



Leverages anonymous traffic to increase lead volume by 14% in ad spend!

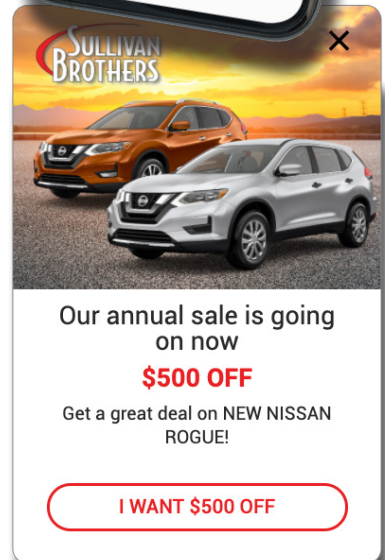
Sullivan Nissan, located on the south shore of Boston, had 4,800 missed opportunities from their website traffic in one month. They turned on Dealer Ignite and were able to increase their dealerships lead count by 14% without an increase in advertising spend.

Dealer Ignite, the first Audience Engagement Platform (AEP), provides a way to engage and nurture missed opportunities through predictive analytics to better understand a shopper's top vehicle interest, physical location, traffic scoring, and the best way to engage with your audience. Ignite fills a critical need with ever increasing advertising costs and declining website leads.

Through those missed opportunities we delivered personalized on-site engagements, email and SMS engagements, nurturing them through the vehicle buying journey using automated marketing. 62% of visitors returned after receiving Dealer Ignite Engagement Offers.

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 up to \$7,500 to generate the same increase in lead volume.

Start leveraging the opportunities you already have on your website & let us show you the value of your own data.



VISITORS ENGAGED	VISITORS CONTACTED	RETURNING VISITORS	ENGAGED AudienceScore
2,219 <small>Visitors shown offers</small>	616 <small>Visitors sent SMS + Email offers</small>	401 <small>Visitors returning to site after offer</small>	2.8 <small>★★★★☆</small>