



# ignite™ your website traffic

Metro Atlanta Honda dealer grosses over \$59,000 with Ignite™ Audience Engagement Platform

## MAIN CHALLENGES:

A Metro Atlanta Honda dealer wanted to get more from their existing advertising spend. Their primary focus was increasing sales opportunities for new and used vehicle inventory, with a secondary goal of filling their service lanes

## SOLUTION:

In the first month on the Ignite platform, it delivered a visitor return rate of over 40% and increased lead volume by 20%. For a dealership to see this increase in lead volume and engagement, they would have to spend about \$12,000 in additional advertising dollars to see the same results that Ignite generated.

## ABOUT:

Ignite™, an Audience Engagement Platform (AEP), utilizes custom analytics to predict what a shopper is interested in and identify specific make and model for dynamic reengagement through on-site engagement offers, email, SMS, on-site retargeting, and dynamic landing pages.

Email [sales@getignite.ai](mailto:sales@getignite.ai) for a free trial of the ignite platform.

5,838 — VISITORS ENGAGED

11,619 — OFFERS DELIVERED

1,247 — RETURNING VISITORS

3.2 — ENGAGEMENT SCORE

*“When we compared the return rate of Ignite visitors with our current retargeting efforts, we immediately noticed an increase in returning visitors and more leads. Ignite works, we grossed over \$44,000 in our first month in new and used vehicles, and picked up more than \$14,500 in service revenue. We are on pace to gross more in month two.”*

**General Manager**

