

Case Study | Kentucky Judicial Primaries

Political IP Targeting

The Background

Numerous candidates in the 2014 judicial primaries for Jefferson County, Kentucky, enlisted El Toro's services for their races. Jefferson County, the home of Louisville, KY, has a population of approximately 756,000, which makes it one of the top 50 metro areas in the United States.

The Challenge

The 2014 primaries were competitive due to the large number of open seats, and a high number of candidates running for each one. Four clients in particular wanted to see what El Toro could accomplish with a scaled model. With such a tough political space El Toro and our clients had to be effective with voter targeting if we wanted substantial impact.

El Toro's Approach

El Toro specifically designed an outline used in four races to determine the effectiveness of IP Targeting campaigns for these races. To take advantage of higher than average expected turn-out in two areas (caused by heated local primaries) El Toro hyper-targeted both areas with an extra flight of display ads. Those targets consisted of regular Republican primary voters in an area with a heated Republican primary and staunch Democratic voters in an area with a similar Democratic primary.



Performance

- Win percentage of 75%
- 31% higher than the expected nominal win percentage
- Candidates received 17% more votes

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