

Case Study | HVAC and Plumbing Services

IP Targeting

The Background

Our client was a full service heating, ventilation, air conditioning, plumbing repair and retail organization with multiple locations throughout the southeast United States. The company had hundreds of appointment slots available within their last quarter. Like most in the industry, they relied on traditional means of marketing to reach new and existing customers. Direct mail, cold calling, and emails can be effectively improved with new digital solutions.

The Challenge

Operating off a tight budget, El Toro needed to reengage previous customers with winterization services and sell the client's excess inventory of tankless water heaters. With hundreds of appointment slots that needed to be filled, we needed a way of connecting with customers that had a high chance to convert.



El Toro's Approach

Provided with a list of previous customers, we were able to use our patented matching algorithm to target 18,500 prospects. Focusing on past purchasers greatly increased the likelihood of conversion, all they needed was a reminder to contact the client. Being hit with display ads helped customers reach out independently, and warmed them up as a lead when the company contacted them directly.

Performance

- Filled 100% of the remaining appointment slots
- Completed the client's request 40 days early

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/household-ip-targeting