Case Study - Parking Tickets

IP Targeting

THE BACKGROUND

A city in the Northeastern United States struggled collecting a significant amount of outstanding parking and traffic tickets by the constituents living in the city and surrounding zip codes. The city decided to leverage an amnesty program to encourage payment and reduce the administrative burden caused by having to continuously track and follow-up with deliquencies.

THE CHALLENGE

The city needed to efficiently reach citizens to raise awareness of the amnesty program encouraging people to pay off their tickets.

THE EL TORO SOLUTION

Using our patented algorithm, we matched households within the zip codes provided by the city to their corresponding IP addresses. These homes and devices were then targeted with banner ads, without the use of cookies. Using our Matchback analysis process, we were then able to confirm the addresses of paid off tickets to the addresses El Toro targeted on the city's behalf. By bringing incremental funds to the city, the El Toro solution more than paid for itself.

The Result

0.17%
CLICK-THROUGH RATE

0.49%
CONVERSION RATE

ABOUT EL TORO

At El Toro, we are at the forefront of observing and understanding human behavior which fuels our data. Our patented process matches **mobile advertising IDs (MAIDs)** to the **physical address** through the **IP address**, allowing you to effectively target consumers. Our system is 100% cookie-free, and our proprietary technology connects you to real people with unparalleled precision.

For more information, visit **eltoro.com/ad-tech**

PHYSICAL ADDRESS

DEVICE (MAIDS)

IP ADDRESS

eltoro