# Case Study  |  University Student Recruitment
## Venue Replay & Reverse Append

## The Background

A university had worked with El Toro on a slew of campaigns for a number of years now. Now this university wanted to work with El Toro to get new students through their doors. This university client had used El Toro's proprietary IP targeting technology before, now they wanted to see how well it would work for them to make use of our other ad tech products.

## The Challenge

This university and El Toro wanted to ensure that the audience targeted would be those most likely to convert. By doing this, we intended to make sure that the university's marketing dollars were spent as effectively as possible. Together, we came up with two different targeting strategies. One plan was to target those seen at nearby universities and technical colleges in order to encourage transfers. The other plan was to target those who had recently visited this university's website.

## El Toro's Approach

Using El Toro's Venue Replay and Reverse Append, both of these targeting plans were executed with utmost precision. Through Venue Replay, we pulled the Device IDs of those seen consistently on college campuses within about an hour range of this university. From there, we were then able to target these devices with ads promoting transfers to the university. Through Reverse Append, we took IP addresses of those who had visited the university's website and matched those IP addresses to their correlating home address. We then excluded any visitors who were either already enrolled or had already applied to enroll here. Using these correlated home addresses, we then sent mailers to the homes of these site visitors to encourage enrollment.

## Performance / Results

- Venue Replay
  - **27** new student transfers
  - **235%** improvement among those who were targeted versus those who were not
- Reverse Append
  - **67** new student enrollments
  - **0.44%** conversion rate

## 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, largely 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