

CASE STUDY: INCREASING WEBSITE LEADS & ACTIONS WITH ON-SITE OPTIMIZATION

CHALLENGE

A leading global auto manufacturer wanted to increase the number of leads and test-drive requests resulting from their online marketing programs.

SOLUTION

The client implemented IgnitionOne's powerful audience profiling engine on its website, which creates individual profiles for each visitor to the marketer's site. Profiles include information such as product interests, recency and frequency of site visits, and buying propensity. Based on these visitor profiles, the marketer was able to customize their website's content for each user's product interests—thus offering the right message to the right person at the right time. The custom on-site experience for each visitor drove significant improvements in test drive requests. The audience profiles of these visitors requesting test drives, which included the make and models they viewed on the website, were sent directly to their local dealers to give them a better understanding of the customers' interests from the moment they walked into the dealership.

RESULTS

- On-site promotional messaging saw 5x higher CTRs compared with non-targeted creative on the website.
- IgnitionOne's audience profiling engine drove 140% more leads for the client than before implementation.
- Through the analysis of each visitor's profile data, the engine was able to identify the primary vehicle interest of site visitors with more than 95% accuracy.
- Integrating the audience profiles of customers who signed up for a test drive with the client's system allowed dealers to speak directly to a customer's specific vehicle interests the moment they walked into the dealership for a test drive.



LEADS & TEST-DRIVES

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- **5x** higher onsite creative CTRs