Case Study | Home Decor

Reverse Append

The Background

A national lighting designer, manufacturer and distributor ran a three month campaign through our Reverse Append technology. An emphasis was placed on targeting the designer's website visitors that displayed high engagement with specific product categories such as portable lighting, fixture lighting, furniture, etcetera. Based on the substantial level of organic and paid traffic their site experienced, we wanted to identify only the most valuable prospects who visited the website.

The Challenge

Using our proprietary regex segment engine, we separated website visitors into highly defined audiences. The strategy was to segment into two separate groups which designated users as either current customers or prospective customers. Based on site visit patterns and 3rd party data overlays, we qualified only proactive customers in a manner which showed us specifically those most likely to make a purchase.

El Toro's Approach

We were able to deploy a strategy designed to organize and catalogue specific SKU numbers for the large scale home lighting company. By leveraging advanced analytic tools, we were able to identify only the top prospects for receiving a direct mail piece. Additionally, we were able to match the visitors to which of the 300k+ products SKUs from the client website they viewed and customize the DMP to include an image of the products they have viewed online.

Performance

- $2.9 million in total sales

- 18% conversion rate from previous customers

- 10.3% conversion rate from new customers

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