

El Toro Case Study

REVERSE APPEND - 1,100% RETURN ON AD SPEND

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

Because furniture is regarded as an emotional purchase, individuals tend to thoroughly research products before making a purchase. A national retailer of home furnishings with over \$3B dollars in annual revenue was trying to capitalize on its web traffic and leverage individuals' research to boost its sales.

Using Reverse Append, this national retailer collected anonymous IP addresses that were tied to their website's abandonments and mapped them back to their corresponding physical home mailing addresses. The home records which El Toro was able to append an IP address with a 95% certainty were then sent a custom-printed First-Class Mail piece through a licensed El Toro print partner. Households across four states located near brick-and-mortar store locations were targeted, while current customers and prospects who received other direct mail initiatives during the month of the offer were suppressed from the Reverse Append mailings.

The Results

During the month-long Reverse Append campaign, **0.9% of all targeted homes converted** by purchasing at brick-and-mortar retail locations. The conversion rate for homes that received a Reverse Append mailer was 4,400% higher than the conversion rate of home records that abandoned the website but were not engaged with a Reverse Append mail piece.

Most importantly, the national retailer's resulting **Return on Ad Spend (ROAS) for this campaign was over 1,100%**. El Toro's Reverse Append transformed engaged and interested anonymous online window shoppers into legitimate sales prospects and generated \$250,000 dollars in incremental additional revenue.

1,100%

Return on Ad Spend
(ROAS)

Adding a new advertising channel to capitalize on web traffic is a welcome one, but no other product or service bridges the online-to-offline sales journey as well as El Toro's Reverse Append. It's no bull, El Toro works.

