



Case Study - Open Enrollment

Digital New Movers



THE BACKGROUND

A major primary care provider recognized the importance of expanding quality healthcare services and wanted to grow their customer base. They had been using more traditional ad campaigns but were not meeting their goals. With a large number of openings to fill, they needed to get significantly more people in the door to see this quality care for themselves during open enrollment.

THE CHALLENGE

Because the care provider wanted to target people moving to the area rather than current residents, they needed a way to identify and send messages to people who had just moved there, were in the process of moving there, or were looking at homes in the area.

THE EL TORO SOLUTION

Using our Digital New Movers technology, El Toro identified people moving to areas of interest for the care provider. These homes and devices were then targeted with a combination of banner and video ads over the course of three months, without the use of cookies. Overall, the care provider was impressed with the efficiency and success of the El Toro campaign and is now an ongoing client.

The Result



17%
CONVERSION
RATE



4.8
MILLION
IMPRESSIONS

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