

# Case Study | Non-Profit 2017

## IP Targeting

### The Background

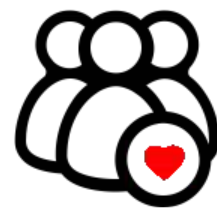
One sector that has experienced tremendous success with our technology is the non-profit industry. By putting organizations in front of potential donors online, non-profits have consistently had impressive results. 2017 was another standout year in this regard, below is a sample of 41 campaigns run with various companies in the field.

### The Challenge

All non-profits can always strive to improve one key metric, donations. Increasing the number of donations, amount, and frequency are all factors that can always be better. El Toro had the job of meeting all these needs across campaigns.

### El Toro's Approach

With IP Targeting, El Toro is able to get ahead of donors online. Using existing CRM lists of past and potential donors, along with researching more backers, a large audience can be reached. Given either a history or high likelihood of donation, the targets are relevant and have a high value. Focusing on these types of clients is the key to campaign success, and only possible with El Toro.



### Performance

- 18.46% Conversion Rate
- \$114,909 total donations per campaign
- \$81.54 per donation
- 4,481% ROAS

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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, eliminating ad fraud. With a 95% or greater confidence level, El Toro is the premier choice for digital advertising. For more information, visit [eloro.com/ad-tech](http://eloro.com/ad-tech)