



Case Study – Roofing Provider

DIGITAL CANVASSING & DIGITAL NEW MOVERS



THE BACKGROUND

One of Florida's premier roofing providers was seeking to reach and convert two audiences: the neighbors of previous clients and households who had just moved into the neighborhoods of previous clients. They wanted to reach new customers most likely to convert in need of roofing repairs or replacements.

THE CHALLENGE

This client had access to a CRM of previous clients but was unsure of how to use the list to target the neighbors of previous clients. They also wanted to target new homeowners in the neighborhoods of interest but were unsure how to accurately and efficiently identify and reach this audience.

THE EL TORO SOLUTION

With El Toro's patented technology and the client's CRM, we used our Digital Canvassing product to target the neighbors of previous clients. We then used our Digital New Movers product to generate an audience of new homeowners who had just moved into the target neighborhoods within the last 90 days. Digital banner ads were sent to the households of both audiences consistently for one month. Using this multi-pronged approach paired with El Toro's precise targeting, we generated 33,000+ high-value households for the client to target, ultimately resulting in a successful campaign.

The Result



3731%
RETURN ON AD
SPEND



4927%
INCREASE IN LIKELIHOOD
TO CONVERT BY USING
EL TORO IP TARGETING

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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