

Transform Your Website into A Reliable Lead Generator

How to drive more return traffic, engage leads, and increase sales.

The image shows a woman with curly hair working at a computer in a cafe. Overlaid on the image are two UI components: a user profile card on the left and a data table on the right.

User Profile Card:

- Name: Jane, Doe
- Address: 1456 4th Street
- Avatar: [User Icon]
- Audiences: Used Honda Civic
- Callout: Louis Kennedy

Data Table:

Resident	Street	City	Top Product Interest	AudienceScore
Wilkins, David	2244 9th Street	Carly	Used Jeep Wrangler Unlimited	★★★★★
Hodges, Susanah	145 West Road	Tampa	Used Toyota Corolla LE	★★★★★
			Used Jeep Wrangler Unlimited	★★★★★
			Used Jeep Wrangler Unlimited	★★★★★
			Used Jeep Wrangler Unlimited	★★★★★
			Used Jeep Wrangler Unlimited	★★★★★
			Used Jeep Wrangler Unlimited	★★★★★
			Used Jeep Wrangler Unlimited	★★★★★
			Used Jeep Wrangler Unlimited	★★★★★
			Used Jeep Wrangler Unlimited	★★★★★

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Overview

See how you can dump your complicated lead forms and capture every potential lead that comes to your site. This eBook equips marketers with insights and tools to maximize conversions and deliver exceptional results using Ignite, an Audience Identification Platform built by Launch Labs.

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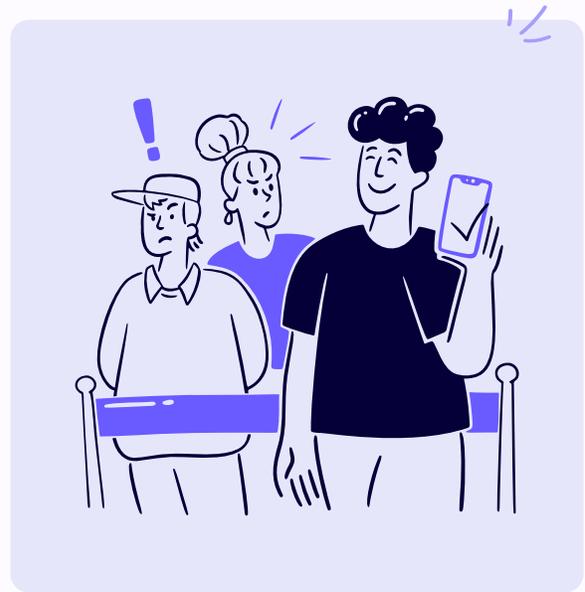
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Chapter 1

Why So Many Websites Fall Short

Lead-driven merchants and dealers expect marketing agencies to consistently deliver higher quality and more qualified leads. Yet their websites often create barriers to conversion.



Anonymous Website Traffic

Typically, almost 100% of website traffic is unidentified, making personalized marketing strategies impossible.

Low Conversion Rates

On average, only **2-3% of anonymous website traffic converts** into tangible leads. You can't sell effectively to a customer you don't understand.

Even Lower Mobile Conversions

Conversion rates on mobile platforms tend to be even lower than average — a discouraging thought since mobile accounts for more than half of overall web traffic.

High Cost of Retargeting Campaigns

Retargeting costs add up quickly, and the standard strategies tend to deliver low conversion rates in return for high investment.

Reliability of Third-Party Data

Many agencies lean heavily on third-party data to tailor their marketing strategies, data that is often incomplete or unreliable. The result? Strategies that might not be fully optimized for the target audience.

Your audience data strategy defines your future growth.

Source:

Statista, "<https://www.dataflo.io/metricbase/traffic-leads-ratio>"

Chapter 2

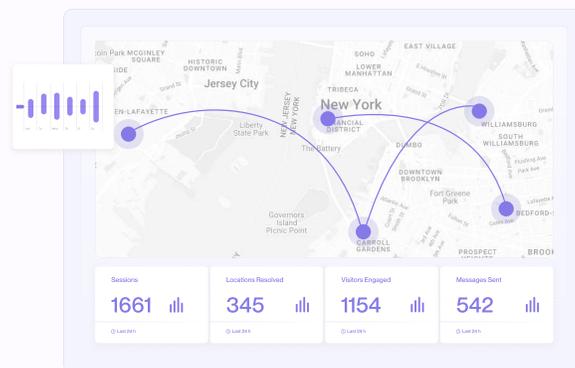
Deliver More Leads With Ignite

Navigating these challenges requires an innovative audience data solution. Enter Ignite, an audience identification platform. Ignite provides marketers with an audience data solution through a simple 3-step framework:



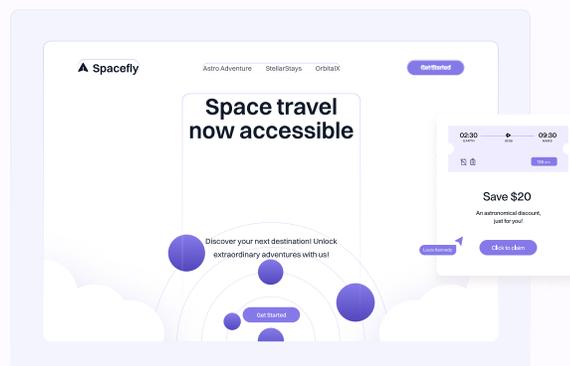
01. Collect

Collect, identify, and build audiences from all of your website shoppers. Ignite lets you collect their information and track their actions from the moment they land on your site.



02. Engage

Engage unconverted shoppers with personalized offers, mobile optimized tools, and dynamic messages tailored to each user's specific intentions.



03. Convert

Convert site visitors into qualified leads who are ready to buy. Ignite elevates leads who have claimed your promos and are ready to take the next step.

Resident	Street	City	Top Product Interest	Audience Score
Williams, David	2248 5th Street	Carly	Used Jeep Wrangler Unlimited	★★★★★
Hickson, Benjamin	145 Oak Road	Texas	Used Toyota Corolla LE	★★★★★
Johnson, Christopher	548 Church Avenue	Greenville	Used Jeep Wrangler Unlimited	★★★★★
Clark, Lauren	588 Book Street	Spain	Used Jeep Wrangler Unlimited	★★★★★
Miller, Brandon	201 East Avenue	Carly	Used Jeep Wrangler Unlimited	★★★★★
Anderson, Jessica	4888 Taylor Street	Raleigh	Used Jeep Wrangler Unlimited	★★★★★
Taylor, Ryan	2907 Station Street	Charlotte	Used Jeep Wrangler Unlimited	★★★★★
James, Ashley	5242 Office Street	Charlotte	Used Jeep Wrangler Unlimited	★★★★★
Stone, Nicholas	580 Howell Road	Charlotte	Used Jeep Wrangler Unlimited	★★★★★

Showing 1 to 10 of 5,5769 entries

Activate

Ignite leverages 1st-party website data to engage these high-intent audiences with personalized offers using mobile-optimized 1-tap lead technology. You can even activate those audiences across other channels through ads, direct mail, and AI-powered SMS Chat.

Chapter 3

Collect 1st Party Website Data With Audience Identification

Imagine trying to pick out the perfect gift without knowing anything about the recipient. Results might range from instantly forgettable to horrifyingly inappropriate. Similarly, understanding and engaging your clients' potential customers starts with having the right information about them.

This is where 1st-party data shines. This data sourced directly from your clients' website visitors, offers a view into their behaviors, preferences, and desires, allowing for crystal-clear insight.

In a time when data privacy is paramount, 1st party data builds trust and enables customized interactions. With this data, campaigns go beyond the ordinary, becoming highly personalized and turning information into a foundation for meaningful customer interactions.

Ignite Your Insight into Digital Shoppers

With Ignite, you can do more than just track traffic on your website— you can understand visitors' behaviors and intentions to build highly segmented 1st party audiences. Ignite answers your most important questions about shoppers.



I honestly can't say enough good things about Launch Labs. The onboarding process was super easy and smooth. Even before launching campaigns, we're gaining valuable insights. Ignite is clear and simple, intuitive even.

Marketing Lead
Mattress Retailer



Who are they?

Ignite provides detailed profiles of each website visitor, going beyond basic data to paint a full picture of each individual's journey.



What do they want?

Ignite tracks what products and categories visitors show interest in, from browsing to wish-listing.



When will they buy?

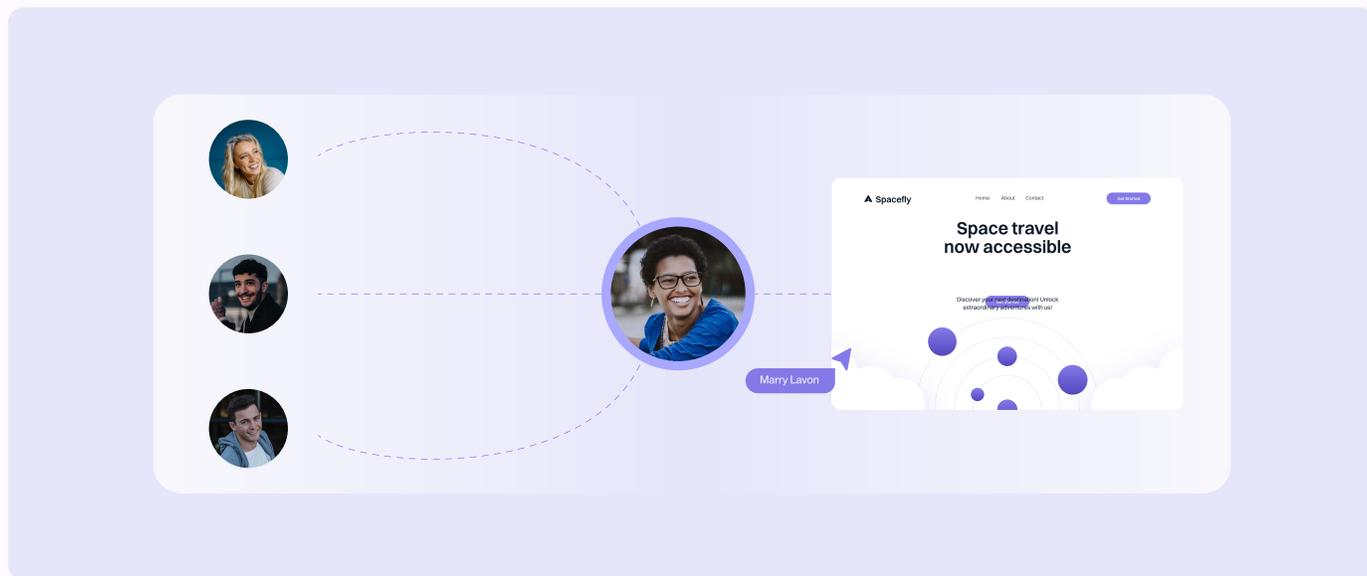
Ignite can predict when a shopper is most likely to make a purchase by analyzing their online behavior. It segments audiences into 30-day, 30 to 60 day and 60 to 90+ day buying groups, so you can prioritize accordingly.



How to engage them?

With this information, you can create more targeted marketing campaigns, speaking directly to what shoppers want when they want it.

Ignite gives you a deeper look into the minds of shoppers, ensuring that your marketing is always on point.



Chapter 4

Engage Shoppers With Personalized Offers

Personalized Offers Deliver Results

A one-size-fits-all approach no longer works. Today’s consumers are on the hunt for experiences and offers tailored specifically to them. Knowing that, how can marketing agencies rise to the demand?

The Power of Personalization

Timely, relevant, and personalized offers not only grab your customers’ attention but can also foster loyalty. These intentional offers demonstrate a deep understanding of the consumer’s needs and wants.

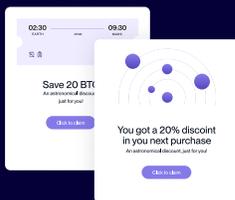
When your shoppers feel understood, recognized and valued, they’re more likely to engage with your offers and convert.

Automate Excellence with Ignite

By automating the delivery of custom offers based on real-time data, Ignite meets each potential lead with offers that resonate with their preferences and interests. With Ignite, marketing agencies can effortlessly create a tailored experience that not only attracts but also retains customers.

Personalized Offers

Create personalized offers across all audience types for specific categories or product models.



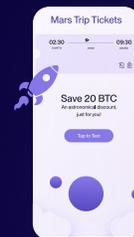
Conversion Hub

Add a set of conversion buttons to your site that work on mobile devices across all pages.



One-Tap Leads

Engage with mobile visitors at the product detail page level, offering them an easy way to request a quote.



Chapter 5

Transform Your Pipeline to Ignite Mobile Conversions

While nearly **60% of web traffic** originates from mobile, only a small percentage of leads come in from these devices. In fact, the average mobile **conversion rate is around 1.22%** while the desktop conversion rate is nearly 4%. This gap is due to the complexities of small-screen navigation, differing device capabilities, and complex conversion funnels that seem more overwhelming on a small device.

To bridge this gap, the marketers need to reexamine their pipeline to ensure a smooth and user-friendly experience. The right strategy can transform mobile into a sales engine.



1-Tap Leads

Ignite helps eliminate barriers to mobile conversions with 1-tap lead technology. After shoppers browse a merchant's site, Ignite uses their shopping behavior to craft tailored offers and deliver those opportunities straight to their inboxes. When shoppers click on any offer, they become 1-tap leads and their information goes directly into your client's CRM.

Ignite enables you to be more intentional with your strategies and close the mobile-user conversion gap.

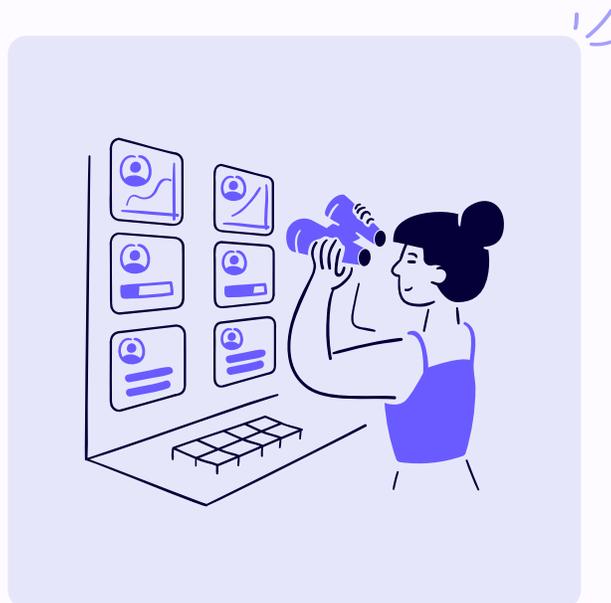
Source:

Mobiloud, "What Percentage of Internet Traffic is Mobile? [Updated 2024]"

WebFX, "Desktop vs. Mobile: Which Converts Better?"

Chapter 6

Activate Your 1st Party Website Traffic



Blocked cookies mean that up to 40% of your first-party traffic data may be unavailable. This impacts results and limits the ability to drive maximum value. Model audiences, called ‘intender’ audiences, aren’t very accurate because they’re usually built from third-party data.

Knowing who your website visitors are and what they want can help you predict future customer behavior. But that data just isn’t available from conventional sources. Here is where Ignite really shines.

As soon as you install the Ignite script on your website, the platform begins to collect and build powerful audiences unique to a specific merchant or location. That lets you deliver customized offers and content both on and off your website.

As third-party data disappears, some merchants will struggle to understand their audience. Others will choose Ignite, which lets them leverage first-party data across multiple platforms and ad networks.



“I got more than **475 new Honda leads** for the month of April 2021 directly from the Ignite platform. We were able to sell 20% of those leads as new cars. I wish I had Ignite sooner. They should be charging more for this!”

General Manager
Atlanta Area Honda Dealer

Chapter 7

Smooth Data Collection: The Ignite Advantage

Navigating the digital marketing landscape has its challenges. Several points are clear:



Marketing is always changing.

Technology and customer demands are shifting fast. To stay relevant, marketers need to stay updated and agile.



Understanding and harnessing 1st-party website data is crucial.

When properly used, 1st-party data provides countless opportunities for your clients to elevate visitor engagement and skyrocket conversions.



The shift to mobile is undeniable.

Being able to attract and effectively convert mobile users can supercharge your results by turning more visitors into leads.



Personalization is king.

Tailored offers not only catch shopper attention but also foster brand loyalty and engagement by showing customers you understand them.

You can transform your clients' sales pipelines with Ignite. For marketers looking to elevate their offerings while boosting revenue, Ignite isn't just a tool—it's an essential partner.



The Power of Our Platform

Ignite Traffic is 73% More Likely to Convert

Chapter 8

Don't Just Take Our Word for It

Case Study

Marketing Agency Instantly Transforms Lead Generation with Ignite

Or if you don't want to waste another minute, head over to our website at launchlabs.ai to book your demo of the Ignite platform.



Chapter 8

Marketing Agency Instantly Transforms Lead Generation for Clients with Ignite

Strategic integration of Ignite by LaunchLabs boosts agency value and enhances service retention

Teft Media, an advertising and marketing agency, was in search of more effective approaches to deliver high-quality leads for their clients.

Traditional landing pages, conversion rate optimization (CRO) services, and funnel campaigns fell short, missing the desired quality and scale essential for client growth. Introducing Ignite by Launch Labs was a game-changer, empowering Teft Media to convert website visitors unwilling to fill out forms.



60%

Engaged Website Visitors



4000

Purchase Insights Collected

Main Challenges:

Teft Media provides an array of marketing services, including website development, traditional media, and consulting. The main obstacle in marketing and sales for their clients was generating qualified leads. Despite trying different solutions, a reliable solution remained elusive and lead quality was a persistent issue.

Solution:

In less than 30 days, Ignite became a catalyst for transformative lead generation, providing instant benefits to Teft Media's clients. Ignite stood out from other lead generation strategies and tools by providing the ability to retarget and convert website visitors who are unwilling to submit a form online.

By white-labeling Ignite, Teft Media strategically integrated the technology into its service portfolio, boosting its value and enhancing service retention.



Integrating Ignite has truly transformed Teft Media's services, delivering instant value across the board. The Launch Labs team has been fantastic in collaborating to maximize the potential of this technology for our clients.

President
Teft Media

Ignite seamlessly integrates with clients' CRMs and complements the digital ad and email marketing strategies implemented by Teft Media on behalf of its clients. It empowered them to effortlessly track and attribute leads and sales back to their efforts.

Integrating Ignite enabled Teft Media to increase the perceived value of its innovative suite of services. This delivered better results for clients, while positioning Teft Media as a high-value marketing partner.

About

Ignite Audience Engagement Platform (AEP) uses custom analytics to predict what a shopper is interested in, right down to the specific product or model. Customers are dynamically re-engaged with on-site offers and retargeting, emails, SMS, and dynamic landing pages.

Forget form fatigue, manual entry, and bad data. Ignite by LaunchLabs simplifies lead capture so you can collect more from your visitors, engage leads with personalized offers, and convert visitors with a single tap.

See how Ignite by LaunchLabs can propel your website to new heights.

[Schedule your free demo now.](#)

The image shows a screenshot of the Spacefly website with several callouts illustrating the Ignite by LaunchLabs features:

- Location Tracking:** A callout on the left shows a world map and the text "Spacefly would like to know your location" with an "Approve" button.
- Flight Ticket:** A callout on the right shows a flight ticket for "02:30 CHRM" to "09:30 MADS" with a "136 mi." distance and a "Click to claim" button.
- Personalized Offer:** A callout at the bottom right shows a "Save \$20" offer: "An astronomical discount, just for you!" with a "Click to claim" button and a name tag for "Louis Kennedy".

The main website content includes the Spacefly logo, navigation links for "Astro Adventure", "StellarStays", and "OrbitalX", a "Get Started" button, and the headline "Space travel now accessible" with the subtext "Discover your next destination! Unlock extraordinary adventures with us!" and another "Get Started" button.

launchlabs launchlabs.ai