

Case Study | Food Delivery Service

Digital Canvassing

The Background

A food delivery app carries out deliveries from restaurants in multiple communities in nearly 20 states across the country. This food delivery service wanted to spread the word about their services to those in their delivery areas throughout multiple states.

The Challenge

Creating an audience of those neighboring this company's current customers we knew would be ideal for ad targeting. We had knowledge that those neighboring current customers would qualify as candidates for this delivery service, being in the same geographical area. Our Digital Canvassing technology took this company's data, derived the physical addresses within, and then gathered the correlating home IP addresses of those within a 500 square meter radius of the originating customers.

El Toro's Approach

This company ran two different sets of advertisements. While one of these ad campaigns placed informational ads about the company, the other campaign was ran with a promotion included within the ad. Both advertisements were ran consecutively to gather insights behind the success for each approach. We also brought forward results both amongst those who we targeted with ads and those in this company's list who we could not confidently gather an IP address, and therefore did not target. By doing this we were able to show the lift in performance among those who we targeted versus those who we did not.

Performance / Results

- 15% lift among those targeted compared to the non-targeted group
- Conversion rate of 1.06% among those served ads with a promotion
- Overall average of \$7.97 cost per conversion

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, largely 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