

# El Toro Case Study

## HOME IMPROVEMENT RETAILER

This test 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.

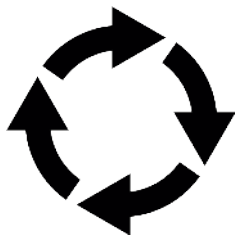
### Background

A national brand that primarily works within the home improvement industry came to El Toro and wanted to test the efficacy of IP Targeted Digital Advertising. They consistently ran direct mail and when they learned how IP Targeting compliments direct mail, they were excited to see how it would increase their conversions and revenue.

### Campaign Results

The home improvement brand ran 27 separate campaigns across 17 different markets in the country during an 18-month time span. **1.15 million targets** received El Toro's IP-targeted ads through the use of our patented technology, while a control group of ~1.74 million only received physical mail. These individuals were targeted because of the age of their home, their household income, and if they were actual home owners. Over 11 million impressions were served.

Of this group, we found **that our targets were 33% more likely to purchase** from the home improvement brand. The Return on Ad Spend was **1065%**, making a **\$10 return on every \$1 spent**. Lastly, we saw **\$1,930,000 in incremental sales** attributed to these campaigns.



Targets 33% more likely to purchase

# 1065%

Return on Ad Spend



\$1,930,000 in Incremental Sales

