Financial Services

A Financial Services Company Drives Hyperlocal Promotions and Traffic with Ignite's Placeable® Solutions

The Objective

A global financial transaction company wanted to increase the conversion of online to offline customers in targeted local markets.

The Challenges

Scale: The company has more than 100,00 locations worldwide.

Complex, Dynamic Local Content: The customer maintains various types of agent locations, and each can offer a variety of different products and services, making it one of the most complex location-based business models for marketing.

The company's location content included basic name, address and phone number (NAP) along with hours of operation, services offered and promotions - with content delivered in more than a dozen languages. Additionally, the client required the ability to modify their local data daily.

The Solution

Location Marketing Technology for the Enterprise

To ensure accuracy and access to ever-changing local information, the customer demanded scalable, sophisticated and flexible location marketing technology that connects across their various marketing channels. Ignite's Placeable Solution was selected to help the customer leverage their location data as a strategic marketing asset.

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The Results

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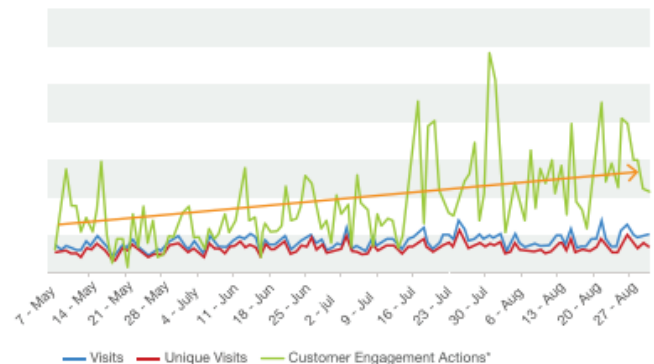
More broadly, the customer now has the ability to "location-enable" their marketing by maintaining the location data in Ignite's Placeable Workbench.

With their Ignite Placeable Pages, the customer improved organic search traffic and provided a destination through which their local marketing campaigns drive location-based revenue. With deep relevant content on the pages, local audiences enjoy a more meaningful local experience with a global enterprise brand.

Traffic to Customer Promotional Landing Pages

— Visits — Unique Visits — Customer Engagement Actions*

* A "Customer engagement action" occurred when a visitor to the promotional landing page performed additional searches utilizing the store locator map.

About Ignite Technologies

Founded in 2000, Ignite is a privately-held company and a member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company's mission is to help customers Ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective – 100% Customer Success – measured through the achievements of its customers. The Company launched its innovative, new Ignite Prime program in 2017 delivering free enterprise software to its licensed and supported customers. For more information on Ignite's solutions and innovative Prime program, visit www.ignitetech.com

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