

# El Toro Case Study

## PEST CONTROL WITH NEW MOVERS

This test used El Toro's Digital New Movers™. Digital New Movers™ allows you to target people who are moving or have just moved into their new home with online banner and video ads, in almost real time on their laptop, smartphone, and table devices.

### Background

A Pest Control service company in Florida was looking to gain new customers in one of their local markets. This group of consumers who recently moved into the area were very likely to need pest control for their new home. The 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.

### Campaign Results

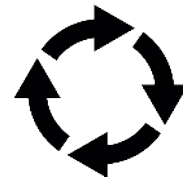
The campaign was a huge success. The households that El Toro targeted **made up 18% of all sales during the campaign period**. We served around 78,500 impressions over the course of three and half weeks, and **saw 54 sales from prospects we targeted**. The **1.41% conversion rate** (based on sales) for this campaign blows all industry averages out of the water by a large margin.

# 18%

Of all sales from El  
Toro targets

# 54

Sales from our  
targets



1.41% Conversion  
Rate

