



Nissan dealership transforms it's engagement with **Text-Based ChatAI**

By implementing Ignite and leveraging Text-Based ChatAI, the dealership transformed how it engaged with local shoppers, turning website visitors into active conversations and measurable sales outcomes.

ONSITE ENGAGEMENT RATE

73%

↑ INCREASE

Campaigns shifted from intermittent to always-on

VISTOR RETURN RATE

90%

↑ INCREASE

Bringing returning customers back into the funnel

REVENUE GENERATED

+\$200k

↑ INCREASE

From a more personalized and responsive engagement strategy

CHALLENGE

The dealership's digital engagement strategy lacked the personalization that defined their in-store experience — marketing efforts weren't tailored to different customer journeys, and channels like email lacked the immediacy needed to convert interest into action. This made it difficult to capture intent, re-engage site visitors, and turn local loyalty into consistent lead generation.

SOLUTION

The implementation of Ignite and Text-Based ChatAI replaced static forms with real-time website conversations, guiding visitors toward next steps instantly. Combined with coordinated email outreach and personalized messaging, this created a dynamic customer experience that mirrored their in-person service and kept shoppers engaged throughout the buying journey.

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.

[BOOK A DEMO](#)

