

Case Study | Telesales Recruitment

Venue Replay

The Background

One of El Toro's partners, a Cleveland based reseller, was approached by a growing telesales company which had recently moved offices and needed help with workforce recruitment. Equipped with El Toro's technology, they were able to develop a cutting-edge recruitment strategy for the telesales client.

The Challenge

The client was experiencing explosive growth and was having trouble finding qualified candidates to fill the available positions. Previous campaigns launched with other companies and technology options were able to generate 80-100 applicants, but most didn't have the required experience to contribute immediately. El Toro's partner needed to find a way to acquire promising applicants at a greater quantity than ever before.

El Toro's Approach

Meeting demand was achieved with El Toro's Venue Replay. Our partner geoframed two nearby competing businesses, capturing the device IDs of their employees. From there, El Toro appended those device IDs to their home IP address, delivering digital ads directly to employees' homes and devices over a two-week period. Focusing on competitor's workers was an effective plan: not only did it mean applicants were already qualified, but hiring away employees would also directly improve the client's position over their competitors.



Performance

- 650 new applicants
- 600% increase in applications

About El Toro

El Toro is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The El Toro system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, eliminating ad fraud. With a 95% or greater confidence level, El Toro is the premier choice for digital advertising. For more information, visit eltoro.com/ad-tech