

Accelerate Your Website Traffic

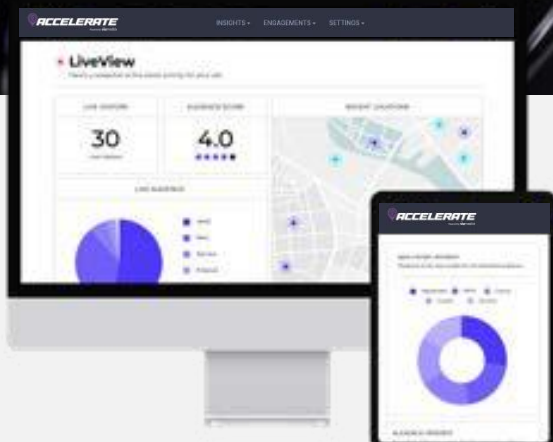
Nissan increased leads by 14% without increasing ad spend.

14% Increase in Leads

2,983 Offers Delivered

62% Return Visitors

3.2 Audience Score



MAIN CHALLENGES:

A Nissan dealership in the Boston metro area missed 4,800 lead opportunities from their website traffic in the month of September.

SOLUTION:

They turned on the Accelerate Audience Engagement Platform and increased leads by 14% without an increase in advertising spend.

Accelerate fills a critical need by combating both ever-increasing advertising costs and declining website leads. Accelerate delivered personalized on-site engagement, emails, and SMS engagement throughout the shopper's journey to buying a Nissan. 62% of visitors returned after receiving Engagement Offers from Accelerate. This resulted in 44 new leads from high-quality first-party website traffic in the first month. For comparison, a dealership would need to increase their digital ad budget around \$7,500 for the same lead volume increase.

ABOUT:

Accelerate Audience Engagement Platform (AEP) uses custom analytics to predict what a shopper is interested in, identifying a specific make and model for dynamic re-engagement through on-site offers and retargeting, emails, SMS, and dynamic landing pages.