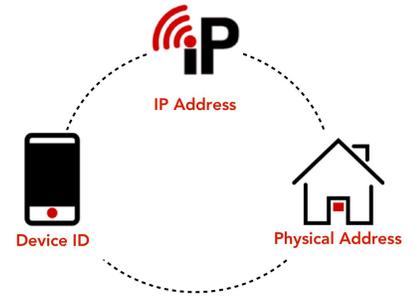


Venue Replay by El Toro

Cookieless Remarketing From A Location

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

Venue Replay allows companies to map businesses, competitors, or even trade shows. By mapping the area, we can identify any devices (smartphones, tablets, laptops) after they leave the venue, and continue to target them with digital banner ads at their home and across all of their devices. All of this is accomplished without the use of cookies.



1. Identify locations
Client identifies the targeted locations, venues and points-of-interest of interest



2. Create geo-frames
We create geo-frames and inventory devices that've browsed to an ad-supported site or app



3. Match and serve media
From the identified devices, we match IPs and addresses to establish a dedicated ad network

El Toro's Advantage

There are many instances where a venue is target rich and valuable to reach your audience while they are on site. Some examples would include conventions or trade shows. For instance: if a new medical product is launching that everyone in the medical industry should be informed about, we can target key medical conventions, serve ads to all of the doctors and industry professionals on site, and then continue that conversation with those individuals once they are back at home, at work, or even traveling throughout the country.

For more information, visit eltoro.com/venue-replay