



Case Study - Pest Control

DIGITAL NEW MOVERS



THE BACKGROUND

A Florida-based pest control company with multiple locations across the state was looking to expand into new markets.

THE CHALLENGE

They were focused on reaching prospects that had just moved into a new home. The market they chose was extremely competitive, so the company needed to reach these prospects before any other pest companies in the area reached them.

THE EL TORO SOLUTION

El Toro used our Digital New Movers product to pull the home addresses of recent movers and then append them to their corresponding IP Addresses. Digital banner ads were delivered straight to these households, helping ensure our client was the first pest control company presented to these potential customers. Focusing on the new mover audience that will be needing a new service provider is a highly effective use of the Digital New Movers solution.

The Result



276
SALES FROM
TARGETED AUDIENCE



2.6%
CONVERSION RATE



8%
OF TOTAL COMPANY SALES
DURING THE CAMPAIGN

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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