

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



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



© 2021 EL TORO.COM LLC

El Toro is a strong supporter of individual privacy and a protector of an individual's personal information. We adhere to all federal and state privacy laws, including the CCPA, and we subscribe to the Digital Advertising Alliance's Self-Regulatory Principles, a prominent industry standard for consumer privacy protection. For a complete review of El Toro's privacy practices and policies, please visit our website at https://www.eltoro.com/privacy-policy/