Case Study | Medicare Insurance

IP Targeting

The Background

A national provider of Medicare plans wanted to increase the number of enrollments in a regional market of the Southern United States. Given the nature of the industry, the key market is a segment of consumers who are 64 and 9 months old.

The Challenge

Medicare Insurance and Medicare Advantage plans have become a hyper-competitive space where prospects are mailed, telemarketed, and targeted with television, print, and radio ads. This approach has generated some results, however, proving the efficacy of this type of marketing is virtually impossible. When the provider heard about El Toro's one-to-one digital targeting and MatchBack analysis, they were excited to try our adtech and see.

El Toro's Approach

The insurance company used El Toro's patented IP Targeting technology, and targeted the key market for three months, up until their 65th birthday. This campaign utilized direct mail and layered a flight of IP targeted digital ads to increase campaign effectiveness. Despite the crowded marketing channels, El Toro was able to cut through the noise and deliver the insurance company's relevant and timely messaging.

Performance

- **139% more likely to sign-up**
- **90% of the traffic** to the landing page

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