Case Study | Virginia Tech Ticket Purchases

IP Targeting

The Background

Virginia Tech wanted to gain more season ticket holders for their university's sporting events. They were able to bring data to El Toro on people who had purchased season tickets in the past, as well as people who had either donated to the university or had previously purchased tickets to the university's sporting events.

The Challenge

Sports marketing is tough. Perhaps the toughest part about sports marketing and sales is gathering season ticket holders. This comes as no surprise as season ticket purchases are a substantial investment and typically purchased by those exceedingly dedicated to the sports team or university.

El Toro's Approach

The university brought in data from over 10,000 people. From this El Toro used their patented IP matching algorithm to match a little over 54% of their targets. El Toro then served digital banner ads to the over 5,500 households. This campaign ran a mere 12 days and still was able to produce unprecedented results.

Performance

- 43.18% average conversion across both campaigns
- 19.06% average increase lift in conversions
- 2559 total conversions across both campaigns

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