Case Study | NFL Team

Data Analytics & Enrichment

The Background

Amidst the building of a new multimillion-dollar football stadium, an NFL team came to El Toro to gain a more in-depth look behind their target lists. Leveraging our proprietary 1st and 3rd party data, we were able to provide unique and provable insights around their consumers. Key indicators used for this campaign were consumer wealth trends and affinity for the team as well as sports alike.

The Challenge

El Toro applied our patented algorithms in combination with our massive amounts of location-based data to segment the football team's customer list based on location indicators. Our tech identified which consumer devices had been seen within high-income establishments such as private airports, country clubs, exclusive hotels and restaurants. After pulling this, we also combined data around how often these consumers were seen at team events.

El Toro's Approach

We applied our findings to marry both wealth and team appreciation to show authenticated consumer insight. With their data now further analyzed and segmented, this team was able to better personalize their messaging and approach per consumer. We separated their list based on a level of 1 to 7 to show whom were most likely to purchase both high-price and high-affinity tickets.

Performance / Results

- 16% conversion rate
- Audience attribution totaling 31% of season total ticket sales
- Converted 1% of team's lowest-interest-level leads
  - Accounted for an additional $3 million in sales

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

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