



el toro

Case Study - Kentucky Judicial Primaries

Background

El Toro has developed a revolutionary digital platform that focuses targeted advertising to households, offices, hotels and university campuses based on their Internet Protocol (IP) addresses. El Toro combines off-line household and business information along 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 while growing name recognition and increased campaign awareness.

Background

The 2104 judicial primaries in Jefferson County KY were unusual in that there were a large number of open seats and several candidates ran for each of those open seats. Jefferson County, the home of Louisville, KY, has a population of approximately 756,000 which makes it one of the top 50 metro areas in the United States. While El Toro worked with candidates in almost every judicial race in Jefferson County, they specifically designed a measurement experiment which was used in four races to assist in determining the efficacy of the IP Targeting campaigns for these races.



The Campaign

Legislative campaigns in Kentucky are non-partisan because of the down-ballot nature of these races and are typically focused on name ID instead of larger campaign issues. An important part of the strategy for digital advertising campaign that El Toro implemented was to increase name ID for our candidates among likely primary voters. As such, El Toro targeted every voter county-wide who had voted in the last three or four Democratic or Republican primaries.

To take advantage of higher than average expected turn-out in two areas (caused by heated local primaries) El Toro hyper-targeted those two areas with an extra flight of display ads. Among those targeted were fidelity Republican primary voters in an area with a heated Republican primary. El Toro also targeted fidelity Democratic voters in an area with a hotly contested Democratic primary.



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Collectively, El Toro delivered approximately three million display ad impressions on behalf of these four candidates in the last 30 days prior to the election.

The Results

	234	1644	1075	747	562	FCB	1745	1705	1835	782	5545	FCB	919	3705	1045	3669	FCB	3201	1155	1465	5511	
Percent	0.3377	0.290561	0.189648	0.152025			0.235155	0.29151	0.230191	0.120545			0.16210972	0.612314	0.124356			0.356305	0.102575	0.454625		
Delta to Control Group	-0.07553	0.055117	0.019455	0.001612			-0.100356	0.020945	0.045215	0.004165			0.02055614	-0.03051	0.009924			0.125705	-0.103555	0.051349		
Percent Change Increase	-0.19545	0.132651	0.10127	0.012211			-0.3335	0.174231	0.161497	0.021935			0.12692321	-0.04655	0.033337			0.348521	-0.29251	0.122511		
FCB	1905	1245	250	511	462	FCB	1529	1575	1571	477	4751	FCB	729	3451	555	4745	FCB	571	1354	160	4515	
Percent	0.41657	0.269955	0.183955	0.154545			0.321827	0.289921	0.235191	0.1004			0.15560305	0.721159	0.119255			0.145205	0.289057	0.565547		
Delta to Control Group	-0.05231	0.03451	0.013575	0.004131			-0.07655	0.045525	0.03354	-0.02575			0.01207945	0.042074	-0.03515			-0.03771	-0.12207	0.211775		
Percent Change Increase	-0.12709	0.127535	0.07425	0.030705			-0.23217	0.35232	0.155435	-0.2355			0.07554207	0.032335	-0.45247			-0.6025	-0.43267	0.375254		
Countywide Results	3945	20015	14470	11055	25012		54135	20851	20125	10541	55914		11795	57012	14535	32545		19251	54120	19250	51651	
	0.485925	0.235445	0.170125	0.130415			0.59251	0.340555	0.254942	0.126125			0.14152355	0.654055	0.174412			0.235125	0.414125	0.331759		
Average Improvement	0.178257																					

The results were excellent! In normal judicial races, the top two candidates proceed onto the general election. Three out of the four El Toro candidates moved onto the general election, which means there was a win percentage of 75%. The 75% win percentage was 31% higher than the expected nominal win percentage for these races. El Toro's candidates received more votes in eight out of eight of the hyper-targeted areas. On average these candidates received 17% more votes in the hyper-targeted areas than they did countywide.

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