

# Transform Your Website into a Reliable Lead Generator

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

1:1 automated outreach

Business development alert

James Smith

- Past purchase: Ford F150
- Purchase date: 2/1/2026
- Currently looking at: Ford F250

Conversion nurture

????????????????

- 6834 Court Lane
- Parts and services

New Wheels Starting at Just \$299/mo\*

SEE AVAILABLE VEHICLES

# Table of *Contents*

See how you can dump your complicated lead forms and capture every potential lead that comes to yoursite. 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.

CHAPTER 1	Why So Many Websites Fall Short	03
CHAPTER 2	Light Up More Leads With Ignite	04
CHAPTER 3	Collect 1st Party Website Data by Identifying and Building Audiences	05
CHAPTER 4	Engage Shoppers With Personalized Offers	06
CHAPTER 5	Automate Excellence with Ignite	07
CHAPTER 6	Ignite Mobile Conversions with 1-Tap Leads	08
CHAPTER 7	Activate Your 1st Party Website Traffic	09
CHAPTER 8	Smooth Data Collection: The Ignite Advantage	10
CHAPTER 9	Don't Just Take Our Word for It	11
CHAPTER 10	Marketing Agency Instantly Transforms Lead Generation for Clients with Ignite	12

# 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.



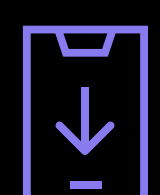
## Anonymous Website Traffic

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



## Low Conversion Rates

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



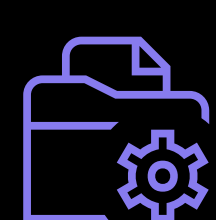
## Even Lower Mobile Conversions

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



## 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"

# Deliver More Leads with Ignite

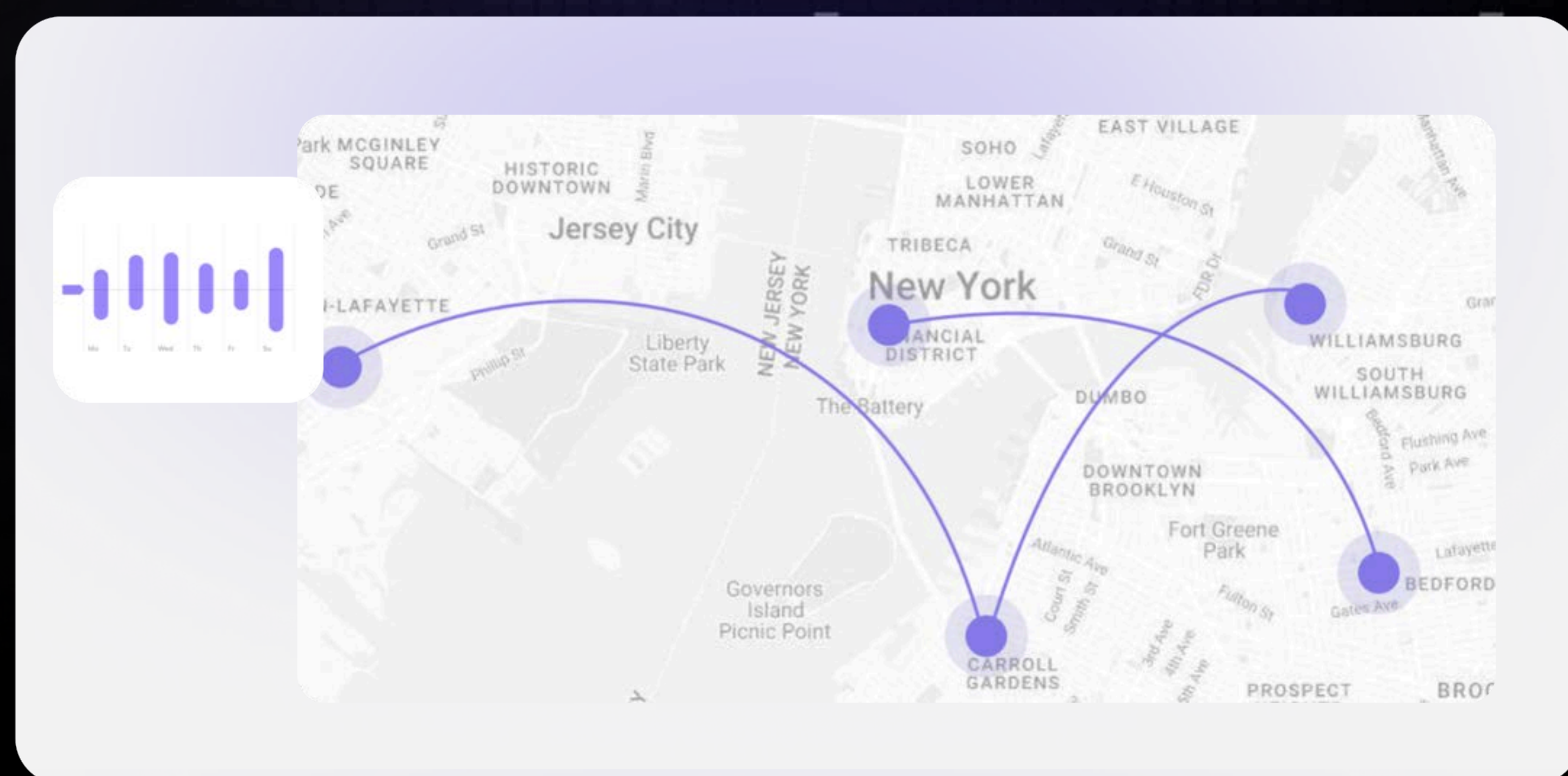
Navigating these challenges requires an innovative audience data solution. Enter Ignite, an audience identification platform. Ignite provides marketers with an audience data solution through a simple 3-step framework:

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.

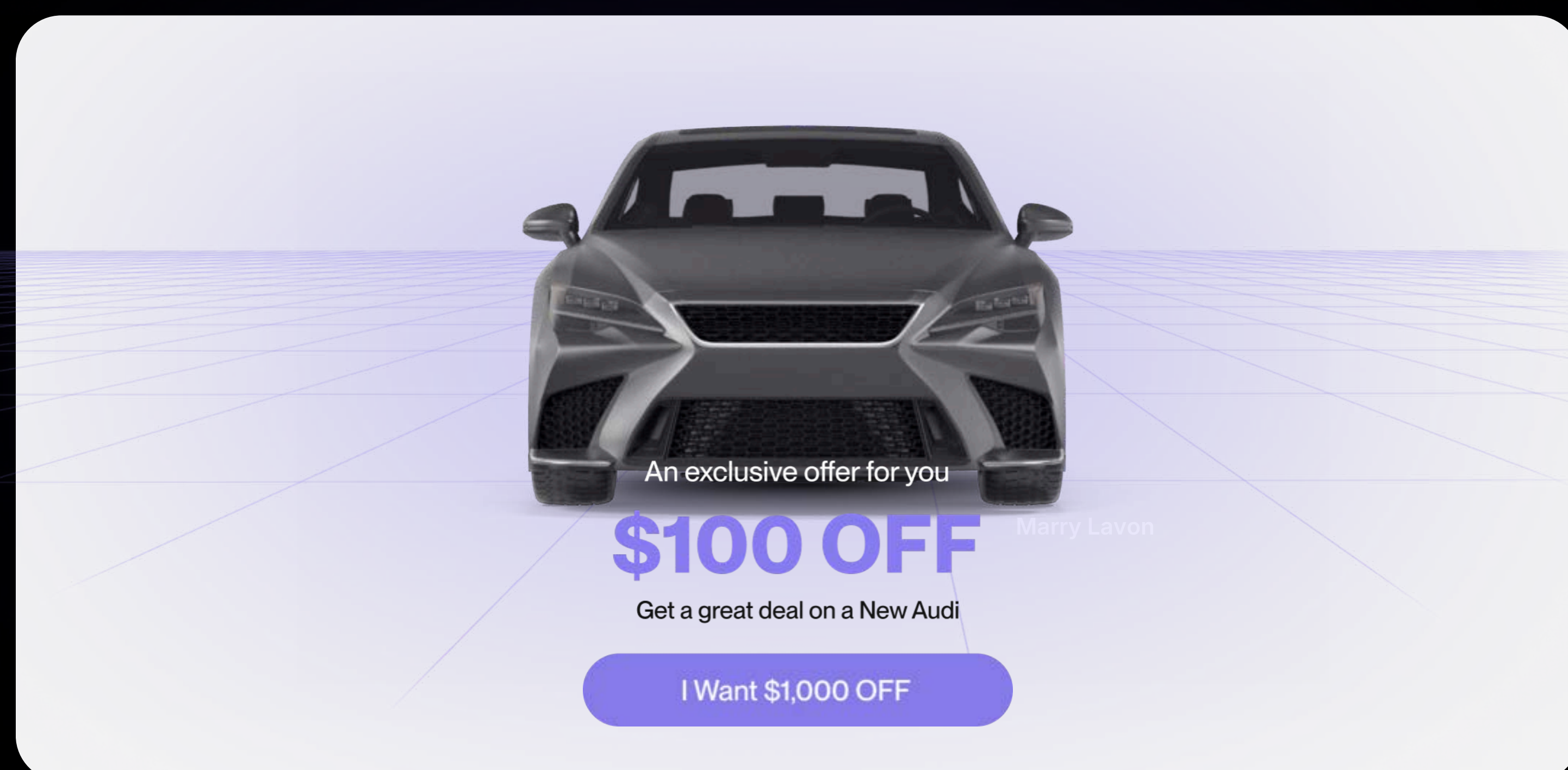


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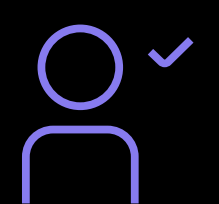


## Engage

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

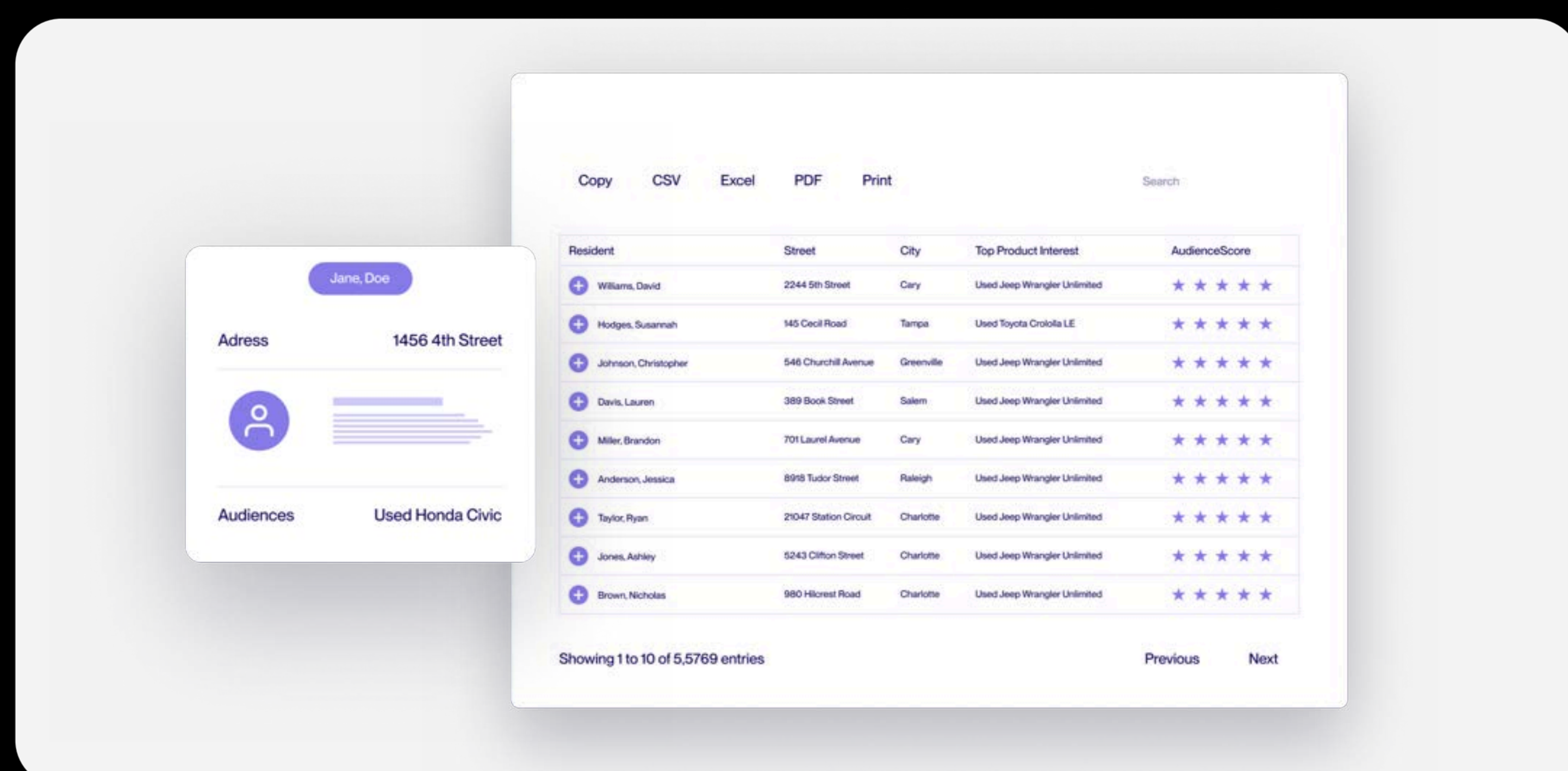


03



## 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.



## 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 Through *Audience Identification*



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.

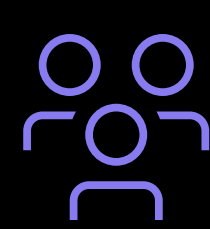
President & Owner

Regional Automotive Group



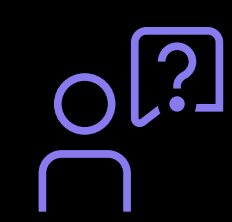
## Ignite Your Insight into Digital Shoppers

With Ignite, you go beyond tracking traffic—you understand visitor behaviors and intentions to build highly segmented 1st-party audiences. Ignite answers your most important questions about customers.



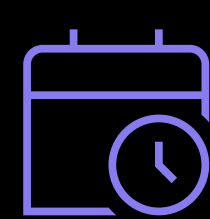
### Who are they?

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



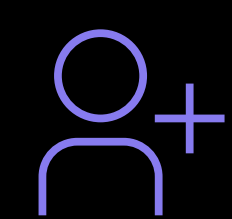
### What do they want?

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.



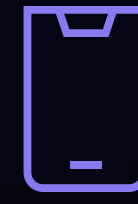

VEHICLE COMPARISON

Spacely

Louisa Kennedy

- Honda Accord SE**  
Explore Financing
- Toyota Camry XSE**  
Explore Financing
- Honda Odyssey EXL**  
Explore Financing

## Ignite Your Insight into Digital Shoppers

-   
**~100%**  
of website visitors are anonymous
-   
**2–3%**  
average conversion rate from anonymous traffic
-   
**60%**  
of all web traffic originates from mobile devices
-   
**73%**  
more likely to convert — Ignite-identified traffic

# 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

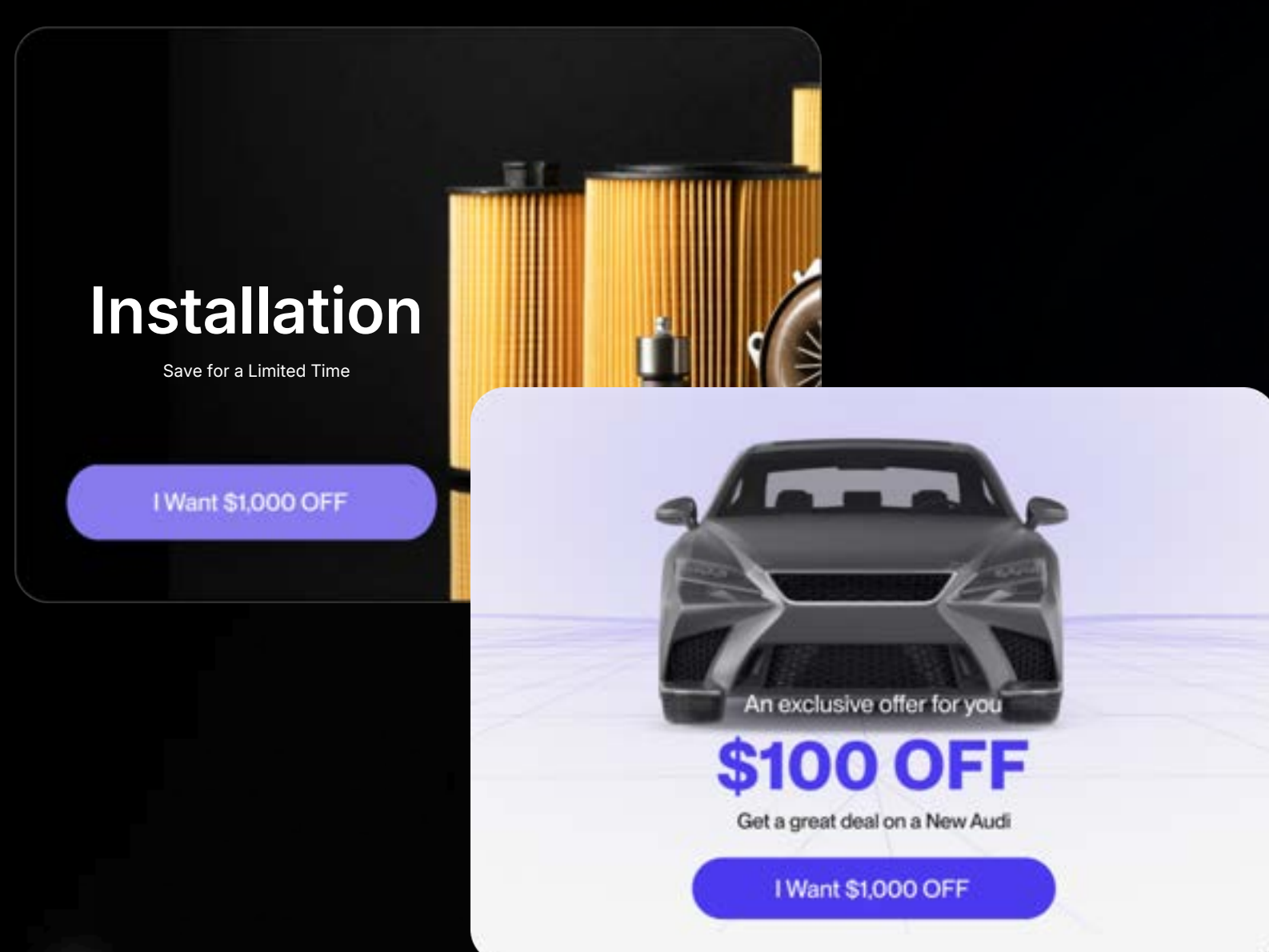
Timely, relevant, and personalized offers not only grab your customers' attention but can also foster loyalty. These intentional offers demonstrate a deep understanding of the consumer's needs and wants.

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

## Automate Excellence with Ignite

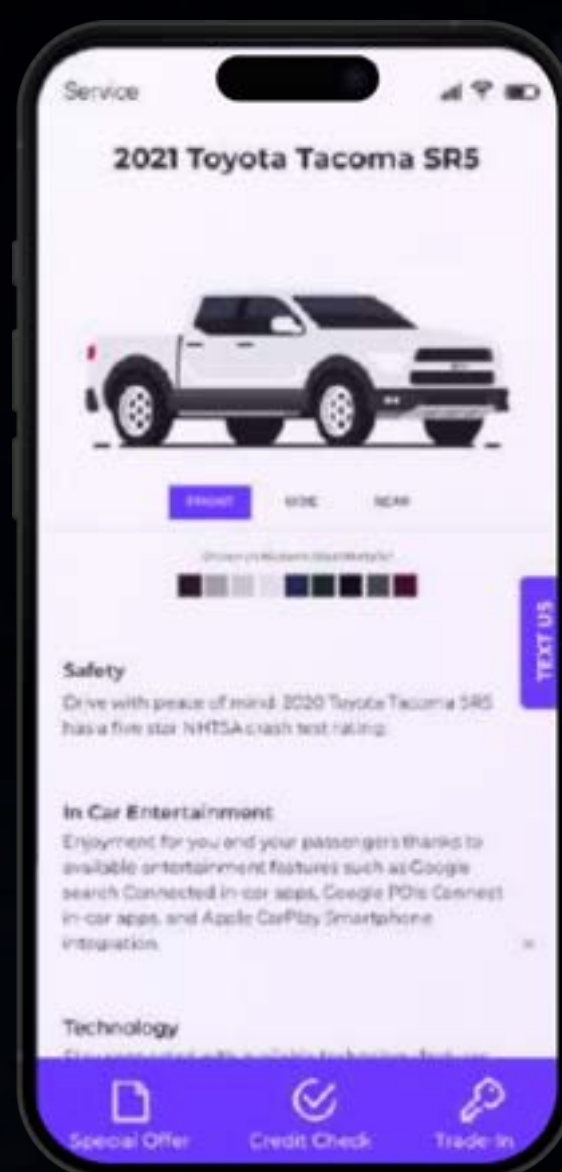
So, where does Ignite fit in? By automating the delivery of custom offers based on real-time data, Ignite ensures each potential lead is met with offers that resonate with their preferences and interests.

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.



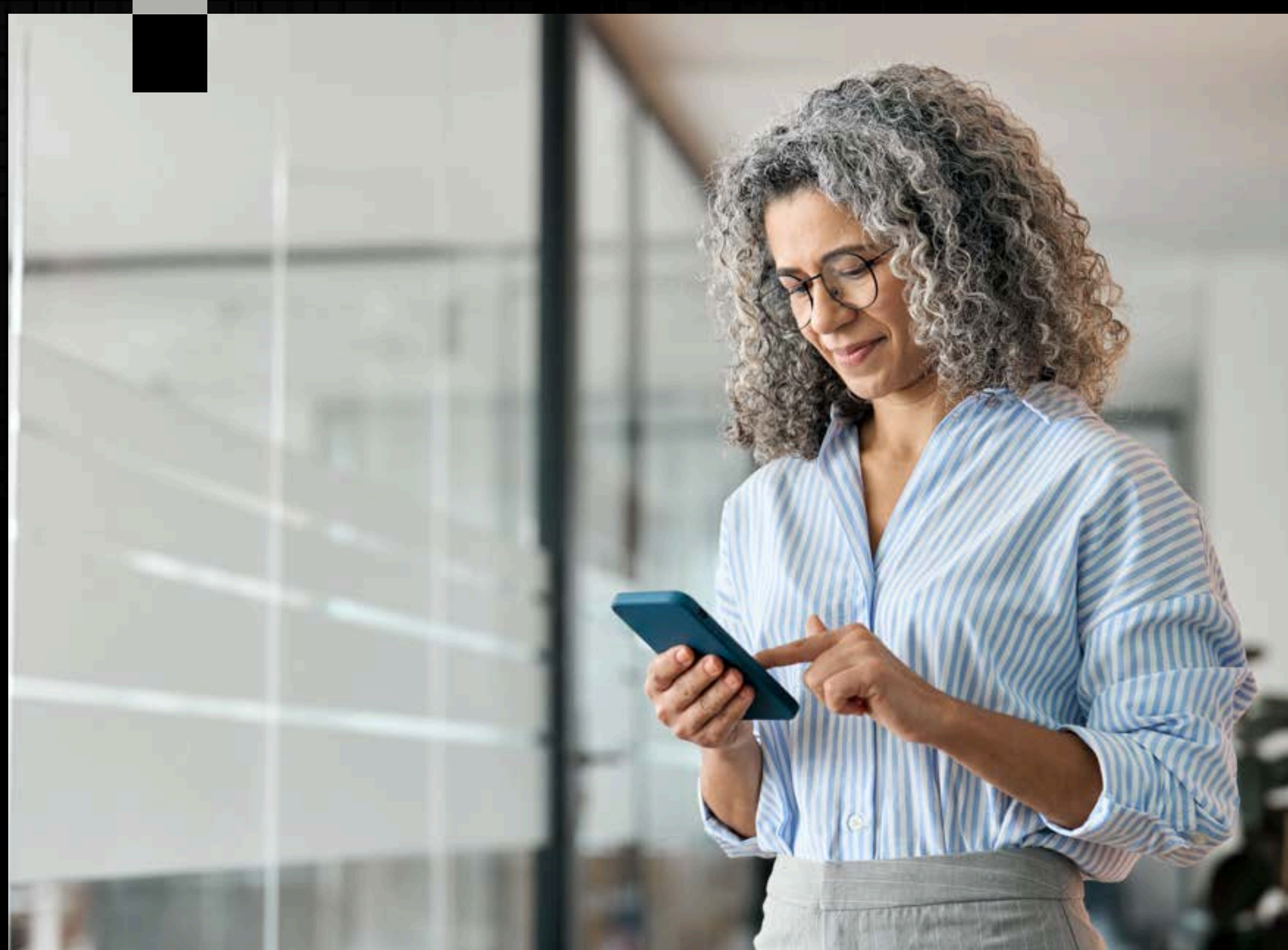
### One-Tap Leads

Engage with mobile visitors at the vehicle detail page level. Offering them an easy way to request a price.

# 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.

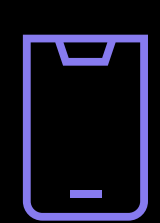


## 1-Tap Leads

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?"



60%

from mobile



1.22%

conversion rate



4%

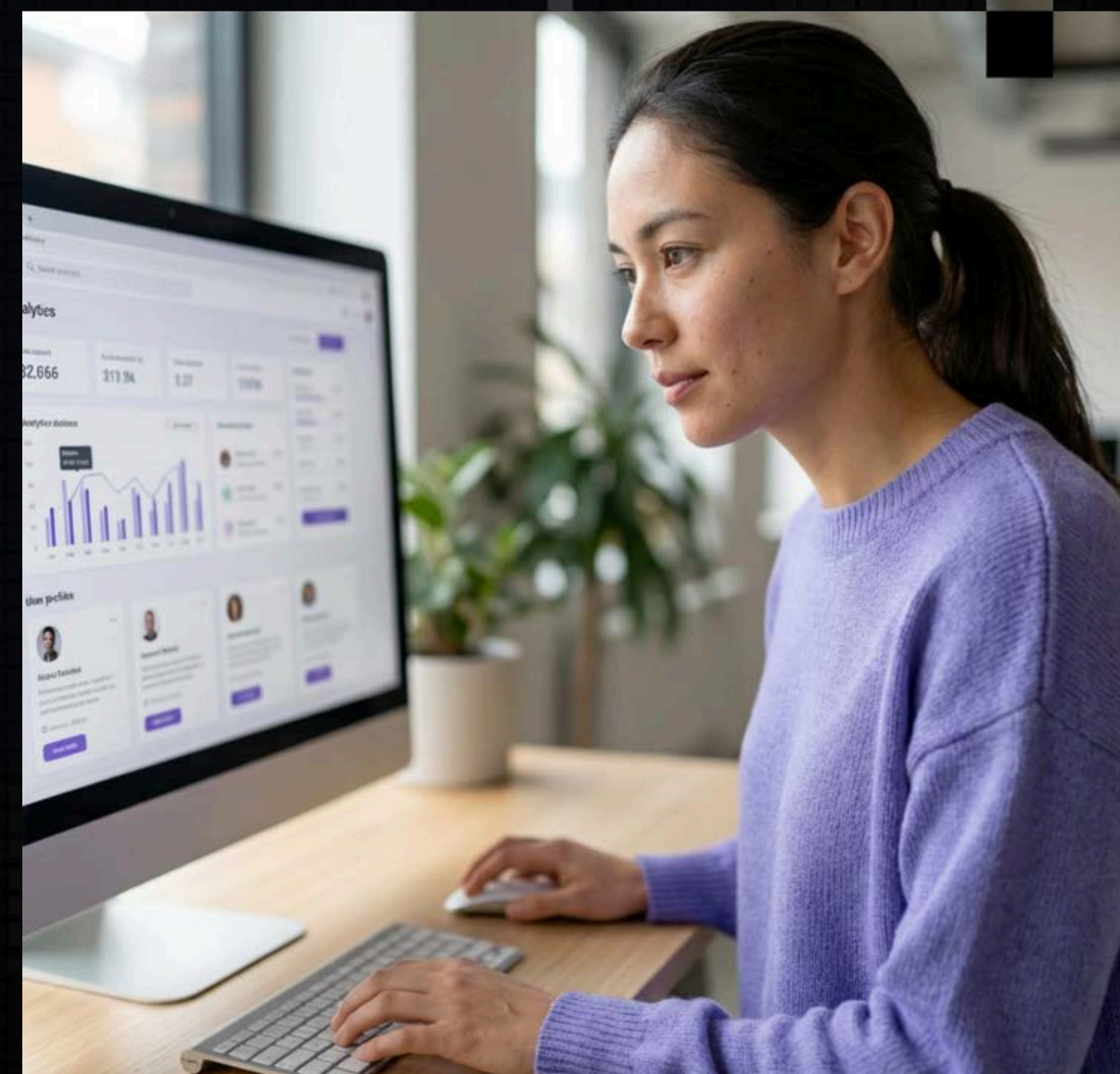
desktop conversion rate



73%

likely to convert

# Activate Your First-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



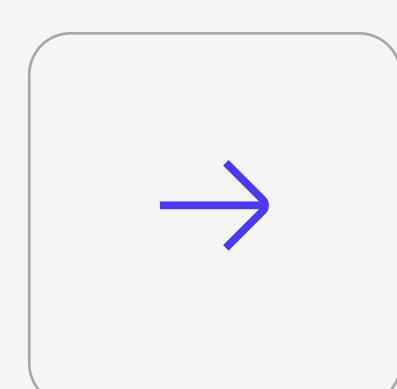
# Smooth Data Collection: *The Ignite Advantage*

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

# *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](https://launchlabs.ai) to book your demo of the Ignite platform.

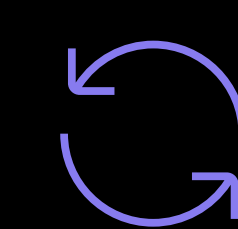


# Marketing Agency *Instantly Transforms* Lead Generation for Clients with Ignite

Strategic integration of Ignite by Launch Labs 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%

Website Visitors



4000

Collected



## Main Challenges:

- ✓ Traditional landing pages and CRO services delivered low-quality leads at inadequate scale
- ✓ Funnel campaigns failed to convert visitors unwilling to fill out complicated forms
- ✓ Clients' lead generation programs were underperforming, threatening agency retention



## Solution:

- ✓ Integrated Ignite's audience identification script across clients' websites
- ✓ Used 1-tap lead technology to capture leads without form friction
- ✓ Delivered purchase behavioral data and personalized offers that converted



"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



# 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 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.](#)