

Reverse Append

A Breakthrough in Direct Marketing.

El Toro's most recent innovation in digital ad technology is the "reverse append" (currently in pre-launch). Reverse append is essentially IP Targeting backwards.

HOW IT WORKS

We take anonymous site visitors' IP addresses, run them through our "reverse append" algorithm, and determine their physical home or office address. So in this case, we take the unknown site visitor IP address, find their physical address, and now the advertiser can send them targeted direct mail pieces, through one of El Toro's select direct mail partners.

EL TORO ADVANTAGE

Most contemporary digital products can only retargeted with cookies and online, we take the digital breadcrumbs created by visitors and allow our partners to turn it into a physical mail piece, brochure, white paper, or catalog delivered to the prospect's home within 48 – 72 hours of their web visit.

