



CASE STUDY

ShopperID drives a 12x ROI

THE CHALLENGE

Driving website traffic and converting it into quality leads is a constant challenge for dealerships investing significant marketing dollars. Unfortunately, a staggering 98% of visitors leave without submitting a lead, and those who do often provide fake contact information, resulting in poor lead quality. Arrigo Sawgrass faced this exact dilemma—how to protect their marketing investments and maximize lead conversion rates.

THE APPROACH

To tackle this challenge head-on, Arrigo Sawgrass adopted ShopperID, an innovative solution that re-engages the untapped potential of unconverted website visitors. ShopperID swiftly identified anonymous shoppers and employed personalized email and SMS text messages to deliver tailor-made offers for each of Arrigo's profit centers. Additionally, Arrigo integrated the ShopperID conversion hub, an intuitive mobile lead tool, into their website, simplifying the lead submission process for customers using mobile devices. All leads captured were seamlessly directed to the dealer's CRM, along with comprehensive shopping history data.

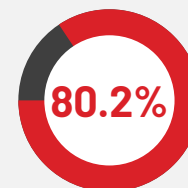
THE RESULT

The results achieved by Arrigo Sawgrass with ShopperID exceeded expectations. In June 2023 alone, ShopperID generated a staggering **12x return on investment (ROI)** for the dealership. Impressively, **99% of the leads** received in the CRM were classified as "good leads," highlighting the effectiveness of ShopperID in filtering out low-quality prospects. Moreover, ShopperID had an impressive **41% appointment set rate**.

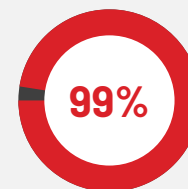
Analyzing the quality of traffic in Google Analytics, ShopperID surpassed even top sources with significant ad spends. Notably, ShopperID boasted the **lowest bounce rate** and **ranked second**, only after organic traffic, **in both pages per session and session duration**. These findings reinforce the exceptional performance and engagement facilitated by ShopperID.

Overall, Arrigo Sawgrass leveraged ShopperID's capabilities to engage with **80.2% of shoppers** on the website and of those they were able to re-engage with an impressive **53% of anonymous traffic** via email that previously left their site without converting. This substantial increase in engagement translated into a significant boost in both quality leads and dealership revenue.

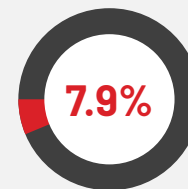
By implementing ShopperID, Arrigo Sawgrass achieved outstanding results, surpassing their ROI expectations, and reinforcing their position as an industry leader in converting website traffic into valuable leads.



Engagement Rate



Good leads in the CRM



Bounce Rate

2.3
Pages/
Session

3.23
Avg. Session
Duration