



Toyota dealership **boosts** marketing ROI without additional ad spend

By implementing Ignite, a leading Toyota dealership increased lead generation, drove more inbound calls, and significantly improved overall marketing efficiency.

LEADS GENERATED

250

↑ INCREASE

Increase in converting interest into actionable leads

DEALERSHIP CALLS

75

↑ INCREASE

More incoming calls to the dealership – plus increased consistency

RETURN ON INVESTMENT

23x

↑ INCREASE

Boosted ROI without extra advertising expenses

CHALLENGE

The dealership needed to extract more value from its existing website traffic without increasing advertising costs. While visitor levels were steady, many shoppers remained anonymous or disengaged, making it difficult to capture intent, influence buyer decisions, and convert interest into consistent sales growth.

SOLUTION

Solution The dealership implemented Ignite to activate its first-party data and better engage in-market shoppers through real-time visitor behavior and intent signals. By delivering targeted, timely on-site experiences, Ignite guided high-value visitors toward conversion — generating consistent leads and inbound calls while driving thousands of shopper sessions each month, all without additional ad spend.

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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