



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

**5,838**

Visitors Engaged

**11,619**

Offers Delivered

**1,247**

Returning Visitors

**3.2**

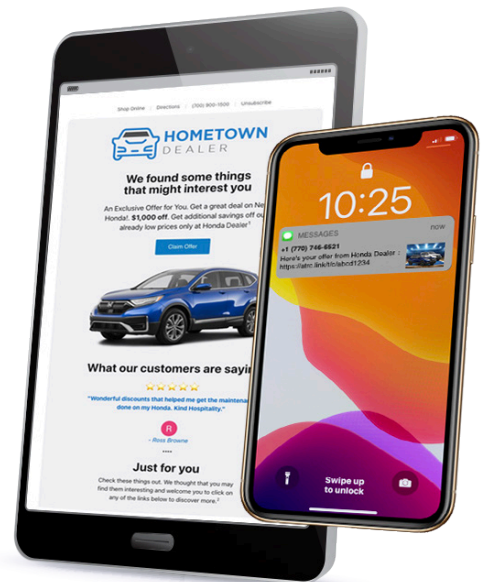
Engagement Score

With Dealer Ignite this Honda dealer got 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.

In the first month on the Dealer Ignite platform, we 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 Dealer Ignite generated.

*"When we compared the return rate of Dealer Ignite visitors with our current retargeting efforts, we immediately noticed an increase in returning visitors and more leads. Dealer Ignite works as we grossed over \$44,500 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



Dealer 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 re-engagement through on-site engagement offers, email, SMS, on-site retargeting, and dynamic landing pages.