

Case Study | 1,100% Return on Ad Spend

Reverse Append

Background

A national retailer of home furnishings, with over \$3B dollars in annual revenue, wanted to capitalize on its web traffic and leverage longer purchase cycles to boost its sales.



The Challenge

El Toro was tasked with taking prospective consumers browsing their site and redirecting them to the client's store. This required clear triggers to ensure efficient spend, and that only high quality leads would be targeted.

El Toro's Approach

Using our Reverse Append offering, El Toro was able to find anonymous IP addresses of potential customers with cart abandonments, and match them to a physical address. The home records which El Toro was able to append an IP address with a 95% certainty were then sent a custom-printed First-Class Mail piece through a licensed El Toro print partner. Households across four states, located near brick-and-mortar store locations were targeted, while current customers and prospects who received other direct mail initiatives during the month of the offer were suppressed from the Reverse Append mailings.

Campaign Results

Most importantly, the national retailer's resulting **Return on Ad Spend (ROAS) for this campaign was over 1,100%**. El Toro's Reverse Append transformed interested anonymous online window shoppers into legitimate sales prospects and **generated \$250,000 dollars in incremental additional revenue**.

During the month-long Reverse Append campaign, **0.9% of all targeted homes converted** by purchasing at brick-and-mortar retail locations. The conversion rate for homes that received a Reverse Append mailer was 4,400% higher than the conversion rate of home records that abandoned the website but were not engaged with a Reverse Append mail piece.

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 <http://eltoro.com/reverse-append/>