eltoro

Case Study - Credit Union
IP TARGETING

THE BACKGROUND

For a Virginia-based credit union with standout customer service and a comprehensive business offering, retaining clients is simple once they're established.

THE CHALLENGE

The credit union wanted to send a special offer to a select group of current customers that did not use the credit union as their auto loan provider. The client needed to ensure ads were highly effective and delivered to the right people at the optimal frequency.

THE EL TORO SOLUTION

El Toro was able to use the client's CRM list and match 38,000 home addresses to IP addresses (out of the 60,000 provided). Banner Ads were served to the matches over a 30-day period, during which matched households also received a direct mail piece reinforcing the offer. Using both IP targeting and direct mail proved to be highly successful for the credit union.

The Result

+24%
INCREASE IN APPROVED LOANS FROM TARGETED HOUSEHOLDS

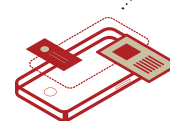**+$200,000**
IN INCREMENTAL LOANS

758%
RETURN ON AD SPEND

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

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