

# El Toro Case Study

## FITNESS CLUB MEMBERSHIP

This bank 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

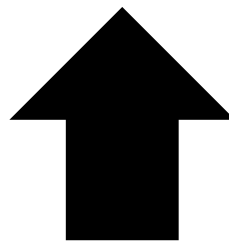
When New Year's Day comes around, most Americans have two objectives: lose weight and gain money. While providing resources to help clients lose weight is a gym's job, helping clients make more money is El Toro's job. During the winter season, a fitness center in the Southeastern United States approached us with the task of using IP Targeting to gain new memberships for the New Year. This campaign targeted households who had cancelled their gym membership in the past year. The athletic club gave new members a discount if they rejoined- and they loved it.

### Campaign Results

Over the course of 27 days, El Toro was able to prove **a lift of 54.15%** compared to those that were not targeted online. El Toro's IP Targeting **generated 22 memberships in less than a month**, with the campaign only serving around 30k impressions. It garnered 19 clicks, with a CTR of .07%, right above industry averages of 06%.



22 New  
Memberships



54.15% Lift in  
Sales

