

CASE STUDY

COLON CANCER PREVENTION PROJECT

This non-profit used our IP Targeting solution to increase conversions by 200%. Results were so dramatic that a staggering 95% of total dollars raised came from IP Targeted households.

Background

The Colon Cancer Prevention Project (CCPP) is an independent 501(c)(3) nonprofit based in Louisville, KY. CCPP integrated our targeting platform as part of a larger outreach campaign that included direct mail and targeted push advertising to potential donors. Forty-four percent of the list of likely donors were included in our online display campaign and 56% were not targeted.

Campaign Results

We were able to use a match-back analysis to match targeted households to donors. The control group of households NOT targeted by El Toro achieved a response rate of 0.38%, compared to the households who received IP targeted ads. **This group saw conversions of 1.14%, an improvement of 200%. A staggering 95% of total dollars raised in the campaign came from households that received ads from our IP Targeted group.**



Conversions of
1.14%

200%

Improvement
Overall



95% of Money Came
from IP Targets

