

Case Study | Online University

IP Targeting

The Background

An 100k+ student, online private university came to El Toro to try an innovative approach to their advertising. This was a new turn compared to their usual spend with traditional forms advertising such as television and print. The university wanted to put an emphasis on one of their top programs specifically: their school of business. This campaign was to drive students to enroll in their award-winning accounting program.

The Challenge

This university went to one of the nation's leading data providers to build a customer acquisition list. Emphasizing their accounting program, their audience was built solely upon highly-qualified prospects. In particular, this university assembled a list consisting of individuals already in the accounting profession or people enrolled in accounting programs through other universities.

El Toro's Approach

El Toro was able to take their well-defined list of addresses and match 75% of those homes to their IP address. The remaining 25% of addresses served as the control group for the campaign. The university was then able to customize messaging specific to this audience by promoting the benefits of furthering their education in their accounting career.

Performance / Results

- Conversion rate of 0.93%
- Addresses who were targeted with advertisements were 414% more likely to convert compared to the 25% of households from the list that were not targeted with ads
- After reviewing results from this campaign and as well as several others, the university was influenced to merge a substantial amount of their traditional national media spend to the El Toro platform

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