



# Case Study – Grocery Chain

## IP TARGETING, VENUE REPLAY, & DIGITAL NEW MOVERS



### THE BACKGROUND

A national grocery chain teamed up with El Toro to assist franchisee owners in using digital advertising to drive in-store sales and really ring the register. The idea behind the program was simple - identify shoppers using hyper-targeted digital technology and direct them to their nearest store.

### THE CHALLENGE

A franchise owner with 31 stores throughout Ohio was seeking to drive incremental customer sales. The client wanted to look beyond using traditional advertising methods to reach new audiences and create even more loyal shoppers.

### THE EL TORO SOLUTION

Using a combination of El Toro’s technology, the franchisee owner was able to deliver **hyper-targeted digital ads** about deals and benefits shoppers receive at store locations **within 24 hours** to all household devices: mobile devices, tablets, laptops, desktops, and TVs. With the enormous success of the campaign, the franchisee owner has continued to participate and reap the benefits of the program.

## The Result



**3499%**  
RETURN ON  
AD SPEND



**3.6%**  
INCREASE IN  
CUSTOMERS



**9.1%**  
GROWTH IN  
SALES

### ABOUT EL TORO

At El Toro, we are at the forefront of observing and understanding human behavior which fuels our data. Our patented process matches **mobile advertising IDs (MAIDs)** to the **physical address** through the **IP address**, allowing you to effectively target consumers. Our system is 100% cookie-free, and our proprietary technology connects you to real people with unparalleled precision.

For more information, visit [eltoro.com/ad-tech](https://www.eltoro.com/ad-tech)



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