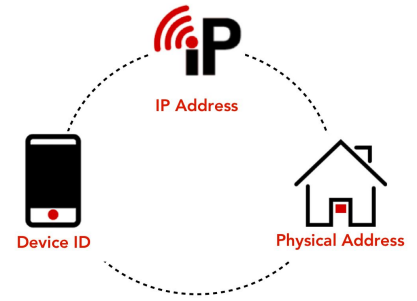


# IP Targeting by El Toro

## Cookieless Digital Advertising Technologies

El Toro is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses. Our tech is 100% cookie-free and connects with real people at an unparalleled accuracy, eliminating ad fraud. With a 95% or greater confidence level, El Toro is the premier choice for digital advertising.



## How It Works

IP Targeting does not use cookies, which is revolutionary in the digital advertising world. Our patented IP algorithm determines the IP address based on the physical address, which is then used for precise digital ad targeting at the IP/router level. This type of targeting is beneficial for advertisers because it incorporates offline data; i.e., registered voter lists, customer databases, modeled data, and direct mail data. With IP Targeting, all of these datasets can be easily and effectively used to deliver ads directly to consumers.



Using your CRM, we can harvest the IP Address of those specific households via our algorithm.



We run the list(s) through our algorithm to identify the IP's and DeviceID's to build our proprietary ad network on.



The households we match back to an IP become the foundation of media plans on to acquire impressions at the IP level.

## Launch a Campaign In Three Easy Steps:

1. You provide a list of names, addresses and zip codes, and we run it through our IP mapping system and provide a match rate (typically around 60% of the list).
2. Locate the house IPs and anonymize them to preserve privacy.
3. Serve display or video banner ads online, using the modem/router/IP address as the entry point.

For more information, visit [eltoro.com/household-ip-targeting/](http://eltoro.com/household-ip-targeting/)