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PULSE CASE STUDY

HOME BUILDING

Luxury custom homebuilder

From Meta-only to multichannel to scale its educational programs.

+457%
ROAS (Campaign A)
vs. a 400% online-education benchmark

+2,215%
ROAS (Campaign B)
Up from stagnant Meta-only results

$5–$6
CPM
vs. $8–$12 industry average

01 The challenge

A luxury custom homebuilder and client advisor wanted to scale its educational programs, but its media wasn't keeping pace.

For 18 months, campaigns ran almost entirely on Meta. Costs climbed, returns flatlined and growth stalled.

02 The approach

- **Full-funnel, multichannel plan** with diversified channels, smarter sequencing and sharper targeting
- **Flipped the funnel:** led with high-value programs first to capture serious prospects
- **Smarter follow-ups:** down-sell offers only when the first offer didn't convert
- **Efficiency layers:** segmented audiences, remarketing lists and email re-engagement to build frequency without inflating CPMs

03 The results

- Within weeks, beat **industry benchmarks and its own 18-month averages**
- Campaign A ROAS of **+457%**; Campaign B ROAS of **+2,215%**
- CPMs of **$5–$6**, well below the inflated CPMs of the Meta-only approach
- **2x+ conversion efficiency** vs. Meta-only, with higher conversion rates and no bigger budget

CHANNELS & TACTICS

Meta · Multichannel mix · Segmented audiences · Remarketing · Email re-engagement · Multi-touch sequencing

Diversifying beyond Meta cut costs while multiplying returns, and real-time optimization kept budget on the highest-yield audiences.

Results reported by PULSE · client anonymized.

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Jason Dunham | Ignite | jdunham@ignitecompany.com | ignitecompany.com

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