

Nationwide Personal Care Shop Chain

Scaling Bookings Across Multi-Location Markets



+46% Net Traffic Lift

(from -13% decline to +33% rebound in 10 days)



+24% Engaged Sessions



500+ Dealerships

Geo-Framed for precise location intelligence



Closed-Loop Attribution

connecting digital ads directly to in-store visits

The Challenge

A Global Powersports Manufacturer, a leader in utility vehicles, ATVs, and motorcycles, launched a national campaign to elevate awareness of their fully loaded product line during the critical spring/summer season.

Their goal: drive highly engaged users to their website, educate them on seasonal incentives, and convert that interest into dealership visits.

However, an early partnership with a niche media exchange proved to be a misstep. The exchange offered limited reach and non-aligned inventory, resulting in:

- A significant drop in site traffic (down 13%)
- Decreased engagement from visitors
- No visibility into whether media spend was driving offline retail action

Most critically, the partner lacked any attribution capability to connect digital engagement with real-world dealership visits—leaving the manufacturer flying blind during one of their most important retail windows.

The Solution

Upon transitioning to PULSE, we took a consultative approach—listening carefully to the manufacturer's business goals and diagnosing where the previous campaign fell short.

Key Tactics Deployed:

- Geo-framed all 500+ dealerships nationwide for location intelligence and footfall observations
- Built high-intent audience segments, supplemented with third-party syndicated high-intent audiences, including retargeting site visitors, look-back location data, and behavioral signals from potential buyers
- Curated custom cohorts aligned with the manufacturer's value messaging (price vs. competitors, fully loaded features)
- Activated omnichannel media that prioritized inventory aligned with the brand's rugged, performance-driven image

The Results

Within the first 7–10 days post-launch, the impact was immediate:

- Website traffic rebounded from 13% to 33%
- Engaged sessions increased by 24%
- Dealer attribution enabled: leveraging anonymized log-level ad delivery data and privacy-safe device match techniques
- PULSE delivered true closed-loop reporting on ad exposure to in-store visit conversions

This level of transparency and performance proved transformative.

The Impact

The campaign's success led the manufacturer and their agency to not only meet their seasonal objectives but extend the program beyond its initial 6-week flight into a monthly recurring engagement—supporting always-on promotions and retail initiatives across the country.

Key Takeaways

The manufacturer found in PULSE not just a media partner, but a true strategic collaborator—one that brought transparency, precision, and performance where others fell short.

PULSE's ability to unlock and splice log-level data enabled the team to generate meaningful, actionable insights, revealing exactly how media spend translated into in-store activity.

This data-driven clarity—combined with seamless execution and measurable results—empowered the manufacturer to optimize in real time, validate ROI, and build a scalable foundation for future campaigns.

With PULSE, they didn't just turn around a campaign—they transformed how they connect digital engagement to dealership impact.

Ready to get started?

Contact Now

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