targeting platform as part of larger outreach campaign that included direct mail and targeted push advertising to potential donors' home PCs. Forty-four percent of the list of likely donors was included in El Toro's online display campaign and 56% was not targeted.



Colon Cancer Prevention Project



Audience

Measurable Client Results

El Toro was able to use a match-back analysis to match targeted households to donors. The control group of households not targeted by El Toro achieved a response rate of 0.38%, compared to the households who received IP targeted ads, which saw conversions of 1.14%, an improvement of 200%. A staggering 95% of total dollars raised in the campaign came from households that received ads from the El Toro targeted group.



Donations

	Audience	Response Rate	Improvement	# of Donations
Control Group	56%	0.38%		30%
Targets	44%	1.14%	200%	70%



Total \$ Raised

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