



Case Study – Automotive Sales

IP TARGETING



THE BACKGROUND

An Arizona-based Ford dealer has been serving customers for decades. The dealer had a strong reputation in the local community, but wanted to find ways to further improve their client retention and increase sales.

THE CHALLENGE

This dealer wanted to target previous customers and use their DMS (dealer management system) to identify the best prospects. They wanted to utilize a digital solution to reach their prospects' homes through their IP addresses with digital banner ads.

THE EL TORO SOLUTION

Using our patented technology, El Toro was able to take the physical addresses from their DMS and match home addresses to their prospects' IP addresses. El Toro then delivered digital ads directly to these previous customers, across all devices in the buyers' homes. The campaign ran for one month, advertising to previous customers who had positive equity in their vehicle.

The Result



+71.6%
INCREASE IN
CONVERSION RATE



+\$3,142
HIGHER AVERAGE SALE
FROM THE TARGET GROUP



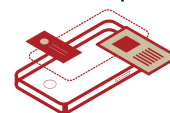
+\$232,516
IN TOTAL INCREMENTAL
DOLLARS

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)

PHYSICAL ADDRESS



DEVICE (MAIDS)

IP ADDRESS

eltoro