

# El Toro Case Study

## FINANICAL INSTITUTION

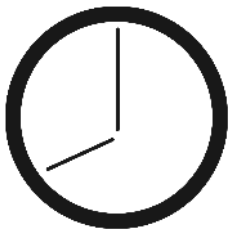
This bank used El Toro's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

### Background

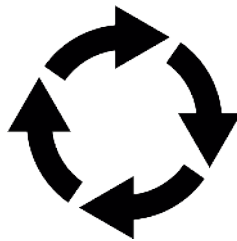
El Toro's client, a regional bank located in the Southeast United States, was looking to position itself as the premier regional banking choice for personal checking options in the Southeast. The bank also sought to support efforts in growing the number of new checking accounts. After completing a discovery process with the client, El Toro decided to launch an IP Targeting campaign that would complement a targeted direct mail program. We built a one month IP Targeting Campaign in selected regional areas to a targeted segment of the bank's direct mail list. The campaign was centered around new checking or business account acquisitions driven to a vanity URL that was created for the campaign and installed with Google Analytics for tracking purposes

### Campaign Results

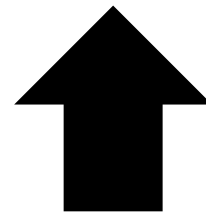
**Time on site for IP Targeting visitors was 40% higher** and bounce rate was 3.5% lower than the site average. The direct mail side of the campaign generated a response rate of 0.61% while **the IP Targeting campaign generated a 1.09% response rate**. An increase overall budget by 5.83% for IP Targeting helped **generate a 79% lift in overall campaign effectiveness**.



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1.09% Response  
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79% Lift in  
Campaign

