

Case Study | Home Decor

Digital New Movers

The Background

A high-end national blind and shade company wanted to get a better grasp on marketing to their correct audience base. The aim for this home decor company was to get the word out about some of their top-tier lines to a more affluent consumer base.

The Challenge

As this company wanted to more accurately target upper class consumers, they trusted El Toro to bring them the hyper-accurate targeting they needed. Being a home decor company, they saw great benefit in making use of El Toro's one of a kind Digital New Movers ad tech product. This company had worked with marketers in the past, using traditional cookie-based targeting but did not reap the benefits they had hoped for. So much of shopping, even when pertaining to home decor, is done through online shopping. This means countless competitors online on top of the high number that exist offline as well. This client needed to execute their advertising in a prominent enough way to get in front of their consumers more effectively than their competitors.

El Toro's Approach

This client made use of our Digital New Movers technology to get their company in front of their intended audience in multiple cities across the United States. Through this technology, we were able to advertise to consumers within specific affluent ZIP Codes. From there, we were also able to target those who had just purchased a new home, listed their current home, or had their home in escrow. We then took these identified households and served them digital ads across all devices within the home.

Performance / Results

- Total of almost 400 conversions totaling to over \$478,000 in sales
- Conversion rate of 0.3%
- ROAS of \$6 earned for every \$1 spent

About El Toro

El Toro is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The El Toro system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, largely eliminating ad fraud. With a 95% or greater confidence level, El Toro is the premier choice for digital advertising. For more information, visit eltoro.com/ad-tech