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Case Study - Kentucky Craft Brewers Association

Background

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

Business Situation

In early 2105, The Kentucky Guild of Craft Brewers were involved in the legislative fight for their lives against one of the largest brewers of beer in the world. Kentucky HB 168 was supported by their membership and preserved the long-standing practice of a 3-tier distribution system, while closing a loophole that was used by Anheuser-Busch to operate two distributorships in the state.



According to Phillip Dearer Vice President of the Kentucky Craft Brewers Guild and President at Louisville-based Goodwood Brewing “this was David vs. Goliath, with a group of local entrepreneurs challenging one of the largest companies in the world.” Dearer went on to say “having access to a tool like El Toro and using their IP Targeting helped us level the playing field and cost effectively deliver our message to the right audience.”

The Campaign



The Kentucky Craft Brewers decided on a strategy to target legislators and voters directly with their message. Ultimately El Toro delivered over 300,000 ad impressions to the state legislative offices and modeled voters in the districts of selected members of the General Assembly. While Anheuser-Busch had one of the largest lobbying budgets during the 2015 legislative session, the Craft Brewers were able to effectively communicate their message using a much more cost effective strategy and lower budget.

The online response to these ads was overwhelming. While the industry average click-through rate (CTR) for a display advertising campaign is .08%, the Craft Brewer Ads received a CTR of .643% or roughly 800%



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higher than the industry average. This high level of engagement demonstrates that El Toro was delivering the right message to the right audience on behalf of the Craft Brewers. Our targeted audience for this campaign were legislators and members of the legislative staff while at work along with engaged voters while at home.

The bill was passed by a 23-13 vote in the Kentucky Senate which was then signed into law by Gov. Steve Beshear.

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