

El Toro Case Study

REVERSE APPEND

El Toro's new Reverse Append tool is designed to convert anonymous website visitors into sales. Reverse Append identifies online visitors via their IP address, captures their journey on the site, and then matches the visitor's IP address to a physical mailing address so a personalized postcard can be mailed to the prospect.

The Customer

A high-end upholstery company produces innovative products for the luxurious hospitality, aviation, and residential interior design industries but also offers a collection of beautiful and timeless consumer products. Sold at fine retailers across the country and online, this collection, just like their many offerings, is constantly evolving.

The Challenge

Much like several retailers, the holiday season garners peak website traffic. However, in previous seasons, online sales weren't as strong as the traffic alone suggested. Traditionally, the company has had positive results with its direct mail catalogs, and as such, for the 2016 holiday season, the company looked to convert its anonymous web traffic into direct sales by reaching those prospects offline with direct mail.

The Solution

The company went with El Toro's Reverse Append product. Visitors who place products in their online shopping cart but did not purchase were targeted, while visitors who purchased were eliminated from the mailings. Address matches were also eliminated if someone had already received a mail piece within the last three weeks. Finally, before mailing the Reverse Append postcard, the address was validated to USPS standards.

The Results

5% of the prospects that were mailed subsequently purchased! This was a **250% lift over other similar direct mail offerings** from this client. With this tangible remarketing, these highly engaged but previously anonymous prospects with a direct mail piece, we were able to deliver increased value and superior ROI. As demonstrated in this case study, Reverse Append is an extraordinarily effective method for merging the worlds of online and offline advertising. The technology works across every industry - from gyms to automobiles, from insurance corporations, to non-profit firms.

Straightforward and simple:

El Toro works.

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