

# Case Study | Furniture Retailer Canvassing

## Digital Canvassing

### The Background

A furniture company with locations in multiple states has worked with El Toro on an ongoing basis. After building a relationship through consistent campaign success, they trusted El Toro to run a campaign with a recently launched product, Digital Canvassing. With it the client was able to target the neighbors within view of recent buyers and deliver them digital ads.

### The Challenge

The client wanted to boost sales across both their furniture and mattress offerings. Our new technology needed to be used to cost effectively acquire more customers with a high propensity to buy the advertised products.

### El Toro's Approach

The furniture retailer implemented the campaign in two states, using recent clients and new movers as the basis of the segment. El Toro's Digital Canvassing appended IP addresses to neighbors' homes, creating a geographically relevant segment. By appending IP addresses to individual locations, El Toro was able to focus on priority targets within a specified radius at a one-to-one level. Focusing on consumers that have a high chance of seeing delivery trucks or the new product itself greatly increases their chance to purchase.



### Performance

- 24% increase in approved loans from our targets
- incremental \$200,000
- 758% Return on Ad Spend

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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)