

# Case Study | Technology & Telecommunication

## IP Targeting

### The Background

A technology company that specializes in providing TV, Internet, and phone service wanted to amplify their consumer saturation rates within communities across multiple states. This particular technology provider had two different goals for their advertising with El Toro, new customer acquisition and garnering service upgrades among their current customers.

### The Challenge

This company knew that every address in their range is their serviceable footprint. This provider gathered data behind addresses within their service range that did not yet utilize their services and also brought their customer lists of those who were eligible for service upgrades. Being that this tech company covers over 30 states, they wanted to personalize their messaging to make a more prominent impression. We took these data lists and first separated them into the two different audiences based on conversion goal. We then took the newly segregated lists and divided these based on individual state locations. From here, the client tailored messaging accordingly to each audience.

### El Toro's Approach

We took this client's data and made use of only the street addresses and zip codes within. We carried these lists through our ad portal which then matched the home addresses to their correlating IP addresses. We then made use only of the IP addresses for which our patented validation algorithm provided at least a 95% or greater confidence rate behind. From here, we served ads directly to these matched IP addresses, serving ads precisely within these homes and across all devices within.

### Performance / Results

- Overall average campaign conversion rate of 1.274%
- Service upgrade conversion rate of 1.318%
- New customer acquisition conversion rate of 1.044%

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### 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](http://eltoro.com/ad-tech)