El Toro Case Study

UNIVERSITY ADMISSIONS

This campaign 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 mid-sized for-profit university located in the western United States was looking to increase the number of applications for undergraduate admission, while reducing cost per applicant. The client integrated El Toro's targeting platform as part of larger outreach campaign that included both direct mail and email. This combined campaign targeted households of approximately 14,000 likely students who were modeled based on ACT / SAT score, location and high school graduation date. Students were delivered ads with appropriate scholarship offers based on their ACT / SAT scores.

Campaign Results

El Toro was able to use a match-back analysis to match targeted students to applicants, providing the client with a high degree of visibility into campaign efficacy and ROI. Students who received IP targeted ads were **35% more likely to apply for admission**. The incremental marketing cost for these additional applicants **was less than ½ of the cost of the direct mail and email campaign**.

35%
More Likely to Apply

½
The Cost of Direct Mail Campaign

achieve more

ACT® SAT®

Learn more about our digital targeting at eltoro.com