



Case Study - Telecommunication

IP TARGETING



THE BACKGROUND

A technology company that specializes in providing TV, Internet and phone service wanted to amplify their consumer saturation rates. Initially, they wanted to focus on increasing their customer acquisition rate and increasing their service upgrades among current customers.

THE CHALLENGE

How could the company deliver customized messages to existing customers and prospects in over 30 states? The client created two separate audience lists, based on conversion goals, and developed highly targeted messages for each list.

THE EL TORO SOLUTION

El Toro matched the physical addresses on the company's lists to home IP addresses. From there, El Toro served ads with targeted messages directly to the matched IPs, reaching the desired audience across all devices in their homes. This campaign was considered highly successful by the client due to the Matchback analysis that was conducted showing measurable results.

The Result



1.3%

**AVERAGE CAMPAIGN
CONVERSION RATE
WITH NEW CUSTOMERS**



1.3%

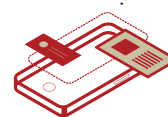
**SERVICE UPGRADE
CONVERSION RATE WITH
CURRENT CUSTOMERS**

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