



# *Supercharge* Your Automotive Dealer Website

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



Jane, Doe

ADDRESS 1456 4th Street

AUDIENCES Used Honda Civic

Louis Kennedy

1661

SESSIONS

345

LOCATIONS RESOLVED

1154

VISITORS ENGAGED

542

MESSAGES SENT

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## Overview

Don't let roadblocks prevent you from reaching your marketing goals. This concise eBook 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.

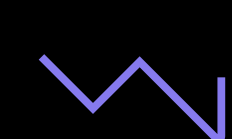
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# Roadblocks For Automotive Marketing Agencies



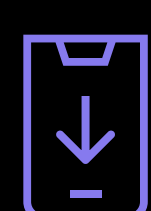
## Anonymous Website Traffic

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



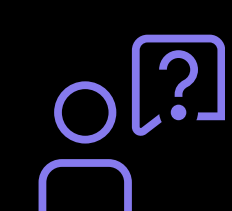
## Low Conversion Rates

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.



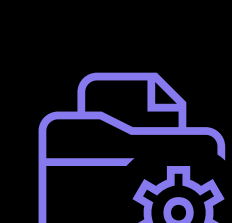
## Demanding Dealerships

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.

Source: Statista, "Percentage of mobile device website traffic worldwide from 1st quarter 2015 to 4th quarter 2023"

# Shift Gears with *Ignite*

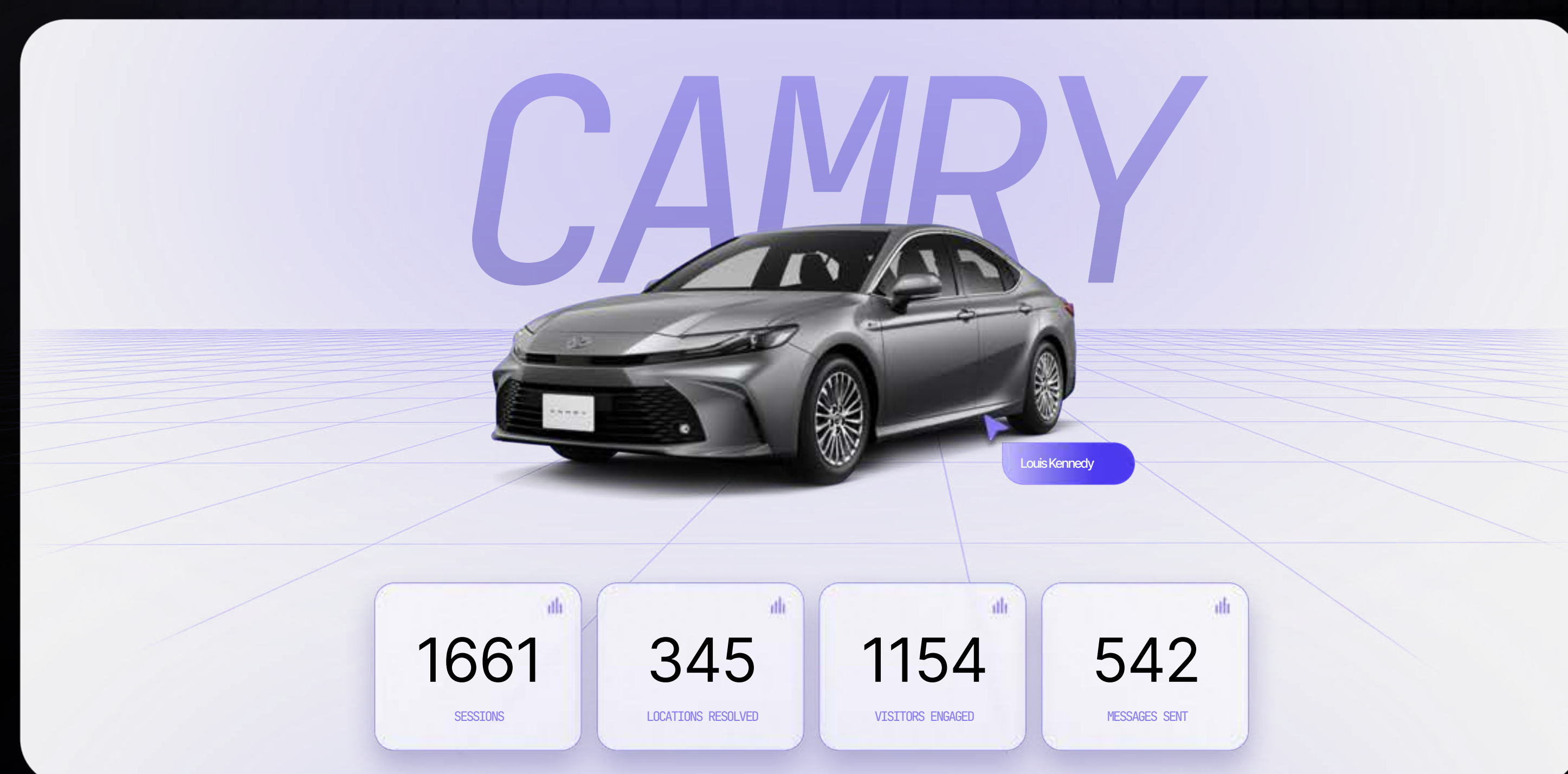
Navigating these challenges requires an innovative audience data solution. Enter Ignite, an AI-powered audience identification platform. Ignite provides agencies and retailers with an audience data solution through a simple 3-step framework:

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.

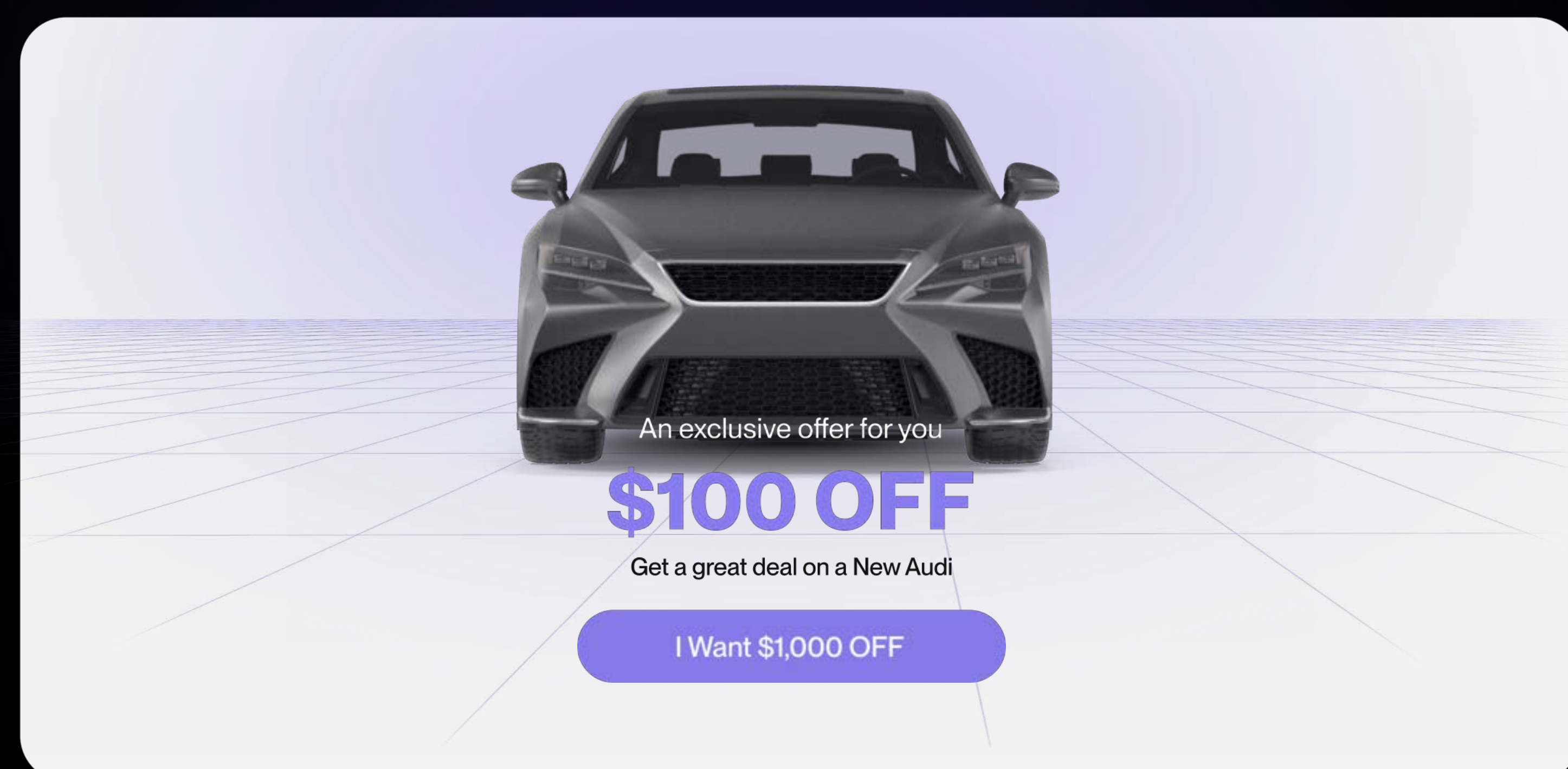


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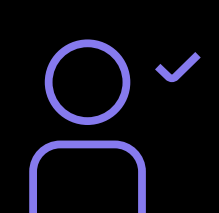


## Engage

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

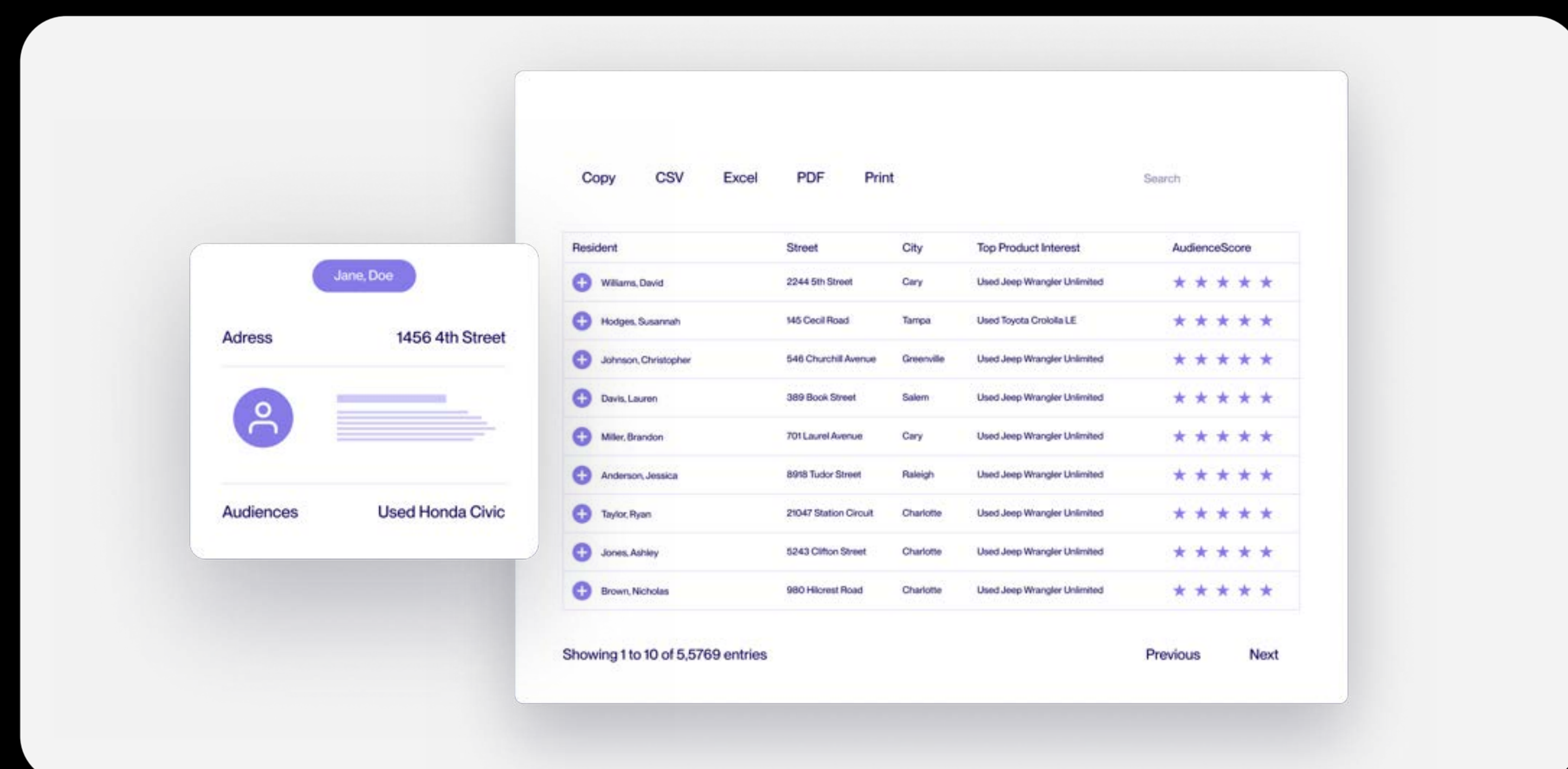


03



## 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.

# Collect 1st 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 1st-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.



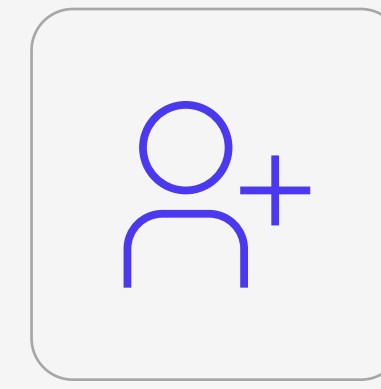
### What do they want?

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.

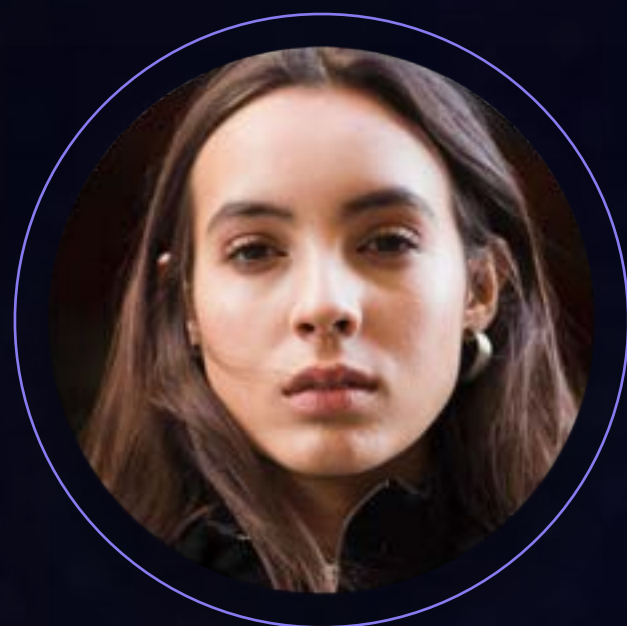


## How to engage them?

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.

### VEHICLE COMPARISON



Marry  
Lavon



#### Honda Accord SE

Explore Financing



#### Toyota Camry XSE

Explore Financing



#### Honda Odyssey EXL

Explore Financing

# 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

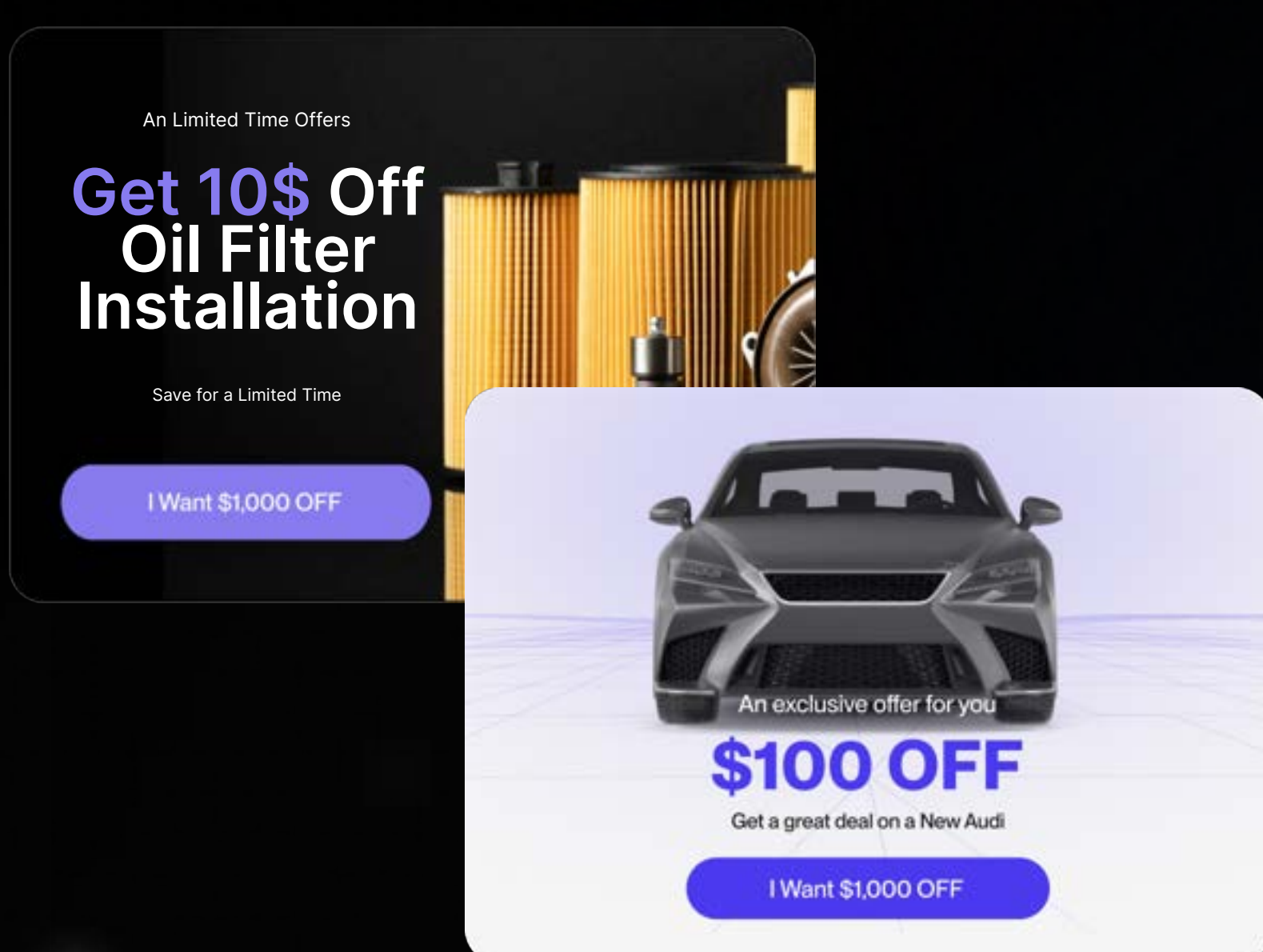
Timely, relevant, and personalized offers not only grab your customers' attention but can also foster loyalty. These intentional offers demonstrate a deep understanding of the consumer's needs and wants.

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.



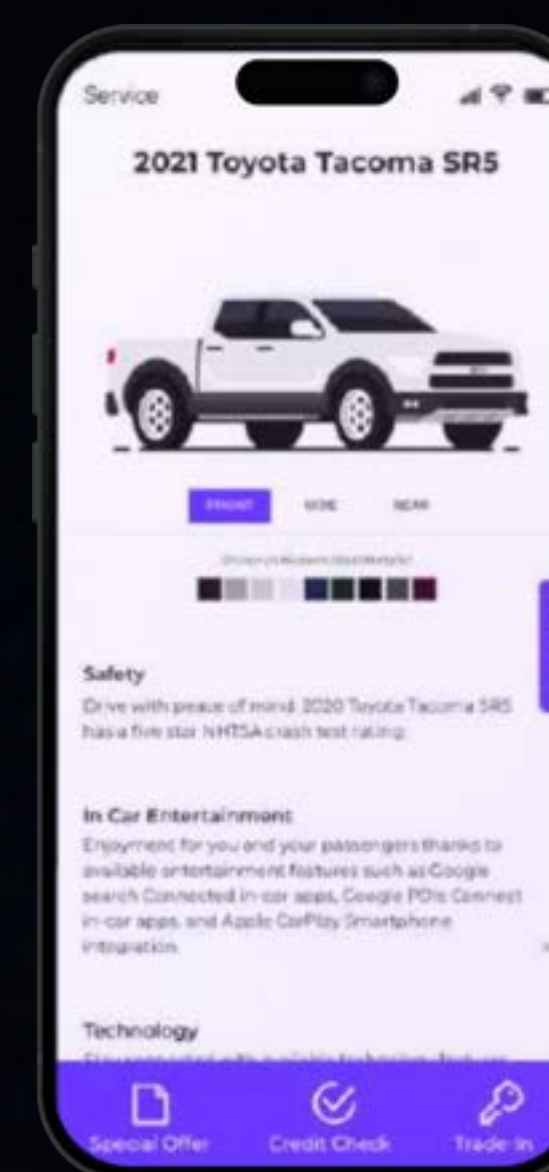
### Personalized Offers

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.

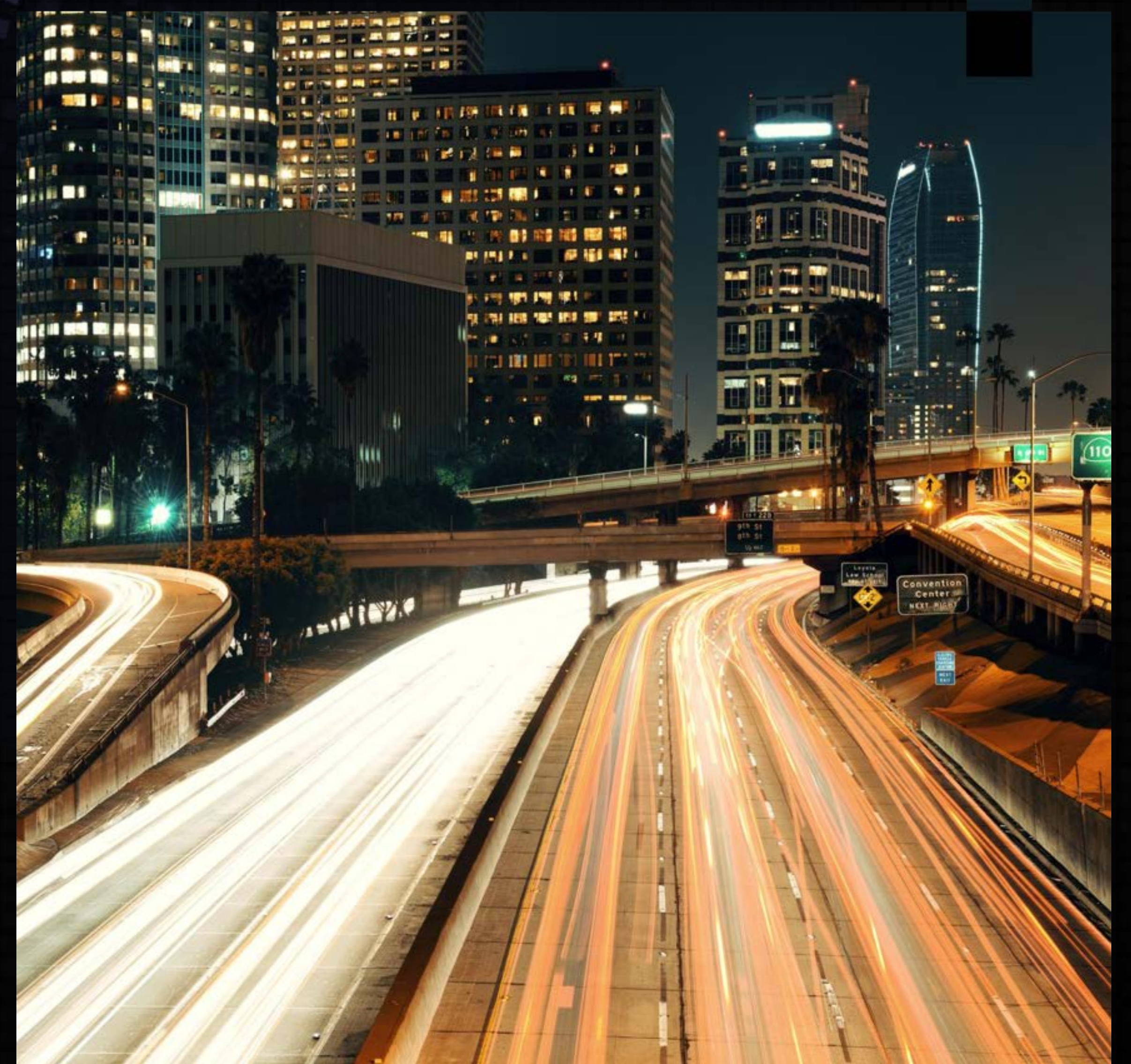


## 1-Tap Leads

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?"



# Activate Your 1st Party Website Traffic

- Up to 40% of dealers' 1st-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 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



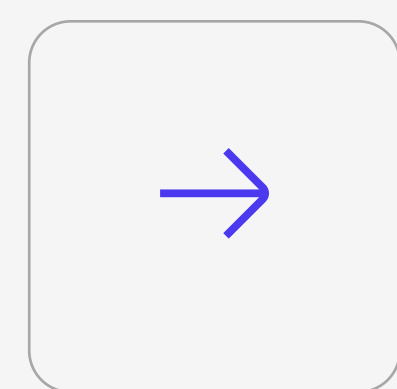
# Driving Forward

## *The Ignite Advantage*



### Automotive marketing is always changing.

It's essential for automotive agencies to stay updated and agile to drive maximum value to their automotive clients.



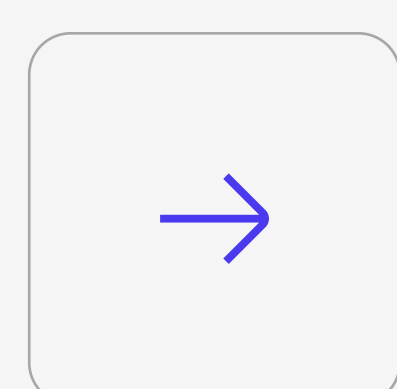
### Understanding and harnessing 1st-party website data is crucial.

When properly used, 1st-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

# Don't Just Take Our Word for It

CASE STUDY

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

SEE HOW ON NEXT PAGE



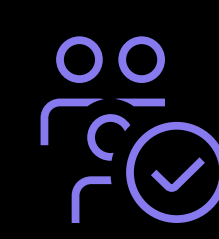
Or if you don't want to waste another minute, head over to our website at [launchlabs.ai](https://launchlabs.ai) to book your demo of the Ignite platform.



# *Increase Leads,* Not Ad Spend

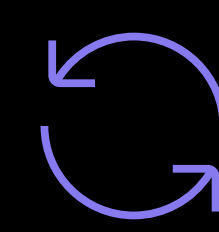
Metro Atlanta Honda dealer achieves 20% lead volume increase with Ignite Audience Engagement

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.



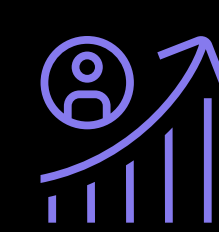
5,838

Visitors Engaged



40%

Visitor Return Rate



20%

Lead Volume Increase



## Main Challenges:

- ✓ Anonymous website traffic making personalization impossible
- ✓ Low mobile conversion rates across the dealer site
- ✓ High retargeting costs with limited returns
- ✓ Inability to leverage 1st-party data across ad platforms



## Solution:

- ✓ Deployed Ignite's audience identification script on the dealer website
- ✓ Used 1-tap lead technology to close the mobile conversion gap
- ✓ Built 1st-party audiences to reduce reliance on expensive retargeting
- ✓ Activated audiences across Meta, Google, and direct mail channels



"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 Honda Dealership



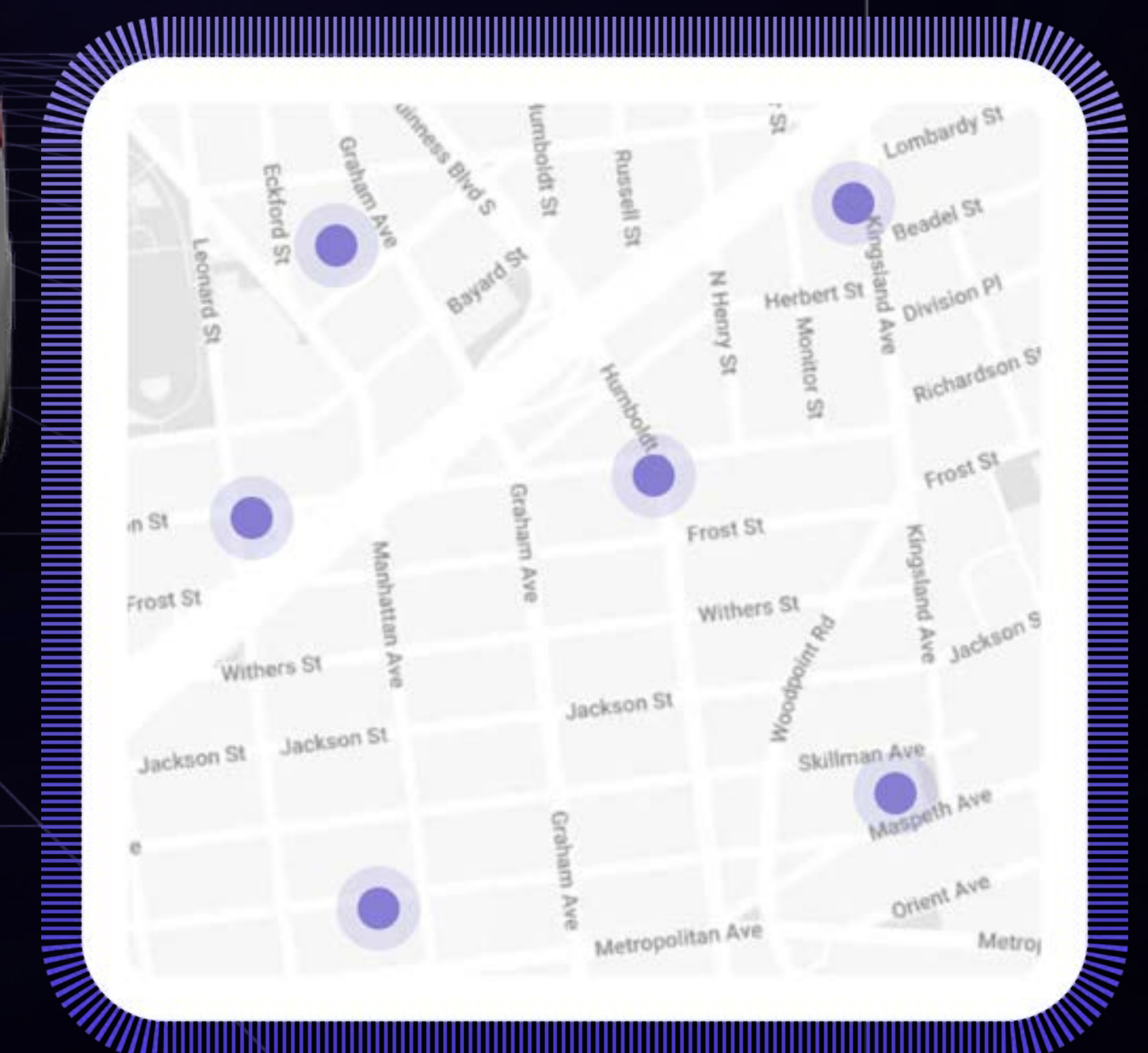
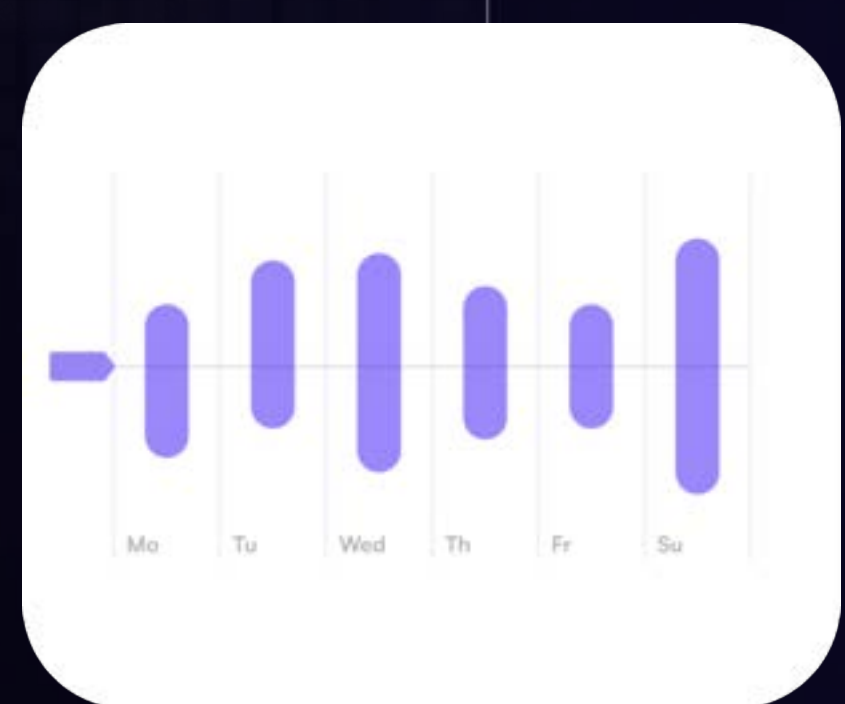
# Audience Engagement Platform

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 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.](#)



Jane Doe

1661

SESSIONS

345

LOCATIONS RESOLVED

1154

VISITORS ENGAGED

542

MESSAGES SENT