

# El Toro Case Study

## KENTUCKY JUDICIAL PRIMARIES

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

The 2014 judicial primaries in Jefferson County KY were unusual in that there were a large number of open seats and several candidates ran for each of those open seats. Jefferson County, the home of Louisville, KY, has a population of approximately 756,000 which makes it one of the top 50 metro areas in the United States. While El Toro worked with candidates in almost every judicial race in Jefferson County, they specifically designed a measurement experiment which was used in four races to assist in determining the efficacy of the IP Targeting campaigns for these races. To take advantage of higher than average expected turn-out in two areas (caused by heated local primaries) El Toro hyper-targeted those two areas with an extra flight of display ads. Among those targeted were fidelity Republican primary voters in an area with a heated Republican primary. El Toro also targeted fidelity Democratic voters in an area with a hotly contested Democratic primary.

### Campaign Results

The results were excellent! In normal judicial races, the top two candidates proceed onto the general election. **Three out of the four El Toro candidates moved onto the general election**, which means there was a win percentage of 75%. The **75% win percentage was 31% higher than the expected nominal win percentage** for these races. El Toro's candidates received more votes in eight out of eight of the hyper targeted areas. On average **these candidates received 17% more votes in the hyper-targeted areas** than they did countywide.

