



Atlanta Honda Dealership Fueling Success Without Increasing Ad Budget

Within the first 30 days on Ignite, a Metro Atlanta Honda dealer experienced a remarkable transformation in the performance of their website. Their marketing key performance indicators (KPIs) soared, setting them up for success in sales.

DAILY ATTRIBUTED REVENUE

~\$2k

→ FOR ONE MONTH

Without an increasing advertising budget

VISITOR RETURN RATE

40%

↑ INCREASE

Keeping your brand at top of mind

LEAD VOLUME INCREASE

20%

↑ INCREASE

Converting interest into actionable leads

“ Ignite works. We grossed over \$44,000 in our first month in new and used vehicles, and picked up more than \$14,500 in service revenue. We are on pace to gross more in month two. ”

- General Manager of the Atlanta Honda Dealership

CHALLENGE

Confronted with the task of optimizing their existing advertising budget, the Metro Atlanta Honda dealer set ambitious goals for improvement. Their primary focus was amplifying sales opportunities for both new and used vehicle inventory with a secondary objective of optimizing service lane occupancy.

SOLUTION

Within the first 30 days of adopting Ignite, the dealership saw an immediate surge in lead volume and visitor return rates. Ignite's custom analytics pinpointed shoppers' specific interests — dynamically reengaging them through on-site offers, email, SMS, retargeting, and personalized landing pages to move leads forward in their purchasing journey. The results? Outcomes that would have cost the dealership over \$10,000 more through traditional advertising alone.

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](#)

