

Case Study | Municipal Organization Ballot

Political IP Targeting

The Background

The client was a municipal organization in a central Ohio County. They identified a group of high fidelity voters who had a 72.77% likelihood to vote and launched a Get-Out-the-Vote (GOTV) campaign aiding a ballot measure. It would secure the continuation of public assistance programs such as public health inspections, opioid education, and healthcare for the disabled.

The Challenge

To increase turnout for the ballot measure, the county needed to reauthorize a \$55 million dollar tax levy. El Toro needed to heavily target the high fidelity voters and influence them to vote in favor of the measure.

El Toro's Approach

Nearly 108,000 homes were identified as part of the voter segment. These voter homes were split into two groups for measurement purposes: a control group which consisted of about 45,500 voters and a targeted group which was around 62,500. The target group was delivered 2.2 million display and video advertisements during the four weeks leading up to election day. The control group did not receive any IP-targeted ads.



Performance

- 91% election turnout compared to the control group
- 25% increase, in turnout was only made possible by using precise digital political targeting.
- 14.5-times more cost effective than the expected cost per incremental vote

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