# Case Study - Political Agency

## IP TARGETING

### THE BACKGROUND

A political marketing agency specializing in SEO for local races, grants, and bills was seeking to target voters in a rural Colorado community. The client was seeking to convince the local community to vote for a Water Plan Grant proposal that would add another water reservoir in the area, establishing a renewable water source. Voting was accessible both online and in-person, but with the community being small and rural, online submissions were encouraged for ease of use.

### THE CHALLENGE

The client was seeking to generate online votes for the bill by targeting affected households near the potential reservoir location. Also, with only one month left in the three-month voting period they needed to launch their campaign within days.

### THE EL TORO SOLUTION

Using El Toro's patented IP Targeting technology and the provided addresses of the affected households, we were able to match the physical addresses of the households to the IP addresses within minutes. This allowed us to launch four initiatives within a short period of time. Then using our game-changing MatchBack Analysis reporting, we were able to provide an in-depth analysis of the campaign's effectiveness by showing which of the targeted households voted on the bill proposal.

## The Result

**11,579**
HOUSEHOLDS TARGETED

**0.4%**
CONVERSION RATE

**Passed**
THE BILL PROPOSAL WAS PASSED

## 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**