



Case Study - Dept. of Transportation

IP TARGETING



THE BACKGROUND

A large state was ranked as one of the most dangerous for pedestrians in the United States, recording more than 6x the pedestrian fatalities of any other state over the last decade. The state's transportation department sought to correct this issue with new crosswalk signals and a marketing campaign about traffic safety, and they wanted to move fast.

THE CHALLENGE

Because the transportation dept. was recording nearly 5,000 accidents involving pedestrians and cyclists across specific intersections in their largest counties each year, the dept. wanted a way to identify and send messages to the people driving, walking, and cycling through those intersections.

THE EL TORO SOLUTION

Using our GeoFraming™ technology, El Toro identified mobile advertising device IDs (MAIDs) seen at the dangerous intersections and matched them to physical home addresses through corresponding IP addresses. These homes and devices were then targeted with a combination of banner and video ads, without the use of cookies.

The Result



5 million
PEOPLE REACHED

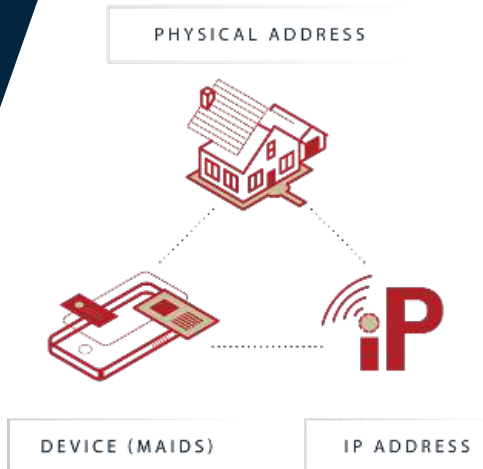


16.8%
REDUCTION IN PEDESTRIAN
AND BICYCLE CRASHES
YEAR-OVER-YEAR

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)



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