

Case Study | Kosair Charities

IP Targeting

The Background

Kosair Charities is one of the largest nonprofit enterprises in the city of Louisville. Kosair assists over 100,000 children every single year to “enhance the health and well-being of children by delivering financial support for healthcare, research, education, social services, and child advocacy.” Kosair donates millions to families in need throughout the Kentuckiana area, and with that, relies heavily on private donations to keep their mission alive.

The Challenge

Kosair knew past donors were their most reliable resource. Nonprofits, much like for profit businesses, tend to achieve their highest conversion rates by targeting previous consumers rather than trying to acquire new consumers, here the case being past donors.

El Toro's Approach

Kosair brought a list of their past donors to target for this seasonal campaign. El Toro took this donor list and derived the address data from within. Using our patented IP algorithm, we took these addresses and matched them to their correlating IP addresses. From here, we served each household we were able to match with ads promoting donations to Kosair Charities. The donations among those we targeted with ads were outstanding and far surpassed the results of those we did not target.

Performance

- 11.152% Conversion Rate
- \$52,094 in total donations
- \$90.44 average donation
- Increase in average donation amount: 172.84%



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