

Case Study | Credit Union Loans

IP Targeting

The Background

The client, a credit union based in Virginia, is a favorite amongst customers. With standout customer service and a comprehensive business offering, retaining clients is simple once they're established.

The Challenge

The credit union had a set of banner ads that communicated a special incentive for changing auto loan providers. El Toro needed to ensure the ads were delivered to the appropriate consumers at the optimal frequency.

El Toro's Approach

Our patented IP matching algorithm was used to correlate the physical addresses of their CRM list to IP addresses. From the starting 60,000 homes, El Toro matched roughly 38,000. Then, using our IP Targeting, we served ads during a 30 day period to the matches, during which both customer lists received a direct mail piece reinforcing the offer. Having this dual-channel approach helped solidify great campaign performance.



Performance

- 24% increase in approved loans from our targets
- incremental \$200,000
- 758% Return on Ad Spend

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/ad-tech