



North Carolina Kia Dealer Sells 16% More Cars in First Month Using the Dealer Ignite Audience Engagement Platform

16%

Increase
In Sales

11,500

Visitors
Engaged

6,636

Offers
Delivered

10X

Better Return
in Visitors

A North Carolina Kia Dealer wanted more sales opportunities from their advertising spend.

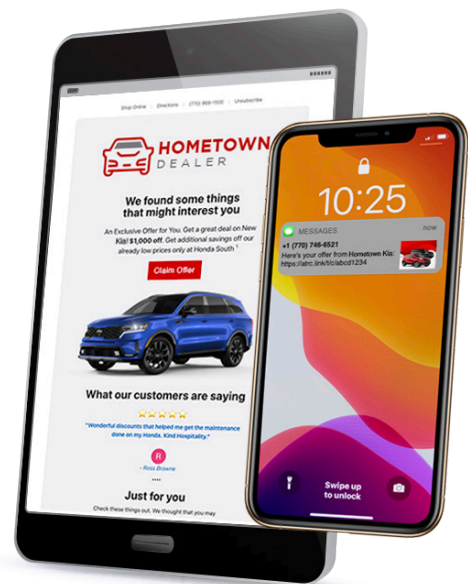
They were averaging 130 sales per month. In the first month with Ignite, they sold 150 vehicles. 21 of those sales were attributable to the Ignite platform.

Dealer Ignite generated more than 2,000 return visitors. 20% of the dealer's entire website traffic for the month.

Those engaged sessions went 5 pages deep. 2 more pages than average and stayed for more than 5-minutes. A whole minute longer than the site average.

"This platform is awesome. I wish I knew about it sooner. We have more opportunities and grossing more dollars with the Ignite traffic."

- General Manager



Dealer Ignite, an Audience Engagement Platform (AEP), utilizes custom analytics to better predict what a shopper is interested in. It then engages with them using dynamically generated creative content and custom offers delivered via on-site engagements, email, SMS, On-site retargeting and landing pages.