



Case Study - University

VENUE REPLAY



THE BACKGROUND

During the COVID-19 pandemic, traditional universities experienced a significant decline in new student and transfer enrollment rates. Students and parents across the country pulled away from the traditional on-campus experience, due to fear of virus transmission and infection.

THE CHALLENGE

A major online university wanted to reach students and educate them on the value and safety of an online degree. They were laser focused on not just serving advertisements, but accurately measuring the actual number of transfer students as a result.

THE EL TORO SOLUTION

Using our Venue Replay technology, this university was able to advertise to over 600,000 students who had previously been seen on college campuses and were now staying home due to the pandemic. The advertising creative was designed to increase transfer enrollment and brand resonance.

The Result

 **849**
CONVERSIONS

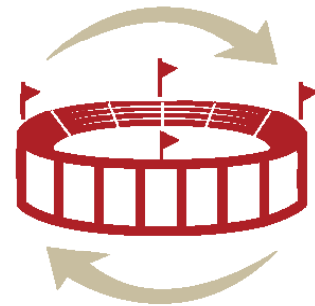
 **\$430**
COST PER CONVERSION, ½
THE TRADITIONAL COST

 **+\$6.3 Million**
ESTIMATED IN FUTURE
TUITION

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)



eltoro