



## How ShowroomMagnet Turns Web Leads Into Sales

Most dealers struggle with turning website viewers into dealership customers. Naked Lime faced similar challenges in motivating our site visitors to participate in actual conversations about our services.

**Situation:** Naked Lime was presented with a very limited window of time to sell one particular solution to dealers. We needed to capture the attention of the dealers visiting our site and provide a reason for them to pursue more information. Maximizing our selling time was critical, so we wanted to encourage meaningful conversations with the most serious prospects.

**Action:** Naked Lime used incentive-based marketing to encourage interested customers to follow through with a presentation. With our own ShowroomMagnet service, we implemented coordinated page banners, popovers, page tabs, and email campaigns to put the offer in front of dealers considering the service.



## See the Difference

Enter First Name

Enter Last Name

Choose Delivery

Enter Email Address

Enter Mobile Phone

Enter Home Phone

Enter Comments

Choose Gift Card

[Click Here To Choose Your Gift Card](#)

[Get Your Gift Card Now](#)



**AND MANY MORE!**

## Watch a demo, earn a gift card!



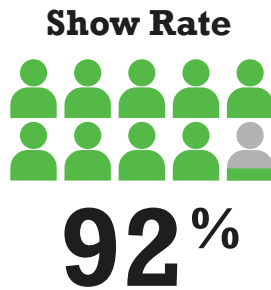
When you complete this form a validation code will be emailed to you.

You will be contacted to schedule a demo with our reputation specialist. At the conclusion of your demo, the specialist will validate your offer and provide your eGift Card Code.

[Click here to see Offer Terms & Conditions](#)

One gift card per dealership, not eligible for other offers.

**Results:** Our sales team experienced a much higher appointment show rate and closing ratio from leads generated through ShowroomMagnet than other lead sources. Enrollment in the program ultimately increased by 30% year-over-year.



**Summary:** Even when customers are interested in your products, they often need a little push to move forward with providing contact information and committing their time to an appointment. ShowroomMagnet provides that added incentive. It helped convert more of our own website visitors into sales, and turns more web traffic into foot traffic for dealerships.

