



Case Study - Dental Offices

Digital New Movers & Venue Replay



THE BACKGROUND

For dentist offices, acquiring new customers can be a tricky and expensive undertaking. With a focus on customer acquisition costs, a regional dental office chain was looking for a practical way to acquire new customers in their existing markets.

THE CHALLENGE

The client wanted to reach individuals and families that had recently moved, and they wanted to reach these targets quickly, as they wanted to be the first dental office they visited post move. This client also wanted to target their competitors customers and needed a solution for that as well.

THE EL TORO SOLUTION

Using our Digital New Movers technology, we were able to build a list of households in all three stages of the moving process, Pre-Movers, Escrow, and Post-Movers. These households were then shown banner ads on average 30 times per month.

Using Venue Replay, we were able to GeoFrame competitor locations, capture IP addresses and device IDs seen at those locations, and map those back to households for targeting with banner ads at a similar frequency as Digital New Movers.

This campaign was a massive success for this client, and they continued their business with El Toro for 4 years.

The Result



\$400

**DIGITAL NEW MOVERS
AVERAGE CUSTOMER
ACQUISITION COST**



\$225

**VENUE REPLAY
AVERAGE CUSTOMER
ACQUISITION COST**

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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