SHOPPERid

CASE STUDY

ShopperID Enhances Engagement & Lead Quality at Arrigo CDJR West Palm Beach

THE CHALLENGE

At Arrigo CDJR West Palm Beach, the primary goal was to drive website traffic and effectively convert it into high-quality leads. The dealership faced a common issue—despite heavy investment in marketing, 98% of visitors left the site without submitting a lead, and a significant portion of the leads provided were often fake or low-quality. Arrigo CDJR West Palm Beach needed a solution to safeguard their marketing investments and enhance lead conversion rates.

THE APPROACH

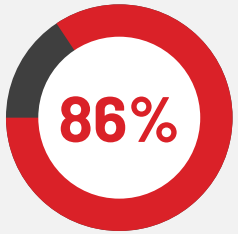
Arrigo CDJR West Palm Beach embraced ShopperID to tackle these challenges directly. ShopperID is a cutting-edge tool that re-engages unconverted website visitors by identifying anonymous shoppers and sending personalized email and SMS text messages with tailored offers for each of Arrigo CDJR West Palm Beach's profit centers. Additionally, the dealership implemented the ShopperID conversion hub, an intuitive mobile lead tool that simplified the lead submission process for customers on mobile devices. All captured leads were seamlessly integrated into Arrigo CDJR West Palm Beach's CRM, complete with detailed shopping history data.

THE RESULT

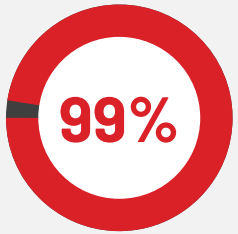
Since April 2024, Arrigo CDJR West Palm Beach witnessed remarkable outcomes with ShopperID. The engagement rate on the site **soared to 86%**, and ShopperID emerged as one of the top four lead sources according to the CRM, with **99% of leads classified as "good leads,"** a **33% appointment set rate**, and a **closing rate exceeding 10%**.

During this period, We sent out **over 70,000 emails** to de-anonymized shoppers, resulting in over **7,400 return visits** to the site via email. According to GA4, ShopperID email traffic ranked second only to organic traffic in terms of average engagement time per session and the number of events per session.

By leveraging ShopperID, Arrigo West Palm significantly increased both the engagement and quality of their leads, leading to a substantial boost in dealership revenue. These outstanding results led to **a substantial increase in both quality leads and dealership revenue**, far surpassing expectations and solidifying Arrigo CDJR West Palm Beach's position as a leader in converting website traffic into valuable leads.



Engagement Rate



Good Leads in the CRM

Over 70K
Emails Sent

7.4K
Return Visitors