

MIGHTYHIVE DRIVES CONVERSIONS FOR AUTO AGENCY INTICE®



Intice saw a **132%** increase in conversions—in just 18 days.

Intice is an independent digital marketing agency that specializes in auto dealership marketing. Intice designed a visitor engagement tool called Leadmaker that they provide to their clients to increase web conversions. Leadmaker is a pop-up that appears on the dealership website as visitors enter or exit the site that offers an incentive to visitors to fill out a form about their auto purchase intent. Intice wanted to increase the effectiveness of Leadmaker and drive more client conversions. As a trusted partner, Intice approached MightyHive for help in achieving their goal. MightyHive leveraged Google Optimize 360 and developed a strategy for testing creative variants to measure conversions. After 18 days of testing, **MightyHive delivered a 132% overall increase in conversions.**

OPTIMIZE 360 DELIVERS RESULTS

+132%

increase in overall conversions

+183%

increase in tablet and desktop conversions

+2.18%

increase in overall goal conversion rate

-2.26%

decrease in the overall bounce rate

TESTING AND IMPLEMENTATION

Intice specifically wanted to test color and text design variants of Leadmaker. The goal was to maximize the conversion of dealership website visits into leads. To start, MightyHive reviewed the product architecture and various design elements to identify variables for testing.

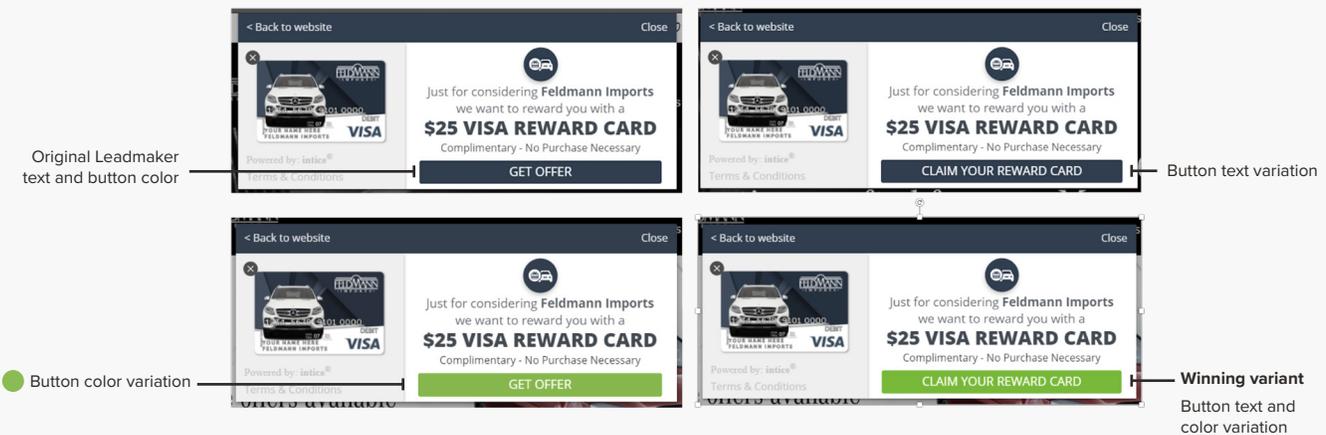
Ultimately, the team decided to focus on Leadmaker's homepage pop-up. MightyHive used **Google Optimize 360** to measure the performance of different combinations of button color and text on a chosen dealership test site.

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GATHERING USER INSIGHTS

With the creative variations ready, Intice and MightyHive targeted every desktop, mobile, and tablet user who had ever visited the dealership site. The test ran for over two weeks to ensure the broadest possible sample of traffic and for each creative variant received an equal share of traffic for comparison.



DELIVERING RESULTS AND OPTIMIZING FOR THE FUTURE

After running the test for a period of 18 days—a total of 5,239 experiment sessions—the most successful variant drove a **132% increase in overall click conversions**, including a **183% increase on tablet and desktop devices**. The winning variation also helped increase the overall goal conversion rate (+2.18%) and reduced the bounce rate (-2.26%).

MightyHive’s testing helped Intice finalize a more intuitive design update in their Leadmaker conversion product. This new design will now be rolled out to additional Intice clients, delivering more leads in less time. Furthermore, Intice intends to apply MightyHive’s expertise to other facets of its business by running similar tests on its Trademaker and Dealmaker dealership marketing products.



“Ultimately, this experiment helps us optimize the customer journey. The results will act as a catalyst to implement similar designs on other dealership websites. And we’ll be able to continuously improve upon those results in a way that we simply could not have done previously.”

DAVID FARMER, CEO, INTICE

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