



Case Study- New Movers and Pest Control

Background:

A Pest Control service company in Florida was looking to gain new customers in one of their local markets. New Movers is a customer segment they had been unable to reach with existing digital targeting tools. This group of consumers who recently moved into the area are very likely to need pest control for their new home. El Toro offers a patent-pending digital advertising targeting tool called “Digital New Movers,” which allows us to send online advertisements to people who have just recently moved into a new home, are about to move into a new home, or are in escrow. Our pest control client loved the idea of being able to target prospects that had *just moved* into a new home, literally within *hours* of them setting up their home network. They decided to run a Digital Post-New Movers campaign with El Toro.

Results:

HUGE success. The households that El Toro targeted made up 18% of all sales during the campaign period. We served around 78,500 impressions over the course of three and half weeks, and saw 54 sales from prospects we targeted. The 1.41% conversion rate [based on sales] for this campaign blows all industry averages out of the water by a large margin. See the detailed data in our matchback analysis below:

	# of Homes	# of Sales	Targeted Sales	Conversion Rate
Digital New Mover	3,820	301	54	1.41%

Our pest control client was able to reach a market that was in need of their service, but that they could not reach in a timely, cost effective manner previously. El Toro’s IP targeted advertising brought their marketing and sales to a whole new level.

To learn more about how El Toro can help you reach new movers, or other potential customers better than ever before, contact us at Info@eloro.com.