![el toro logo]

Case Study – Food Delivery
DIGITAL CANVASSING

THE BACKGROUND

A food delivery service uses its app to connect customers and restaurants in numerous communities in 19 different states across the country. The company wanted to focus its marketing efforts on building brand awareness in their current delivery areas.

THE CHALLENGE

The service wanted to reach the neighbors of its current customers without having to go door-to-door with flyers. The belief was that surrounding neighbors shared similar demographic and psychographic profiles, making them good candidates for their service.

THE EL TORO SOLUTION

El Toro used our Digital Canvassing product, which took the home addresses of the food delivery services' current customers and ran those addresses through our IP algorithm to identify the IP addresses of those homes within a 250-meter square of the homes of the company's current customers. We then served digital advertisements to those identified neighbors.

The Result

55%
LIFT AMONG THOSE TARGETED COMPARED TO THE NON-TARGETED GROUP

1.1%
CONVERSION RATE AMONG THOSE SERVED ADS WITH A PROMOTION

$7.97
COST 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**

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