

[El Toro](#) has invented and patented a new technology to improve the effectiveness of internet advertising. El Toro's IP Targeting technology allows advertisers to target consumers on an individual household basis. When combined with off-line data sources like CRM or demography data, this provides a powerful advantage over traditional marketing campaigns. El Toro's technology is 10-20X more targeted than TV or radio and generally out performs other online advertising technologies by a factor of 3 to 1.

El Toro has access to 30-50 billion daily ad impressions via relationships with various content providers including Google, Facebook, Yahoo and Microsoft. El Toro bids on these impressions in real-time using a Demand Side Platform (DSP) to better facilitate the process of ad delivery. El Toro is also leveraging big data to improve response rate and campaign efficacy through propriety advanced campaign analytics.

Based in Louisville, KY the team at El Toro have successfully built and sold a number of technology companies in the last decade. Additional information is available at www.eltoro.com.