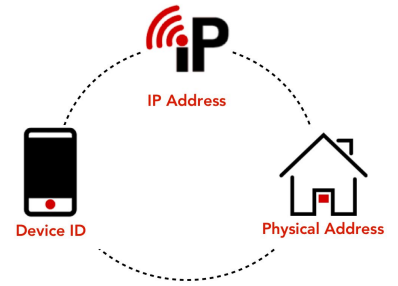


El Toro: Results Driven AdTech

One-to-One IP & Device Level Targeting

El Toro is an advertising technology company that stands out from the usual crowd. We leverage our powerful technology to generate industry-standard setting results, and we can prove it. With our MatchBack Analysis, El Toro is able to demonstrate the amazing results our technology creates. Instead of focusing on Click-Through Rate, El Toro directly attributes Return on Ad Spend by showing which consumers we targeted that ending up converting. We account for the impact of every dollar spent with us.



El Toro Results 2017

Automotive

Tafel Motors, a Mercedes-Benz dealer, used their existing data pool of leases that were expiring soon as well as a conquest list of people who owned other luxury brand vehicles. Over one month, El Toro caused:

- 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

Recruiting

Recently, a campaign run by one of El Toro's resellers, a Cleveland based company, showed a great use-case example of how effective our Venue Replay offering can be. In just two weeks, the short campaign led to a huge recruiting effort:

- Over 650 applicants in the brief time frame
- More than 600% lift compared to competitor campaigns
- Experienced applicants thanks to accurate targeting

Financial

We worked with a credit union to acquire more consumers for their auto loan offering. By targeting their existing client base, and prospective clients, El Toro was able to generate impressive results:

- 24% more loans in those targeted
- \$200,000 in incremental loans
- 758% Return on Ad Spend

Furniture

A campaign El Toro conducted with a national furniture retailer at scale garnered impressive results, here's a peek at what we accomplished:

- A total campaign ROAS of 840%
- Campaign cost of \$603,000 with target sales ending at just over \$5,000,000

Non-Profits

The non-profit space showed great returns in 2017. Across our campaigns, El Toro averaged:

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

Political

El Toro is expecting a busy and successful political year for 2018, with over 2,000 campaigns in the political space so far, we know our stuff. Looking at one of our most recent successes, we created:

- 25% increase in voter turnout
- Average of \$4 per vote
- 14.5 times more cost effective than the industry standard

Health

One of our clients, a national provider of Medicare, wanted to increase enrollments in a Southern U.S. market. By targeting seniors about to turn 65 with digital ads and direct mail, El Toro was able to cut through the crowded market and make a serious impact:

- 139% increase in sign ups
- 90% of landing page traffic attributed to targets