

El Toro Case Study

DIGITAL MARKETING COMPANY

This company 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 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. 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.

Campaign 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.**

