



el toro

Case Study for Digital Marketing Agency

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

In August 2013, El Toro invited Megan Malone, digital director for a Louisville, KY, media company to be among its first resellers. Malone was impressed with El Toro's promise to dramatically reduce the waste associated with typical online advertising. "A traditional online advertising campaign would only hit 15% of the true audience," she said. "With El Toro's IP targeting platform, you can take that data, scrub it, determine exactly who are trying to hit and then go after just that group."



Malone relocated to Philadelphia in March 2014 and established her own full-service digital agency, Vici Media Inc., offering El Toro's IP targeting as one of her new company's core services. Her clients include universities, auto dealers, political campaigns and credit unions.



Vici Media is a full-service digital marketing agency located in the heart of Philadelphia.



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Reseller Success

One of the strongest features of El Toro's product is how easy it is to calculate ROI. "All you have to do is match who made a purchase or took another action step with the original data list. It doesn't matter how they took that action – walked in, filled out a web form or called," said Malone.

IP targeting is not simply geographic, but includes psychographic and demographic data as well. "When we were going head to head on big pitches to prospective clients, that really set us apart," said Malone. "We have technology that no one else had access to." El Toro IP targeting was instrumental in helping Malone land multiple six-figure accounts, as none of her competitors offered this type of service.

Measurable Client Results

For a private university in Indiana, Malone was able to track individuals who signed up for more information, scheduled a tour of the campus and completed enrollment applications each month. As students traveled down the sales funnel, she used IP data to target specific messages and generate more conversions. The university saw well over 100+ conversions per month.

For a national chain of ski resorts, Malone mined and targeted homes within the season ticket databases at each of the seven resorts before a single snowflake hit the ground. Messages encouraged this segmented audience to pre-purchase passes through Black Friday and season ticket promotions. All seven resorts saw a huge increase in revenue from that targeted messaging. One of them doubled sales from the same time period the year before.

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

