

El Toro Case Study

LOUISVILLE BATS

This team 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 Louisville Bats, a Triple-A Minor League Baseball team, wanted to reach their customers where they spent a considerable amount of time-- online. By utilizing El Toro's patented IP targeting system, the Bats were able to measure digital impressions and engagements on a more precise scale than ever before. Using transaction data from sales over the past three seasons, the Bats' marketing team was able to launch an online ad campaign to re-engage only those that had previously purchased tickets.

Campaign Results

The campaign served 120,000 impressions during the two weeks leading into a game with several promotions. El Toro was able to generate **a 22% lift in ticket sale conversions** compared to the non-targeted control group. Moreover, game day attendance was estimated at **11,000, a 68% statistical improvement** over their 2015 average attendance of around 7,500, according to MiLB.

This Matchback only accounts for online sales which could be tracked and doesn't include phone orders or "walk up" ticket sales. See the data below from the El Toro Matchback Analysis:

	Population	Percent	Conversion	Percent	Conversion	Improvement
Target 't'	1,591	52.75%	41	57.75%	2.577%	22.41%
Control 'f'	1,425	47.25%	30	42.25%	2.105%	
Total	3,016		71			

