IGNITE × PULSE

PULSE CASE STUDY

AUTOMOTIVE & RECREATION

Powersports manufacturer

A national spring/summer campaign, turned around in 7–10 days.



+46%
Net traffic lift
From a 13% decline to a 33% rebound

+24%
Engaged sessions
Within the first 7–10 days

500+
Dealerships geo-framed
For closed-loop store-visit attribution

01 The challenge

A global maker of utility vehicles, ATVs and motorcycles launched a national campaign for its key spring/summer season. The goal: send engaged shoppers to its site, explain seasonal incentives, and turn that interest into dealership visits.

An earlier niche media exchange had limited reach and off-brand inventory. Site traffic fell 13%, engagement dropped, and there was no way to tell if the ads drove anyone into a dealership.

02 The approach

- **Geo-framed all 500+ dealerships** nationwide for location intelligence and foot-traffic measurement
- **High-intent audiences** from site retargeting, look-back location data and buyer behavior, plus third-party syndicated audiences
- **Custom cohorts** matched to the brand's value story: price vs. competitors and fully loaded features
- **Omnichannel media** focused on inventory that fits a rugged, performance-driven brand

03 The results

- Site traffic swung from **down 13% to up 33%** within 7–10 days of launch
- Engaged sessions rose **24%**
- **Closed-loop reporting** tied ad exposure to in-store dealership visits, using anonymized log-level data and privacy-safe device matching
- The 6-week flight became a **monthly, always-on program**

CHANNELS & TACTICS

Omnichannel media · Dealer geo-framing · Site retargeting · Location look-back · 3rd-party intent audiences · Store-visit attribution

Log-level data showed exactly how media spend turned into dealership visits, so the team could optimize in real time and prove ROI.

Results reported by PULSE · client anonymized.

IGNITE

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