IGNITE × PULSE

PULSE CASE STUDY

AGENCIES

Agency partnership

How a regional agency went from media vendor to strategic advantage in five months.

130%
Increase in client media budgets
Portfolio-wide, first five months

120x
Return on ad spend
Event campaign, 2x+ the prior partner's revenue

$38MM
Pipeline for a financial client
Up from a stagnant baseline

01 The challenge

A regional marketing agency serves clients in healthcare, automotive, education, ecommerce, financial services, events, home services and other local categories.

It was doing solid work on a mid-tier DSP, but had outgrown the platform. To compete and become the digital authority in its market, it needed stronger technology, sharper strategy and a partner invested in its success.

02 The approach

- **Moved off its mid-tier DSP** and onto PULSE as its strategic media and technology partner
- **Stronger technology, strategy and hands-on expertise,** working as an extension of the agency's team
- **Digital media as a core agency capability**, not a side service
- With PULSE, agencies **buy for their clients under their own agency account, with client-ready reporting**

03 The results

- **130%** increase in client media budgets across the portfolio in five months
- An event campaign delivered a **120x** return on ad spend and more than 2x the revenue credited to the prior partner
- A financial client generated **nearly $38MM** in pipeline, closed **$22MM+** in new business and had its best member-acquisition month on record
- **20%** pipeline growth for the agency itself, plus new clients won

CHANNELS & TACTICS

- Full PULSE platform
- Strategy support
- Hands-on expertise
- Replaced a mid-tier DSP
- Client-ready reporting

> **"Partnering with PULSE has been one of the best decisions we've made for our business."**
> AGENCY OWNER

Results reported by PULSE · client anonymized.

IGNITE

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