



ignite™ your website traffic

A National Mattress Retailer used Ignite, an Audience Engagement Platform (AEP), to generate more than \$700K in in-store sales and a 28x ROI.

MAIN CHALLENGES:

A national mattress retailer wanted to test Ignite in three key eastern markets (Raleigh, Charlotte, and Philadelphia). They wanted to compare results with the tool they already had in place and their overall engagement strategy. Their existing retargeting strategy was generating low quality traffic with high bounce rates.

SOLUTION:

Using Ignite, they ran a side-by-side test in three markets for two months using both Ignite and the display retargeting strategy they already had in place.

Within the 2-month test period, Ignite sent 9,906 emails to website visitors, leading to 615 leads generated. This resulted in 235 sales, which generated over \$700k in revenue, a 28x ROI.

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 for a free trial of the ignite platform.

615 LEADS GENERATED

235 MATCHED SALES

\$700K GENERATED IN SALES

28x RETURN ON INVESTMENT

