

Case Study | Tafel Motors Mercedes-Benz

IP Targeting

The Background

An automotive client in Louisville, Tafel Motors, has been selling luxury vehicles in the Louisville market for over 50 years, and their reputation for superior customer service is well known. As a long-standing customer of El Toro, they have run many successful campaigns, and know how to best leverage El Toro's technology.

The Challenge

This particular campaign utilized Tafel's existing data pool for leases that were expiring soon as well as a conquest list of consumers who owned other luxury brand vehicles. El Toro needed to take both groups and generate a high conversion rate.

El Toro's Approach

These two groups were set up as separate campaigns, and messaging corresponded to the vehicle currently owned by a particular target. For example, someone whose lease was going to expire on an E-Class Mercedes received an ad for the new E-Class, while M-Class lessees received the M-Class ad. This is the best way to utilize the accuracy El Toro has, making ads highly relevant greatly improves campaign performance.



Mercedes-Benz

TAFEL MOTOR CO.

Performance

- 46 transactions attributed to the campaign
- 80% higher conversion rate for customers who received targeted display ads
- \$383,286 in incremental revenue generated from these additional sales.

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