

Case Study | Furniture Retailer

Digital New Movers™

The Background

A national furniture retailer was looking to gain new customers across several retail stores in the Northeast region of the United States. In an industry with a high profit margin, each one of these customers matters.

The Challenge

With a campaign focus on completely new customers, the client needed a way to both identify and target high potential targets that would be prone to buying.

El Toro's Approach

Both parties settled on using our Digital New Mover product, which allows companies to hit recent movers with digital ads. Since consumers have a large propensity to purchase furniture after moving, focusing on this group can produce great sales while keeping cost low thanks to El Toro's efficient targeting. These customers are also more prone to purchasing multiple pieces, due to their recent lifestyle change.



Performance

- 482 sales were attributed to El Toro over the course of the campaign
- The average sale was \$777
- These results led to a 1695% Return on Ad Spend (ROAS) for the client

About El Toro

El Toro is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The El Toro system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, eliminating ad fraud. With a 95% or greater confidence level, El Toro is the premier choice for digital advertising. For more information, visit eltoro.com/ad-tech