Case Study - Political Ballot GOTV

IP TARGETING

THE BACKGROUND

A national public affairs organization was tasked with helping to pass a ballot initiative to amend the state constitution to better protect victims' rights. They wanted to use a Get Out the Vote (GOTV) type campaign, focused on specific geographic areas to increase voter turnout in favor of the ballot initiatives.

THE CHALLENGE

The client was looking for precision, not broad reach. The traditional advertising methods they used were not capable of segmenting messaging based on geography and demographics and were therefore wholly unsuited to this task. El Toro's IP Targeting capabilities provided the granularity they needed.

THE EL TORO SOLUTION

El Toro identified over 130,000 IP-matched voter homes that met the client's targeting criteria. El Toro served banner and video advertisements up to 3 times per day, per voter household – across all devices within the home.

The Result

67.3%
TURNOUT VERSUS NON-TARGETED GROUP AT 59.5%

+19.5%
INCREASE IN ACTUAL VOTER TURNOUT

83%
IN-FAVOR VOTE

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

eltoro