

# Case Study | Black Friday Furniture Sale

## Full Stack

### The Background

After running multiple campaigns with El Toro, a national furniture retailer was ready to proceed with our technology at scale. As a major player in the industry, they expected results, and we planned on delivering.

### The Challenge

The task was simple, work with the company to generate the best possible results for their Black Friday and Cyber Monday sale period. El Toro needed to launch a full-scale campaign for the season by utilizing Venue Replay, Reverse Append, Digital New Movers, and one product specifically developed for the client.

### El Toro's Approach

Our product offerings were focused on meeting very different objectives for the client. Venue Replay was used to acquire customers shopping at competitor locations and redirect them to the client's stores, directly affecting both the client and their competitors. Reverse Append took online site visitors, and sent them a direct mail piece enticing them to purchase. Finally, Digital New Movers targeted consumers who had recently moved into new homes.



### Performance

- Total sales of \$5,069,067
- Digital New Movers created \$2,447,110 in sales
- Total ROAS of 840.43%

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### 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, 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](http://eltoro.com/ad-tech)