

# Case Study | Large-Appliance Store

## Digital New Movers

### The Background

A family-owned home and kitchen appliance store had existed in their state with multiple locations for over 60 years. This business wanted to bring more of their marketing into the digital realm. This appliance retailer is home to large appliances ranging from fridges to laundry machines to grills.

### The Challenge

Being home to relatively high priced items, this business wanted to make sure they targeted the correct audiences with budgets that aligned with their price points. This company came to El Toro to take advantage of our ability to build highly accurate, well aggregated audience segments.

### El Toro's Approach

Consumers who are somewhere in the process of buying a new home are tremendous candidates to target for large home-oriented purchases. Through Digital New Movers, this appliance retailer utilized El Toro's ability to create an audience segment of consumers in the moving process. The list created for this company was comprised of consumers who either had their home for sale, had their home in escrow, or had recently purchased a new home. Our technology pulled these consumers all within a 20 mile radius of the retail location. From here, El Toro blanketed all devices within each of these pinpointed homes with digital ads.

### Performance / Results

- Conversion rate of 2.74%
- End conversion spend over \$817,000
- Average of \$613 per conversion

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## 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](http://eltoro.com/ad-tech)