

El Toro Case Study

COLON CANCER PREVENTION PROJECT

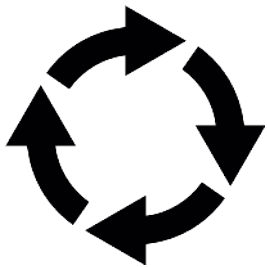
This non-profit used El Toro's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

Background

The Colon Cancer Prevention Project (CCPP) is an independent 501(c)(3) nonprofit based in Louisville, KY. CCPP integrated El Toro's targeting platform as part of a larger outreach campaign that included direct mail and targeted push advertising to potential donors. Forty-four percent of the list of likely donors were included in El Toro's online display campaign and 56% were not targeted.

Campaign Results

El Toro was able to use a match-back analysis to match targeted households to donors. The control group of households NOT targeted by El Toro achieved a response rate of 0.38%, compared to the households who received IP targeted ads. **This group saw conversions of 1.14%, an improvement of 200%. A staggering 95% of total dollars raised in the campaign came from households that received ads from the El Toro targeted group.**



Conversions of
1.14%

200%

Improvement
Overall



95% of Money Came
from IP Targets

