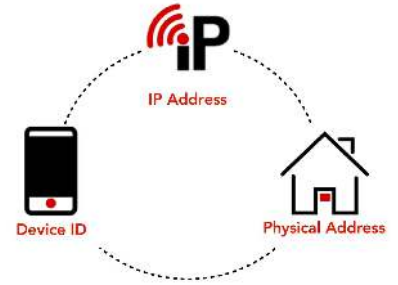


El Toro: Home Improvement Clients

One-to-One IP & Device Level Targeting

El Toro is an advertising technology company, home to 6 one of a kind adtech products. We utilize our patented IP targeting technology to bring unprecedented accuracy to digital advertising. Through our MatchBack Analysis, El Toro is able to show the amazing results of our technology.

Here we showcase some of our *home improvement* partners and the success they have had in using our technology.



El Toro Results 2018

Digital New Movers

Pest Control

A pest control service company in Florida was looking to gain new customers in one of their local markets. Using our Digital New Movers, El Toro was able to take addresses of recent movers and match them to an IP address. Digital banner ads were then delivered straight to their households, ensuring our client was the first pest control company they heard about.

- El Toro saw 276 sales from our targets
- Conversion rate of 2.55%
- Accounted for 8% of sales over the course of the campaign

Digital Canvassing

Home Improvement Company

A \$2.5 billion dollar manufacturer of home improvement products performs thousands of in-home installations of their products. Looking to add a digital channel, the manufacturer implemented Digital Canvassing by El Toro. The home improvement client was now able to digitally target neighbors' individual homes just prior to and during the time the canvassing team walked the neighborhood.

- 77% increase in approved loans from our targets

IP Targeting

HVAC and Plumbing Services

Our client was a full service heating, ventilation, air conditioning, plumbing repair and retail organization with multiple locations throughout the southeast United States. This company provided El Toro with a list of previous customers, we were able to use our patented matching algorithm to target 18,500 prospects.

- Filled 100% of the remaining appointment slots
- Completed the client's request 40 days early

Digital New Movers

Lawn Care Company

A lawn care company with a prominent reach on the East Coast wanted to get in front of new movers to promote their lawn maintenance options. The company not only wanted to be the first to get in front of these new movers, but also wanted to stand out from other lawn companies by advertising a special offer just for recent movers.

- ROAS 1720%
- Total value of conversions \$124,800.00
- Conversion rate of 1.06%

Digital New Movers

Plumbing Company

A plumbing company wanted to get more clients under their wing. This company knew that new movers were a great audience to advertise to. This group wanted to get their brand in front of specific areas within their state. Using El Toro's Digital New Movers, this plumbing company got in front of a number of different North Carolina zip codes to promote their offers.

- 110 total conversions
- Conversion rate of 0.363%

Digital Canvassing

Plumbing Company

The same plumbing company as mentioned above wanted to do more after reaping success from El Toro's Digital New Movers technology. This company wanted to use El Toro's Digital Canvassing to target the neighbors of their existing clients.

- 71 total conversions
- Conversion rate of 0.245%