



A Mattress Retailer's 60-Day Revenue Revolution with Ignite

In just two months, our audience engagement platform Ignite transformed the sales landscape for a national mattress retailer in their key eastern markets.

LEADS GENERATED

600+

↑ INCREASE

Converting interest into actionable leads

LEADS TURNED TO SALES

40%

↑ INCREASE

Higher quality leads – higher conversion

RETURN ON INVESTMENT

+10x

↑ INCREASE

Boosted ROI without extra advertising expenses

“ The onboarding process was super easy and smooth. Even before launching campaigns, we're gaining valuable insights. Ignite is clear and simple, intuitive even. ”

- Marketing Lead of Mattress Retailer

CHALLENGE

The retailer was dissatisfied with the outcomes from their existing retargeting strategy, which was plagued by low-quality traffic and soaring bounce rates. Seeking a solution, they decided to evaluate Ignite against the tools and engagement approach in place across three key markets—Philadelphia, Raleigh, and Charlotte.

SOLUTION

Ignite utilized custom analytics to predict shoppers' interests and identify specific products for dynamic reengagement through on-site engagement offers, email, SMS, on-site retargeting, and dynamic landing pages. The outcome was clear-cut—the retailer opted to proceed with Ignite.

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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