launchlabs

Drive More Automotive Leads for Your Dealers

How to generate more return traffic, leads, and sales.

Copy	CSV	Excel	PDF	Print		Search

Resident	Street	City	Top Product Interest	AudienceScore
Williams, David	2244 5th Street	Cary	Used Jeep Wrangler Unlimited	★ ★ ★ ★ ★
Hodges, Susannah	145 Cecil Road	Tampa	Used Toyota Crolofia LE	★ ★ ★ ★ ★
Johnson, Christopher	546 Churchill Avenue	Greenville	Used Jeep Wrangler Unlimited	★ ★ ★ ★ ★
Davis, Lauren	389 Book Street	Salem	Used Jeep Wrangler Unlimited	★ ★ ★ ★ ★
Miller, Brandon	701 Laurel Avenue	Cary	Used Jeep Wrangler Unlimited	★ ★ ★ ★ ★
Anderson, Jessica	89IB Tudor Street	Raleigh	Used Jeep Wrangler Unlimited	★ ★ ★ ★ ★
Taylor, Ryan	21047 Station Circuit	Charlotte	Used Jeep Wrangler Unlimited	★ ★ ★ ★ ★
Jones, Ashley	5243 Clifton Street	Charlotte	Used Jeep Wrangler Unlimited	★ ★ ★ ★ ★
Brown, Nicholas	980 Hilcrest Road	Charlotte	Used Jeep Wrangler Unlimited	★ ★ ★ ★ ★

Showing 1 to 10 of 5,5769 entries   Previous   Next

Jane, Doe

Adress   1456 4th Street

Louis Kennedy

Audiences   Used Honda Civic

	Locations Resolved	Visitors Engaged	Messages Sent
1661	345	1154	542
⏱ Last 24 h	⏱ Last 24 h	⏱ Last 24 h	⏱ Last 24 h

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Overview

Don't let roadblocks prevent you from reaching your marketing goals. This concise E-Book equips automotive marketing agencies with insights and tools to find alternate routes, maximize conversions, and deliver exceptional results using Ignite, an Audience Identification Platform built by Launch Labs.

Chapter 1

Roadblocks For Automotive Marketing Agencies

Anonymous Website Traffic

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

Low Conversion Rates

On average, only 2% of anonymous website traffic converts into tangible leads.

Even Lower Mobile Conversions

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

Demanding Dealerships

Dealerships, naturally driven by leads, expect marketing agencies to consistently deliver higher quality and more qualified leads.

High Cost of Retargeting Campaigns

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

Chapter 2

Shift Gears with Ignite

Navigating these challenges requires an innovative audience data solution. Enter Ignite, an AI-powered audience identification platform. Ignite provides agencies and retailers with an audience data solution through a simple 3-step framework:
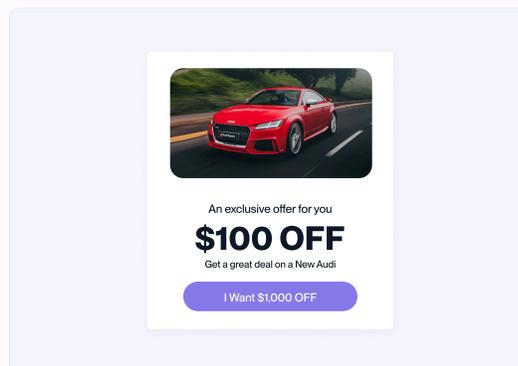
01. Collect

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.
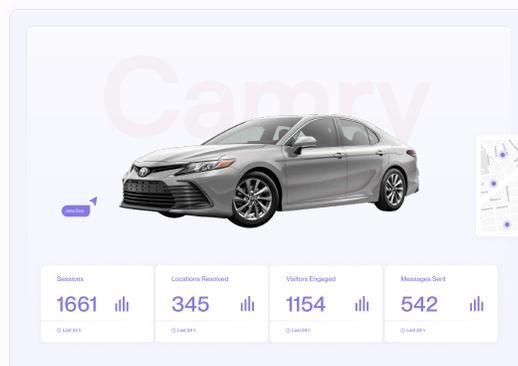
02. Engage

Engage unconverted shoppers with personalized offers, mobile optimized tools, and dynamic emails 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.

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 First-Party Website Data by Identifying and Building Audiences

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 First-Party data shines. This data, sourced directly from your clients' website visitors, offers an unfiltered window 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.

Your Insight into Digital Shoppers

With Ignite, you can do more than just track traffic across your client's site—you can understand visitor behaviors and intentions to build highly segmented 1st party audiences. Ignite answers your most important questions about customers.

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 visitors show interest in (e.g., new car, used car, certified pre-owned, service), from browsing to wish-listing or even abandoning items.

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 60-90+ 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.
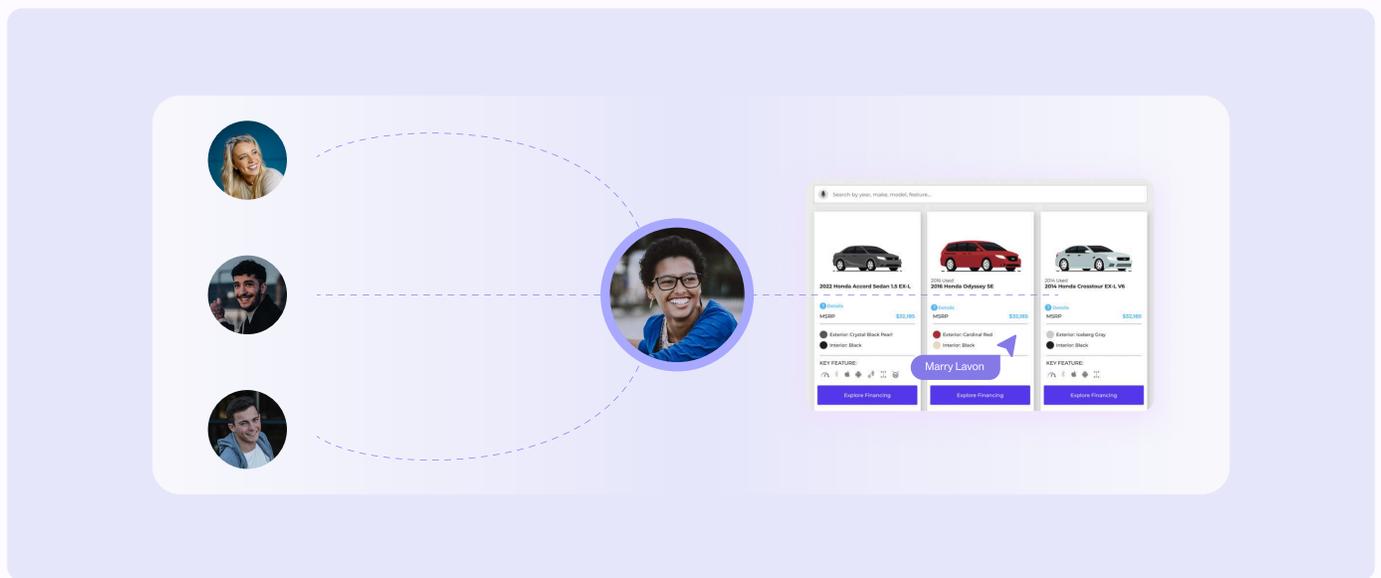
Chapter 4

Engage Shoppers With Personalized Offers

Personalized Offers Drive 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 customers feel understood, recognized and valued, they're more likely to engage with your offers and convert.

Automate Excellence with Ignite

So, where does Ignite fit in? By automating the delivery of custom offers based on real-time data, Ignite ensures each potential lead is met 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 automotive customers.

Personalized Offers

Create personalized offers across all audience types for new, used, service and specific models.
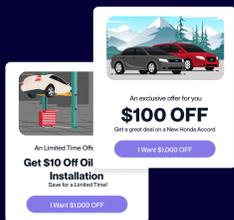
Conversion Hub

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 vehicle detail page level. Offering them an easy way to request a price.

> " Over the last 40 years owning dealerships, I have explored nearly every option in marketing. We have been able to *reduce our marketing spend while increasing sales and lowering down cost per sale* since we implemented the Ignite platform from Launch Labs.
>
> **President & Owner**
> Regional Automotive Group

Chapter 5

Ignite Mobile Conversions with 1-Tap Leads

While nearly **60% of web traffic** originates from mobile devices, 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.

To bridge this gap, the industry needs to refine its strategies, ensuring a smooth and user-friendly experience. The right strategy can turn the mobile traffic jam into speedy sales.

1-Tap Leads

Ignite helps eliminate barriers to mobile conversions with 1-tap lead technology. After shoppers browse a dealership's site, Ignite uses their shopping behavior to craft tailored offers and deliver those offers straight to their inboxes. When shoppers click on any of these offers, 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 First-Party Website Traffic

Up to 40% of dealers' First-Party traffic is unavailable due to cookies being blocked. This impacts results and limits the ability to drive maximum value. Model audiences, called 'intender' audiences, aren't very accurate because they aren't built from 1st-party data.

You know that data about your current customers can help you predict future customer behavior. But that data just isn't available from conventional sources. Here is where Ignite really shifts into high gear.

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

As third-party data disappears, some automotive dealers will struggle to reach 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 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

Driving Forward:
The Ignite Advantage

Automotive marketing is always changing.

It's essential for automotive agencies to drive maximum value to their automotive clients.

Understanding and harnessing First-Party website data is crucial.

When properly used, First-Party data provides countless opportunities for your automotive clients.

The shift to mobile is undeniable.

Being able to attract and effectively convert mobile users can supercharge your results.

Personalization is king.

Tailored offers not only catch shopper attention but also foster brand loyalty and engagement.

You can overcome all of these challenges with Ignite. For marketing agencies 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

Atlanta Honda dealer grosses over $59,000 with Ignite.

See how on next page

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

Chapter 8

Increase Leads, Not Ad Spend

Metro Atlanta Honda dealer achieves 20% lead volume increase with Ignite

Within the first 30 days on Ignite, a Metro Atlanta Honda dealer experienced a remarkable transformation in the performance of their website. Their marketing key performance indicators (KPIs) soared, setting them up for sales success.

5,838
Visitors Engaged

40%
Visitor Return Rate

20%
Lead Volume Increase
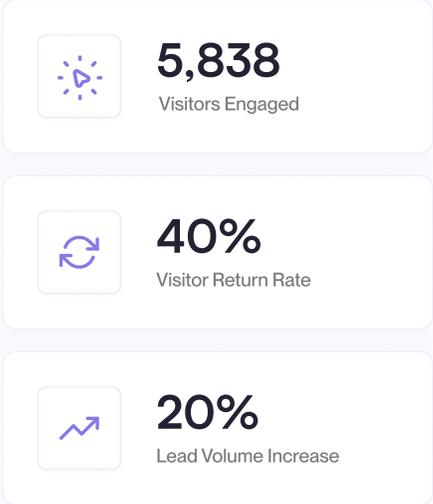
Main Challanges:

Wanting to optimize their existing advertising budget, the Metro Atlanta Honda dealer set ambitious goals for improvement. Their primary focus was amplifying sales opportunities for both new and used vehicle inventory with a secondary objective of optimizing service lane occupancy.

Solution:

In their first month on the Ignite platform, the dealer achieved a visitor return rate of over 40% and immediately elevated lead volume. Based on previous efforts, the dealership calculated they would have needed to spend about $12,000 in additional advertising dollars to see the lead volume and engagement results that Ignite generated.
With Ignite, they were able to increase leads 20% without increasing ad spend.

> "
> When we compared the return rate of Ignite visitors with our current retargeting efforts, we immediately noticed an increase in returning visitors and more leads. Ignite works. We grossed over $44,000 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**
> Atlanta Honda Dealership

Ignite's custom analytics accurately anticipated shoppers' interests, pinpointing specific makes and models for dynamic reengagement through on-site offers, email, SMS, retargeting, and dynamic landing pages. Website visitors became more engaged than ever and personalized offers moved leads forward in their purchasing journey.

Audience Engagement platform

Ignite Audience Engagement Platform (AEP) uses custom analytics to predict what a shopper is interested in, right down to the specific make and 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 Launch Labs 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 Launch Labs can propel your website to new heights. Schedule your free demo now.

Sessions	Locations Resolved	Visitors Engaged	Messages Sent
1661	345	1154	542
Last 24 h	Last 24 h	Last 24 h	Last 24 h