



This Harley Davidson Dealership peaked at nearly **340** monthly **Leads** with Ignite

A leading California Harley-Davidson dealership replaced fragmented campaigns with a coordinated, data-driven approach using Ignite. Same team. Same budget. Better results.

LEAD VOLUME

63%

↑ INCREASE

Generated an average of 280+ leads per month

ENGAGEMENT RATE

55%

↑ INCREASE

Campaigns shifted from intermittent to always-on

VISITOR RETURNS

35%

↑ INCREASE

Re-engagement efforts were expanded through automated outreach

CHALLENGE

Like many high-volume dealerships, the team was managing a complex mix of inventory, parts, and service promotions — making it difficult to keep campaigns consistently active, well-timed, and tied back to measurable sales outcomes. Re-engaging past visitors and customers across a fragmented funnel added another layer of complexity.

SOLUTION

By implementing Ignite, the dealership unified its approach with an always-on campaign model, precise audience segmentation, and automated re-engagement outreach. Improved attribution tracking gave the team clear visibility into performance, creating a streamlined and repeatable system for reaching high-intent shoppers and turning them into qualified leads.

Activate the Traffic You're Already Getting

Ignite is Launch Labs' identity resolution and activation platform built to identify anonymous website visitors, validate intent, and convert high-consideration shoppers without friction.

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