



# Case Study - Medicare Insurance Provider

## IP TARGETING



### THE BACKGROUND

A national Medicare insurance provider wanted to test the efficacy of an IP Targeted campaign.

### THE CHALLENGE

The client wanted to increase enrollments among a key segment – people aged 64 years and 9 months – in a particular regional market in the southern United States. They had not used IP targeting before and wanted to perform a test to see how well El Toro’s IP Targeting could increase their sign-up rate compared to other advertising techniques.

### THE EL TORO SOLUTION

El Toro used our patented IP Targeting technology to target individuals at this age with advertisements for three months, up until their 65th birthdays. This campaign utilized direct mail and digital ads to increase campaign effectiveness. The test was successful, and the client now uses El Toro on a regular basis.

## The Result



**+139%**  
IN KEY SEGMENT APPLICATIONS



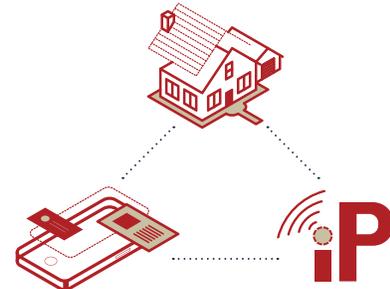
**+90%**  
INCREASE IN LANDING PAGE TRAFFIC

## 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