



Over 30 days, a Nevada Kia Dealer Sold 20 Units That Were Direct Leads From the Dealer Ignite Platform

16,581

Visitors Engaged

6,636

Messages Sent

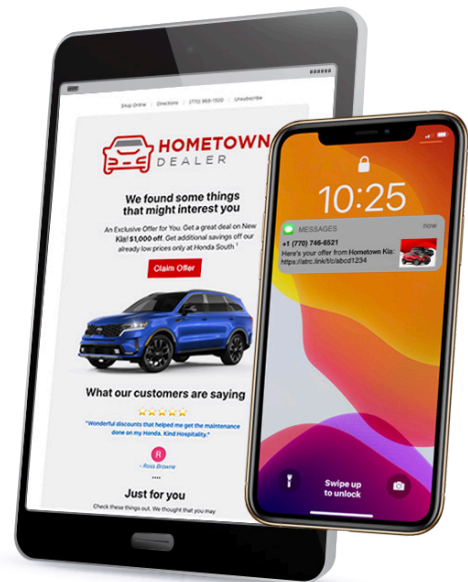
18%

Return Visitor Rate

A Nevada Kia Dealer sold 261 Kia's with help of the Dealer Ignite platform. 20 vehicles sold were direct leads from the platform and another 38 were engaged multiple times from the 13,299 dynamic, personalized emails sent to vehicle shoppers that did not convert on their website.

The Dealer Ignite platform was able to help bring back over 18% of visitors who left without converting and re-engage with them through onsite engagement offers, email, and SMS messaging.

This is in contrast to 1-1.5% a dealer would expect with a normal, high performing dynamic retargeting campaign. In doing so, Dealer Ignite helped the dealership sell an additional 58 new cars without the dealer having to spend more.



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.