



Case Study – Appliance Retailer

DIGITAL NEW MOVERS



THE BACKGROUND

Open for over 60 years, this appliance retailer sold everything from refrigerators to outdoor grills.

THE CHALLENGE

For years, this retailer was heavily reliant on TV, radio, and direct mail advertising. However, they knew to be more successful, they had to adapt and begin adding digital media into the mix. The retailer had tried other banner advertising solutions, with very little success.

THE EL TORO SOLUTION

El Toro was able to use our proprietary Digital New Movers product to effectively reach potential customers. The appliance company chose to target consumers who had their home for sale, in escrow, or had recently purchased a new home. We then served banner ads to this comprehensive list of consumers, living within a 20-mile radius from the retailer's stores.

The Result



2.7%
CONVERSION RATE



+\$817,000
END CONVERSION
SPEND

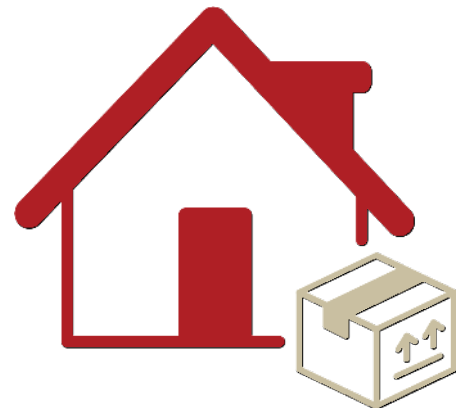


\$613
AVERAGE PER
CONVERSION

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](https://www.eltoro.com/ad-tech)



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