



# Case Study - Furniture Retailer

## DIGITAL NEW MOVERS



### THE BACKGROUND

A national furniture retailer with retail stores in the Northeast region of the United States was having little success using other digital advertising solutions.

### THE CHALLENGE

The retailer wanted to identify and target high potential consumers when they are pre-disposed to buying new furniture. They wanted to focus on this group to increase sales while keeping costs low.

### THE EL TORO SOLUTION

El Toro used our Digital New Movers product to match the home addresses of recent movers to their new IP address. El Toro then delivered digital ads directly to all devices in these homes over a two-week period. This campaign proved to be the most successful digital campaign the retailer had ever conducted. The retailer now uses El Toro products as part of their ongoing advertising mix.

## The Result



482

SALES MATCHED BACK



\$777

AVERAGE SALE



1,695%

RETURN ON AD SPEND

## 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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