

El Toro Case Study

BUFFALO WILD WINGS

This campaign used El Toro's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

Background

When a new restaurant opens, getting the word out is important. That's why when a Buffalo Wild Wings opened in the southeast region of the United States, they paired El Toro with Direct Mail. BWW opted to send 20,000 direct mail offers to homes in the nearest six zip codes to the restaurant. The franchise then chose to add value to their direct mail campaign by layering El Toro's technology on top. Nearly 8,000 homes from the same direct mail list received IP Targeting. The creative said, "A new Buffalo Wild Wings is opening near you! Look for your special offer in the mail!"

Campaign Results

The novelty of the Buffalo Wild Wings strategy was evident. Within the first two days of the campaign, the Click Through Rate soared to a .21% before settling to an industry-beating .1%. What's more important, though, is that those who received IP-targeted ads resulted 35% more likely to enter the restaurant and take advantage of the offer. See the matchback analysis for yourself:

| | Append | Percent | Conversions | Percent | Conversion Rate | Improvement |
|-------------|--------|---------|-------------|---------|-----------------|---------------|
| Target 't' | 7,765 | 38.78% | 126 | 46.15% | 1.62% | 35.31% |
| Control 'f' | 12,244 | 61.22% | 147 | 53.85% | 1.20% | |

El Toro can be every marketer's secret weapon. Generate more traffic, conversions, and sales dollars with El Toro's IP targeting.

