

# El Toro Case Study

## KENTUCKY CRAFT BREWERS ASSOCIATION

This test used El Toro's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

### Background

In early 2015, 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. 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.**

### Campaign Results

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% higher than the industry average.** 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.

# CTR

Of 0.643%

# 23-13 Vote

The bill was passed



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