

How **Purple Wave** Strengthened **Brand Awareness** and Reached **Over 4.4 Million Impressions** with **CDLLife**

A custom awareness campaign that delivered measurable visibility and engagement among verified industry buyers



**purple
wave**
AUCTION

+



CLIENT OVERVIEW

Purple Wave Auctions is a leading online auction platform specializing in construction, agriculture, and fleet equipment. For more than 20 years, they've connected buyers and sellers nationwide, offering trusted auction listings and appraisal services that make heavy equipment sales simple and transparent.

THE CHALLENGE

Purple Wave wanted to expand brand recognition within the trucking community while increasing traffic to their auction listings during their summer auction season.

KEY GOALS



Grow awareness among professional drivers, contractors, and equipment buyers



Drive qualified traffic to PurpleWave.com



Support increased auction participation and sales

MARKETING STRATEGY

To meet these goals, CDLLife developed a full-network advertising campaign that leveraged multiple channels to connect Purple Wave with an engaged audience of trucking and equipment professionals.

The Campaign included:

- ✓ Dedicated email marketing campaigns to segmented CDLLife subscribers
- ✓ Social media ads and sponsored posts promoting upcoming auctions
- ✓ Display and mobile app placements across CDLLife's programmatic network



RESULTS

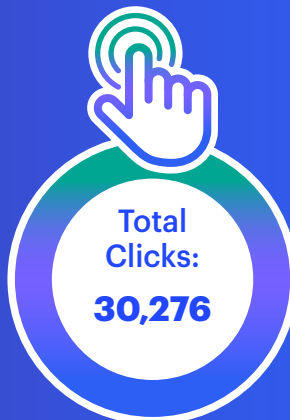
Over three months, **Purple Wave's** campaign delivered record **visibility** and **engagement** among verified industry buyers.



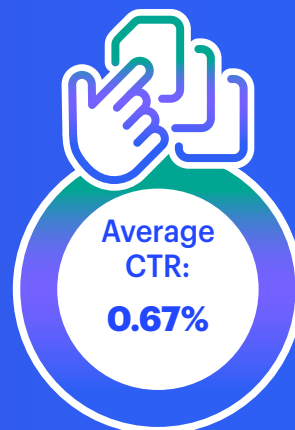
Connected with
verified buyers and
equipment owners



Built brand visibility
during peak
auction season

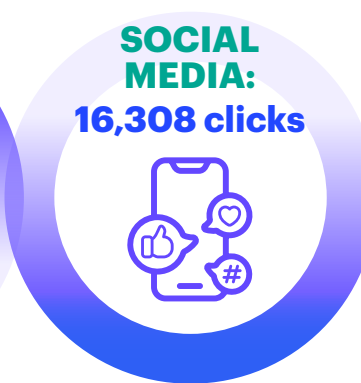


Drove qualified traffic
directly to
PurpleWave.com



A 22% increase
compared to the
average of 0.45%

By leveraging **CDLLife's full network**, **Purple Wave** reached over **4.4 MILLION IMPRESSIONS** and drove **30,000+ CLICKS**, securing consistent visibility among its target audience.



INTERESTED IN RESULTS LIKE THIS?

By connecting the right message with the right audience, CDLLife helped Purple Wave expand awareness, deepen industry recognition, and drive measurable results.

CDLLife connects brands with **millions of professional drivers and industry professionals** every month through custom campaigns built for awareness, engagement, and measurable ROI. **Contact Us: sales@cdllife.com**

