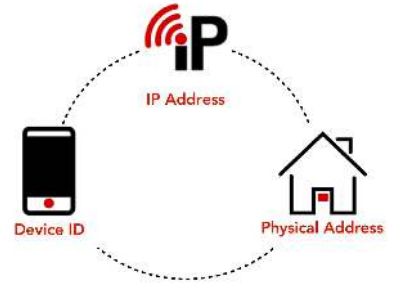


# El Toro: 6 AdTech Products

## One-to-One IP & Device Level Targeting

El Toro is an advertising technology company, home to 6 one of a kind adtech products. We utilize our patented IP targeting technology to bring unprecedented accuracy to digital advertising. Through our MatchBack Analysis, El Toro is able to show the amazing results of our technology.

Here we highlight each of these products in some of their most stellar campaigns to show their unprecedented abilities.



## El Toro Results 2018

### IP Targeting

*Nonprofit Organization*

All non-profits can always strive to improve one key metric, donations. Using existing CRM lists of past and potential donors, along with researching more backers, a large audience can be reached. Given either a history or high likelihood of donation, the targets are relevant and have a high value.

- 46 transactions attributed to the campaign
- 80% higher conversion rate for customers who received ads
- \$383,286 in incremental revenue generated from these

### Digital Canvassing

*Furniture Retailer*

This national furniture retailer wanted to boost sales across both their furniture and mattress offerings. The furniture retailer implemented the El Toro's Digital Canvassing in order to serve ads to the IP addresses of their customer's neighbors' homes, creating a geographically relevant segment.

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

### Reverse Append

*Upholstery Company*

A luxury upholstery company produces products for the hospitality, aviation, and residential interior design industries. The company went with El Toro's Reverse Append. Visitors who place products in their online shopping cart but did not purchase were targeted, while visitors who purchased were eliminated from the mailings.

- 5% of all targets converted
- 250% increase from previous mailer campaigns

### Digital New Movers

*Pest Control Company*

A pest control service company in Florida was looking to gain new customers in one of their local markets. The client approached El Toro with the hope of being able to target prospects that had just moved into a new home within literal hours of them setting up their home network.

- 276 total sales from our targets
- Conversion rate of 2.55%
- Accounted for 8% of all sales over the course of campaign

### Venue Replay

*Recruiting Company*

One of El Toro's partners, a Cleveland based reseller, was approached by a growing telesales company which had recently moved offices and needed help with workforce recruitment. The client was experiencing explosive growth and was having trouble finding qualified candidates to fill the available positions.

- 650 new applicants
- 600% increase in applications

### Captive Audience

*Data and Storage Management Company*

A storage and data management company spends heavily to exhibit at trade shows and conferences across the country. The company used Captive Audience to reach attendees while they were in attendance. The goals of the campaign were to drive higher attendance to their booth and education sessions.

- .14% CTR from first campaign
  - .27% CTR from second campaign
- \*Industry average CTR is .06%