



Case Study – Automotive

VENUE REPLAY



THE BACKGROUND

A leading Kentucky-based auto dealer has been serving customers for decades. This dealership became a leader by using advanced technologies to sell more vehicles, while reducing their overall marketing costs.

THE CHALLENGE

The dealer wanted to identify additional in-market consumers, currently shopping at their competition, in real-time, and then directly target them.

THE EL TORO SOLUTION

Using our geo-framing technology, we were able to identify mobile advertising device IDs (MAIDs) seen at competitor dealerships and match those to physical home addresses through corresponding IP addresses. This data was then combined with dealer management systems, consumer files, and garage data to identify prospects in the market for a new vehicle. El Toro then served banner ads to the highest-potential prospects without the use of cookies.

The Result



LARGEST SALES INCREASE OF ANY DEALERSHIP IN FDAF



\$193
ADVERTISING COST PER VEHICLE SOLD

ABOUT EL TORO

At El Toro, we are at the forefront of observing and understanding human behavior which fuels our data. Our patented process matches **mobile advertising IDs (MAIDs)** to the **physical address** through the **IP address**, allowing you to effectively target consumers. Our system is 100% cookie-free, and our proprietary technology connects you to real people with unparalleled precision.

For more information, visit [eltoro.com/ad-tech](https://www.eltoro.com/ad-tech)



eltoro