



ignite™ your website traffic

Nissan increased leads by 14% without increasing ad spend.

MAIN CHALLENGES:

A Nissan dealership in the Boston metro area missed 4,800 lead opportunities from their website traffic in the month of September.

SOLUTION:

They turned on the Ignite™ Audience Engagement Platform and increased leads by 14% without an increase in advertising spend.

Ignite™ fills a critical need by combating both ever-increasing advertising costs and declining website leads. Ignite™ delivered personalized on-site engagement, emails, and SMS engagement throughout the shopper's journey to buying a Nissan. 62% of visitors returned after receiving Engagement Offers from Ignite™. This resulted in 44 new leads from high-quality first-party website traffic in the first month. For comparison, a dealership would need to increase their digital ad budget around \$7,500 for the same lead volume increase.

ABOUT:

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

Email sales@getignite.ai for a free trial of the ignite platform.

14% — INCREASE IN LEADS

2,983 — OFFERS DELIVERED

62% — RETURN VISITORS

3.2 — AUDIENCE SCORE

