

# Case Study | Statewide Ballot Initiative

## IP Targeting

### The Background

A national public affairs organization has been working with one of El Toro's premier partners to pass a series of statewide ballot initiatives across the U.S. El Toro was asked to target voters during the GOTV phase leading up to the 2017 General Election. This group was looking to target voters to not only encourage an increase in voter turnout, but to garner more votes as well.

### The Challenge

Educating voters and encouraging them to vote are the key challenges for any ballot initiative. This advocacy group trusted El Toro to enhance their ability to drive more of their constituents out to the polls.

### El Toro's Approach

First, we were able to source voter records from the region's previous elections. From this list, we then matched home addresses to their correlating IP addresses using the patented El Toro algorithm. Of the 250,000 voters' households that made up this list of high value targets, El Toro's algorithm was able to match IP addresses to 137,388 households or 55.6% of the total households. Prior to launch, we provided this client a report noting which households would be IP-Targeted with banner and video ads, and the remainder which would not. The results of this campaign were simply outstanding.

### Performance / Results

- The targeted group had a 67.3% election turnout compared to the non-targeted group turnout of 59.5%
- This translated to a 19.5% **increase** in actual voter turnout due to El Toro's targeting
- The constitution of the state was amended with an in-favor vote of 83%, and this important piece of legislation now protects citizens of this state
- The public affairs organization has expanded its relationship with El Toro and is using our technology extensively to help pass this legislation in 7 additional states in the 2018 General Elections

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## 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, largely 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](http://eltoro.com/ad-tech)