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Case Study - Home Decor

WEB-TO-HOME

THE BACKGROUND

A national lighting manufacturer wanted to target the website visitors that displayed high engagement with specific product categories such as portable lighting, fixture lighting, furniture, etc. Based on the substantial level of organic and paid traffic their site experienced, they wanted to identify only the most valuable prospects who visited the website.

THE CHALLENGE

Based on website visit patterns and 3rd party data overlays, the client wanted to qualify only proactive customers most likely to make a purchase. Additionally, they wanted to separate website visitors into two separate audiences designated as either current customers or new customers.

THE EL TORO SOLUTION

Using our Web-To-Home product, El Toro was able to pixel the clients' website, then leveraging our advanced analytics tools, qualify website visitors into the two required audiences. Additionally, we were able to match the visitors to specific products they had viewed on the website. We then customized the direct mail pieces to include an image of the products customers had viewed. The campaign ran for three months generating impressive results.

The Result

$2.9 million
IN TOTAL SALES

18%
CONVERSION RATE FROM CURRENT CUSTOMERS

10.3%
CONVERSION RATE FROM NEW CUSTOMERS

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**

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