

Case Study | Cincinnati City Council Election

Political IP Targeting

The Background

A candidate for the Cincinnati City Council approached one of El Toro's resellers to enhance their campaign performance in 2017. With 9 seats up for grabs, and many competitors, opposition was going to be hard to overcome.

The Challenge

Since 27 people were running for the open seats, our candidate needed to become one of the most memorable for any undecided voters.

El Toro's Approach

The client focused on a key demographic for Cincinnati they thought had the highest potential to be influenced. 31,301 houses were identified using El Toro's IP Targeting, with 23,978 houses in the list acting as a control group. By delivering banner ads to the target list, we aimed to influence these voters into remembering and choosing our candidate due to better name ID than the competition.



Performance

- 17.23% conversion rate
- 56.28% increase in turnout

About El Toro

El Toro is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The El Toro system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, eliminating ad fraud. With a 95% or greater confidence level, El Toro is the premier choice for digital advertising. For more information, visit eltoro.com/political-advocacy