



Case Study - Water Utility

IP Targeting



THE BACKGROUND

A city in the Northeastern United States struggled collecting a significant amount of outstanding water utility bills its citizens owed. The city decided to leverage an amnesty program to encourage payment and reduce the administrative burden caused by having to track and follow-up with delinquencies.

THE CHALLENGE

The city needed to efficiently reach citizens to raise awareness of the amnesty program. These homes had already been reached by traditional mail efforts with little success, so the city wanted to try a new strategy with digital ads.

THE EL TORO SOLUTION

Using our patented algorithm, El Toro 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 bills to the addresses El Toro targeted on the city's behalf. The city considered this program a success.

The Result



0.17%

CLICK-THROUGH RATE



0.8%

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](https://www.eltoro.com/ad-tech)

