el toro

Case Study – Non-Profit
IP TARGETING

THE BACKGROUND

One of the largest nonprofit enterprises in the city of Louisville. This group assists over 100,000 children every year, working to "enhance the health and wellbeing of children by delivering financial support for healthcare, research, education, social services, and child advocacy."

THE CHALLENGE

The nonprofit knew past donors were their most reliable resource for financial support. Finding a cost-effective way to reach previous donors and ask for their continued support had been a challenge in the past.

THE EL TORO SOLUTION

El Toro took their CRM lists and, using our IP algorithm, matched donor home addresses to donor IP addresses, enabling us to serve each household with banner ads promoting donations to the nonprofit.

The Result

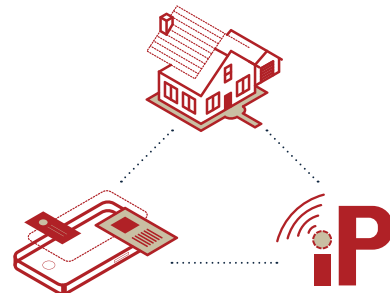**11.2%**
CONVERSION RATE

$52,094
IN TOTAL DONATIONS

+172.8%
INCREASE IN AVERAGE DONATION

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

el toro