



# Political IP Targeting by El Toro

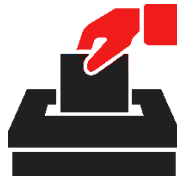
With El Toro, you are able to send banner ads to key political offices or households segmented by party affiliation. That means registered Democrats, Republicans, and Independents can all receive tailored messaging which is verified and based on empirical data, not online cookies or “predictive models.” There is no other digital advertising company that can target voters with the accuracy we have. By matching a physical address to an IP address at a 1:1 scale, IP Targeting can become a secret weapon for any political campaign. By using voter databases and CRM data lists, you can rest assured that your political message is relevant and effective to the household you’re targeting.

This patented technology has been used in over 2,000 political campaigns.



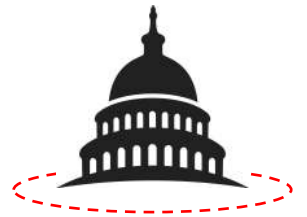
## Get Out The Vote (GOTV)

Get out the vote (GOTV) campaigns in a digital space are a great way to engage with your voters. Adding this application via IP targeting can ensure that you’re reaching specific households you know support your campaign.



## IP Targeting On Voter Database

With El Toro’s patented IP Targeting algorithm, that address found in your voter database is now paired with an IP address, creating a way to send digital banner and video advertisements directly into that voters home.



## Venue Replay Political Events

Target key locations like protests, conventions, or grassroots events to acquire high value voter’s device IDs. Then, by mapping them to a physical and IP address, ads can then be served right to their house and device.

To learn more about El Toro Political, visit [eltoro.com/political-advocacy](http://eltoro.com/political-advocacy)