# DMAW

Direct Marketing Association of **Washington**

# LIST BAZAAR
## MAY 12, 2022

The Legend returns...

# Brokerage Tank: Fishing for Fresh Ideas

## Hosted by

## Charlie Rice

Vice President
MMI

# Brokerage Tank: Fishing for Fresh Ideas

**Presenter**

## The Benefits of Web Data for Direct Mail Models

### Bruce Hammer

Vice President, NonProfit Services
Path2Response

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# Brokerage Tank: Fishing for Fresh Ideas

**Presenter**

## Going OmniChannel – Understanding the Lay of the Land

### Richard Geiger

Senior Vice President, Nonprofit Solutions
Data Axle

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# Post-Merge Optimization

## Julie Treadman

Director, Client Services
Wiland

## Angela Newsom

Vice President, Client Services
Wiland

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# Sharks

## Michael Kozairski
Lead Strategist, NOVA Brokerage and Management Solutions

## Jessica Harrington
President, The Harrington Agency

## Kris Matthews
President, Mary Elizabeth Granger & Associates

## Andrew Griffen
Vice President, Carol Enters List Company

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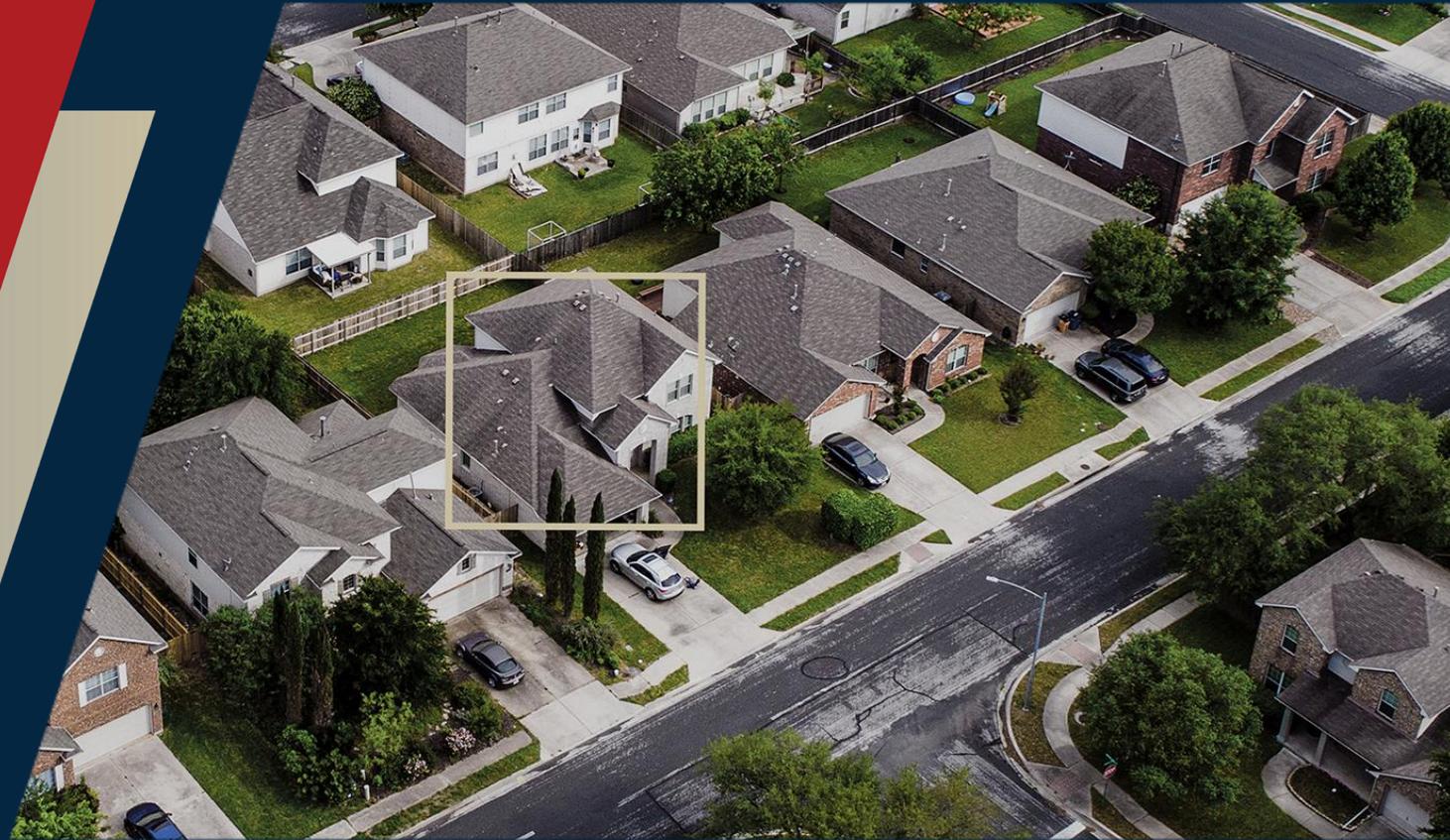
# About El Toro

**We don't follow the herd**. At El Toro, we have always looked at the world differently. We are at the forefront of **observing** and **understanding human behavior,** which fuels our data.

Founded in 2013, El Toro is  the leader in advertising technology and advanced analytics.

We are the **leader** in location science

We have **16 Patents** protecting our unique technology, with an additional **18** pending

We ingest **5 trillion points** of data per week with an **8 Petabyte data lake**  of Proprietary Mobile Location Data

We offer a suite of AdTech and Advanced Analytics products based on our **Digital Trinity**

With **over 70  developers** in-house, our robust tech stack is constantly evolving

The **Only** One-to-One **100% Cookie-Free** IP Targeting Solution

# Patents Issued

**Determining & Utilizing One Or More Attributes Of IP Addresses**

U.S. Number 9,515,984
Date Filed-November 19,2014
Date Issued-December 6,2016

**Determining & Utilizing One Or More Attributes Of IP Addresses**

U.S. Number 9,742,727
Date Filed-December 5,2016
Date Issued-August 22,2017

**Automated Submission for Solicited Application Slots**

U.S App. No.:10,423,986
Date Filed-January 8, 2018
Date Issued-Sept 24, 2019

**Determining IP Addresses That are Associated with Physical Locations With New Occupants and Providing Advertisements Tailored to New Movers to One or more of those IP Addresses (Digital New Movers)**

U.S App. No.:10,333,890
Date Filed-November 10, 2015
Date Issued-July 25, 2019

**Generating Content Based on a Captured IP Address Associated with a visit to an Electronic Resource (Reverse Append)**

U.S App. No.:10,348,842
Date Filed-February 19, 2016
Date Issued-July 9, 2019

**Determining & Utilizing One Or More Attributes Of IP Addresses**

U.S Number.:10,243,949
Date Filed August, 21, 2017
Date Issued-April 16, 2019

**Generating Content Based On Search Instance (Search to Mail)**

U.S App. No.:10,505,893
Date Filed-December 5, 2016
Date Issued-December 10, 2019

# Our Pedigree

## TRUSTED BY THE LARGEST BRANDS IN THE WORLD

We have experience working with major brands across most industries, including Non-Profit Fundraising, Automotive, Higher Education, Political, Real Estate, Golf, Trucking, Retail, Quick Service Restaurants, Healthcare, Political Advocacy and Candidates.

# The End of the Cookie

## THE DIGITAL AD INDUSTRY IS ABOUT TO GET FLOC'd

Traditional cookie-based advertising is on its way out as Google and others will no longer be supporting third party cookies in the name of privacy for the user

**Google is no longer going to be supporting third party cookies in 2022**. Their new Federated Learning of Cohorts (FLoC) keeps data and web history private, preventing third parties from utilizing these consumer insights and tools any longer.

**Apple Intelligent Tracking Prevention prevents cookies from attaching to your browser** and keeps traditional cookie advertising from working as you browse the web.

Digital solutions that have relied on third party cookie data are scrambling to identify a sustainable replacement, with **no clear path forward**

# What Makes Us Different – Our Approach

## WE FOCUS ON HUMAN BEHAVIOR

Traditional forms of digital advertising use metrics that are cookie-based, container-based, and JavaScript-based, all of which are inaccurate tools of measurement.

By anonymously tracking behavior in real time through mobile advertising device IDs (MAIDs), we reach real people and serve the right messages directly to their respective **households** without the use of cookies.

# What Makes Us Different – Our Technologies

## WE UTILIZE OUR DIGITAL TRINITY

Our patented process matches **mobile advertising IDs (MAIDs)** to the **physical address** through the **IP address**. This Digital Trinity methodology for audience identification provides extreme precision and allows us to bypass all the cookie-based fraud and serve ads directly to the devices in that household - within 24 hrs.

PHYSICAL ADDRESS

DEVICE (MAIDS)
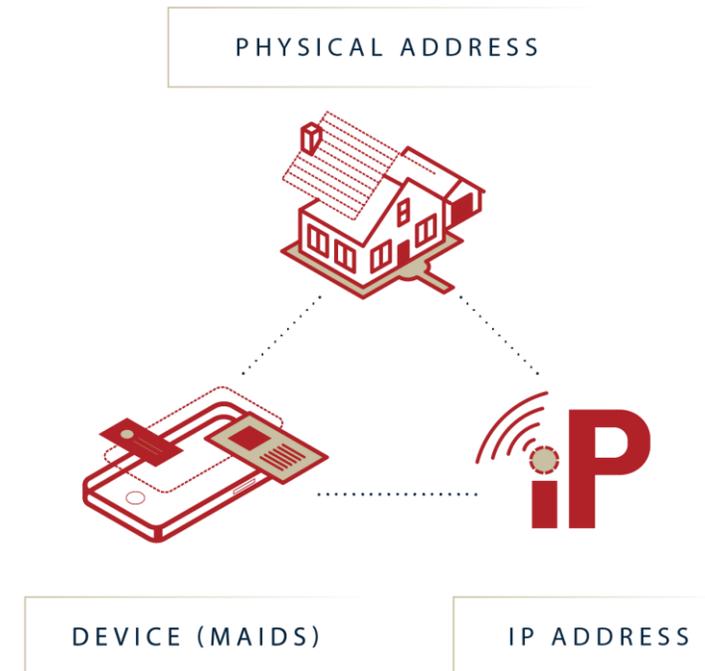
IP ADDRESS

At El Toro we match an IP address to a physical address using geolocation data, enabling 1:1 marketing. Our technology uses latitude and longitude to **precisely target down** to **one square meter**. Competitors use clusters of 4 to 12 households, cookies, etc. which dilutes targeting and measurement.

# What Makes Us Different - The El Toro Algorithms

Our patented processes combine numerous first party public data elements to precisely map an IP address to a physical address, and it's **100% cookie-free.** This results in better targeting for your market reach.
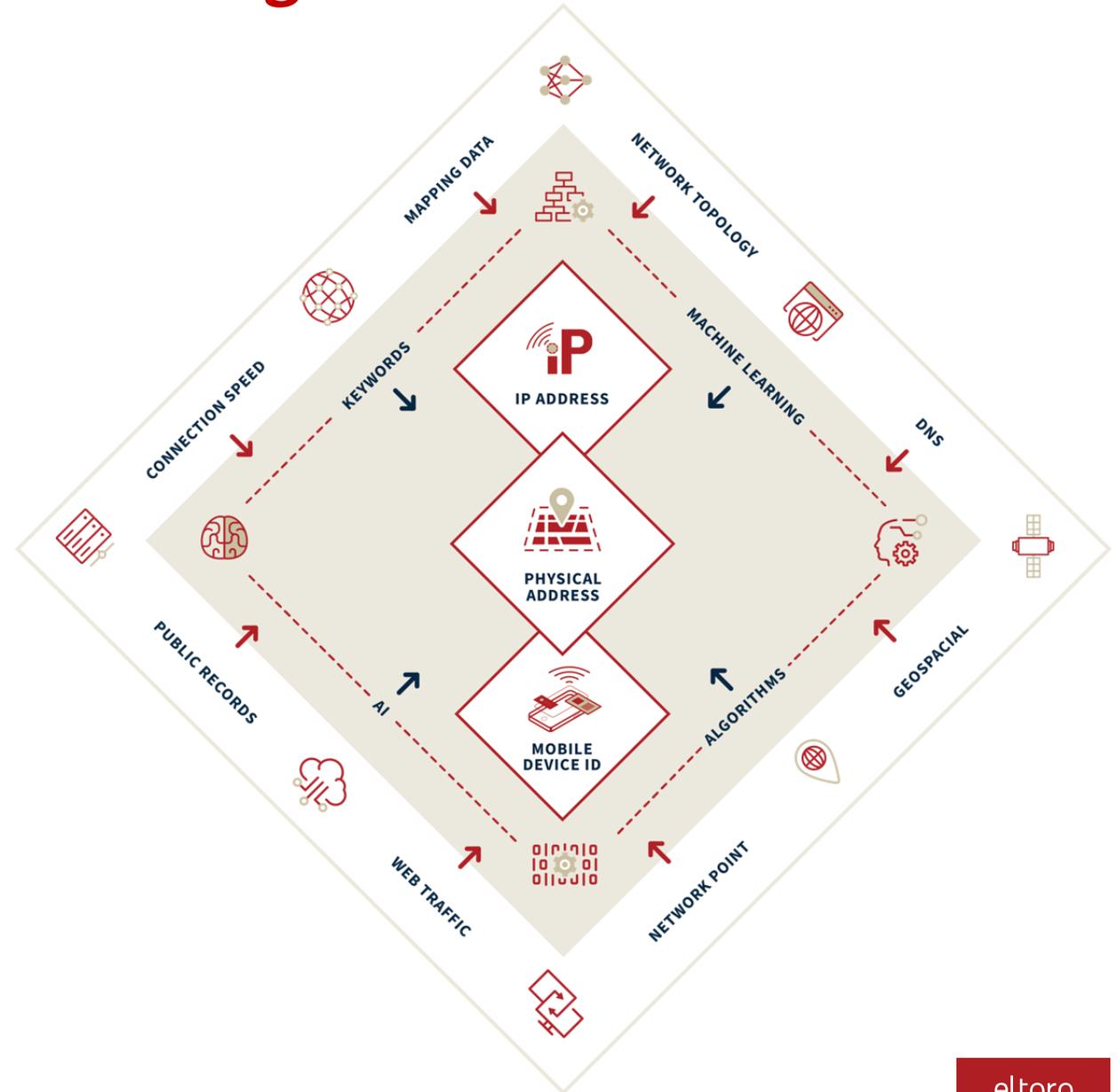
# What Makes Us Different – Our Focus

**WE FOCUS ON RETURN ON ADVERTISING SPEND AND SPEED TO MARKET**

El Toro's patented technology enables **accuracy**,

**traceability** and **transparency,** ensuring you know who you

are targeting with a **95% confidence level**. The technology

from our Digital Trinity allows us to deliver more **relevant**,

**hyper-personalized messages** to ensure your advertising

dollars go further.

We built our **own custom bidder** in 2013 to give us access to a Real Time Bidding (RTB) environment on 94% of the ad exchange inventory. **While 95% of the market is bidding on cookies, we are not**.

We can build audiences and deploy ads in **less than a day**, giving you the ability to **target consumers while they are in-market**.

# What Makes Us Different – Our Measurement

With our **MatchBack Analysis**, we compare households served ads with your sales/conversion data to show which sales directly resulted from El Toro campaigns. This clarity provides you with true Return On Advertising Spend, enabling a higher level of confidence for running future campaigns. All of this can be done without tracking codes, cookies, call tracking, or conversion pixels.

# IP Targeting Simplified

## 1 — GATHER LISTS & ADS

Client supplies the list of mailing addresses the client wants to target, and the ads to deliver to these households.

## 2 — IP MATCH THE LISTS

The El Toro algorithm uses numerous first party data elements to match to IP addresses with a 95% confidence level; the match rate is typically between 80-85%.

## 3 — DELIVER DIGITAL ADS

After matching, we deliver your digital ads to the devices connected to WIFI inside the targeted households!

## ACCURATE, TRACEABLE, AND TRANSPARENT TARGETING

Born from our patented algorithm, our advertising technologies offer solutions based on human behavior with location-specific accuracy.

# Who's Ready to Run with the Bull?

**Patrick Carleton**  |  **SVP, El Toro**

**314 - 705 – 3000**  |  **pc@eltoro.com**

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# Post-Merge Optimization

REDU₵E

FUNDRAISING

WA$TE

# Step One



Your Net File Sent to Coop for Analysis Prior to Mailing

# Step Two

Top Segment

Keep

Bottom Segment

Discard
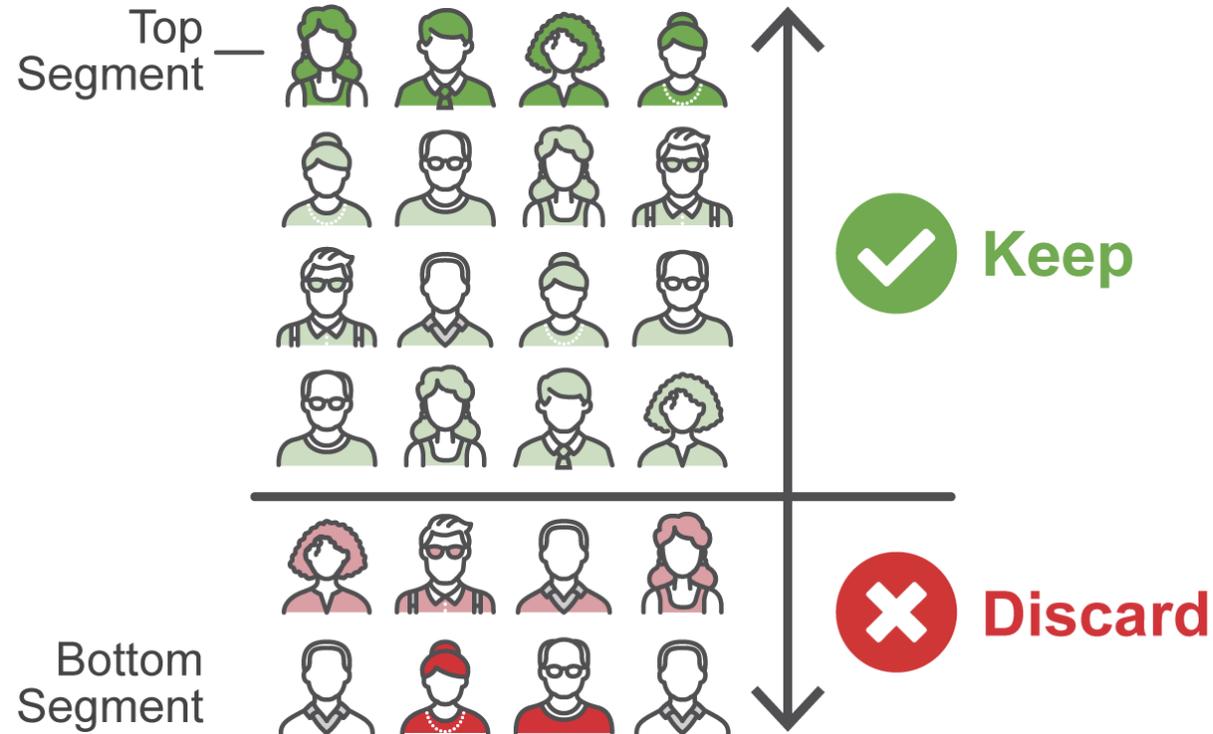
Names Predictively Ranked and Low-Performing Names Are Dropped

# Step Three
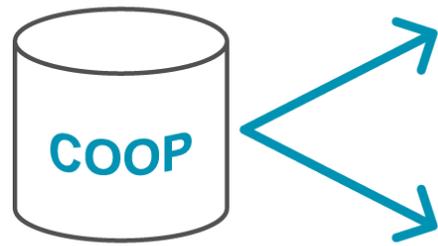


COOP

➕ Replace
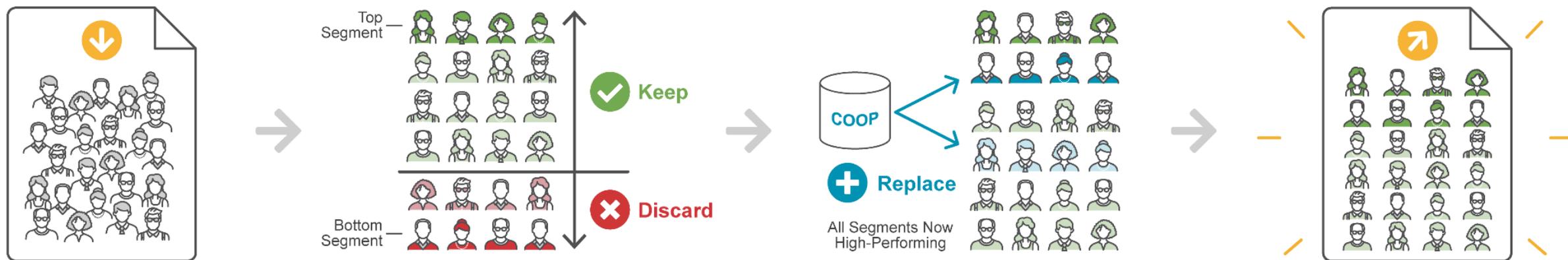
All Segments Now
High-Performing

Dropped Names Are
Replaced with High-Response
Coop Names

# Step Four



Newly Optimized Net File is Deployed for Improved Campaign Performance

# Post-Merge Optimization Process

# Key Benefits

**01**    Increased response rates

**02**    Increased revenue per piece

**03**    Higher long-term value from new donors

**04**    Reduced fundraising waste

# Reduce Circulation with Minimal Impact to Revenue

Using predictive insights from Post Merge Optimization to select the **highest-value prospects** and remove low-quality names, this nonprofit cut prospect circulation nearly in half, while **maintaining strong revenue and nearly doubling $ per piece.**

### **Client Campaign Results:** Traditional Mailing vs. Post Merge Optimization

| | No Optimization | | | Implementation of PMO | | | Comparison | | |
|---|---|---|---|---|---|---|---|---|---|
| | Mail Quantity | $ Per Pc | Total Revenue | Mail Quantity | $ Per Pc | Total Revenue | Mail Quantity Change | Revenue Change | $ Per Pc Change |
| All Prospects | 4,643,075 | $0.62 | $2,871,689 | 2,387,070 | $1.12 | $2,662,258 | **-49%** | **-7%** | **81%** |
| Rented Lists | 1,882,500 | $0.57 | $1,076,147 | 551,219 | $1.11 | $612,004 | **-71%** | **-43%** | **95%** |

**The Result:** Identifying and eliminating weak campaign prospects meant a 49% reduction in circulation. However, it only meant a 7% change in total revenue, as the names mailed were of **significantly higher value**.

By dramatically increasing mailing efficiency and driving higher $ per piece, the client realized a **savings of approximately $1.3 million**.

# Replace Drops with Better Names

Removing weak prospect names **improves mailing efficiency**. And replacing dropped names with high-performing prospects **produce better response and higher long-term value.**

The replacement of poor-quality prospect names elevated a previously underperforming portion of the campaign to dramatically increase profitability, with **significant increases in number of gifts, $ per piece, and overall revenue**.

**Client Campaign Results:**
Suppression & Replacement with Co-op Prospects

| | Suppressed Segments | | | | Replacement Segment | | |
|---|---|---|---|---|---|---|---|
| | **Group #3:** Fair | **Group #4:** Poor | **Group #5:** Marketing Budget Waste | Unscored | Suppressed Segment Totals | Replace Totals | Result |
| Mail Quantity | 41,175 | 31,459 | 11,415 | 12,317 | **96,366** | **100,000** | |
| % Mailed | 50% | 50% | 50% | 50% | **50%** | **58%** | |
| Circulated | 20,581 | 15,725 | 5,702 | 6,154 | **48,162** | **57,932** | |
| Gifts | 359 | 268 | 86 | 70 | **783** | **1,164** | **49%** |
| Revenue | $14,558 | $10,556 | $3,041 | $3,091 | **$31,246** | **$60,873** | **95%** |
| RR | 1.75% | 1.70% | 1.51% | 1.13% | **1.63%** | **2.01%** | **23%** |
| Average Gift | $40.53 | $39.40 | $35.22 | $44.43 | **$39.90** | **$52.31** | **31%** |
| $ per Pc | $0.71 | $0.67 | $0.53 | $0.50 | **$0.65** | **$1.05** | **62%** |