



# Case Study – Political

## IP TARGETING



### THE BACKGROUND

A group of 19 different politicians, in a single state primary election, had never been exposed to IP targeting, but wanted to have better segmentation and targeting capabilities than those offered by TV and radio.

### THE CHALLENGE

With so many options available, they agreed that the digital platform they chose needed to be accurate, provide measurable results, and “break through the clutter.” Everyone knew they needed to do something disruptive to their competition in order to win.

### THE EL TORO SOLUTION

El Toro mapped voters’ home addresses to their IP addresses, enabling the candidates’ messaging to reach the voters with banner and video advertisements on the websites they were visiting leading up to the election. El Toro also segmented imaging and messaging of ads to better resonate with the different audiences. This approach led to overwhelming positive results.

## The Result



**17 of the 19**  
RACES RESULTED IN  
WINS, EQUATING TO AN  
89% SUCCESS RATE



**49.6%**  
INDIVIDUAL VOTER  
TURNOUT AMONG THOSE  
WHO WERE TARGETED



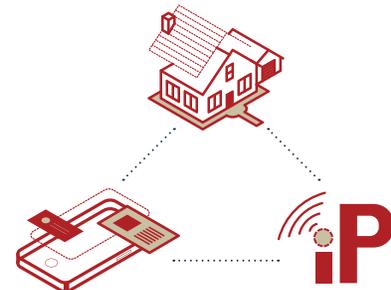
**+37.2%**  
HIGHER RATE OF TURNOUT  
THAN THOSE NOT  
TARGETED

## 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