Case Study - HVAC

IP⁺ Targeting

THE BACKGROUND

A leading Northwest Arkansas HVAC provider has been servicing their customers for over 50 years. They pride themselves on fast and reliable service that is unmatched by their competitors. They had previously found success with direct mail but were looking to further invest in digital solutions.

THE CHALLENGE

With cookies going away, they wanted to test IP Targeting to understand its effectiveness and measurability. Additionally, while intuitively they knew their customer base, they wanted to better target people that shared similar characteristics.

THE EL TORO SOLUTION

Using our IP⁺ "look-alike" prospect product, El Toro was able to analyze their customer database and create a custom audience list. This curated target group was demographically and psychographically segmented and served personalized display ads using our patented IP Targeting technology. The test was an overwhelming success, and the customer is now an on-going El Toro customer.

The Result

350%
RETURN ON AD SPEND

1.9%
CONVERSION RATE

ABOUT EL TORO

At El Toro, we are at the forefront of observing and understanding human behavior which fuels our data. Our patented process matches **mobile advertising IDs (MAIDs)** to the **physical address** through the **IP address**, allowing you to effectively target consumers. Our system is 100% cookie-free, and our proprietary technology connects you to real people with unparalleled precision.

For more information, visit **eltoro.com/ad-tech**