Case Study | Eric Garcetti for Mayor

Political IP Targeting

The Background

While the majority of political candidate's advertising budget is spent on TV, an increasing amount is being spent on online media. Our reseller's client, former Los Angeles City Council President and candidate for the 2013 L.A. mayoral election, Eric Garcetti, needed to stand out and gain an edge in the tight race against his opponent. Engage was tasked with cutting out the noise of other candidates' advertisements, by only purchasing ad space that would deliver tailored messages to selected sections of the electorate.

El Toro's Approach

El Toro's reseller, Engage:BDR, worked with the candidate's team to plan and launch an online campaign that targeted 500,000 voters in LA. The effort focused on Spanish and English speaking Latinos, aged 18-46. Our targeting technology was leveraged to deliver ads to right to the devices of key voters. No other companies can get the level of accuracy, and therefore relevancy, that El Toro has for an audience. Here's how it was accomplished for Garcetti:

1. Web entry points (IP Addresses) were identified for all targets.
2. Each IP address was mapped to a device ID and physical address.
3. Display ads were sent to only the websites where the specified voters appeared.

Performance

- 10% to 17% better click-through rates
- Won election

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