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Garcetti wins LA mayoral election with El Toro reseller Engage:BDR/AudB targeted ads

Mayor Eric Garcetti

Background:

El Toro has developed a proven process for growing lead conversions and revenue, both online and off. With the unique El Toro targeting platform, we enable our clients to target down to users in specific households to consistently deliver the most relevant online advertising to their true audience.

Our model mimics the time-tested techniques of direct marketing, the direct-selling method trusted by professionals for over 70 years. El Toro has taken the direct marketing model and moved it online. True audience targeting gives you the power to deliver extraordinary relevance—and the more relevant the ad, the more likely the conversion.

Challenge:

While the majority of a political candidate's advertising budget is spent on TV, an increasing amount is being spent with online media. Our reseller's client, former Los Angeles City Council President and candidate for the 2013 LA mayoral election, Eric Garcetti, needed to stand out and gain an edge in the tight race against his opponent. The challenge is to cut out the noise of other candidate's ads by purchasing only relevant impressions that can deliver tailored messages to specific sections of the electorate.

Solution:

El Toro's reseller, Engage:BDR, worked with candidate Garcetti's team to plan and launch an online campaign that targeted 500,000 voters in LA, focused on Spanish- and English-speaking Latinos, aged 18-46. Our targeting technology can uniquely target Internet users within a specific household. Here's how we do it:

1. Find the web entry point (IP address) for all targets.
2. Assign each web entry point a unique privacy ID.
3. Send display ads only to websites where target IDs appear.

We can find web entry points by matching them to mailing address—no one else has anything like it. Through our vast display advertising network, we watch for instances of targeted IDs on thousands of websites and deliver highly personalized and relevant ads in real time.

Results:

"The microtargeting campaign was successful for the Garcetti campaign and Engage:BDR. According to a report published by the agency, they delivered over 7 million impressions for the Garcetti campaign in just over two weeks. Engage:BDR claims that the micro-targeting campaign bought between 10% to 17% better click-through rates for Spanish-speaking Latinos and English-speaking Latinos ages 18-46. While those returns might sound like another dry marketing statistic, they're—again—the reason why election campaigns want to know you better than you know yourself."

— Fast Company, *Yes, Political Campaigns Follow Your Browser History*, Nov. 5, 2013