

The Pulse: A Digital Legacy Platform for FIFA World Cup 2026 Atlanta and Beyond

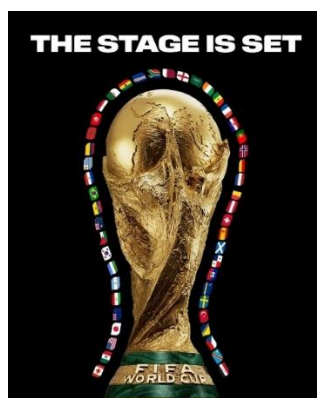
A report on audience engagement, cultural discovery, economic empowerment, and long-term brand opportunity

Executive Summary

The Pulse was developed as a digital social engagement platform for visitors, residents, vendors, brands, civic organizations, and government partners during the FIFA World Cup 2026 competition in Atlanta. Initially designed to support the Atlanta tournament experience, the application quickly demonstrated value beyond event navigation by becoming a platform for cultural discovery, local commerce, brand storytelling, transportation access, and community engagement.

Nearly 50,000 patrons used **The Pulse** during their time in Atlanta. These users represented a diverse mix of local, national, and international visitors. The platform helped users explore Atlanta's restaurants, music, arts, museums, fashion boutiques, small businesses, transportation options, and neighborhood experiences while giving vendors and partners a new channel to reach highly engaged audiences.

During the FIFA World Cup 2026 Atlanta activation, **The Pulse** helped generate more than \$3 million in new business for participating vendors. This outcome positions the application as more than another social media platform: it is a digital economic development tool capable of connecting major-event audiences with local businesses, corporate partners, cultural institutions, and civic initiatives.



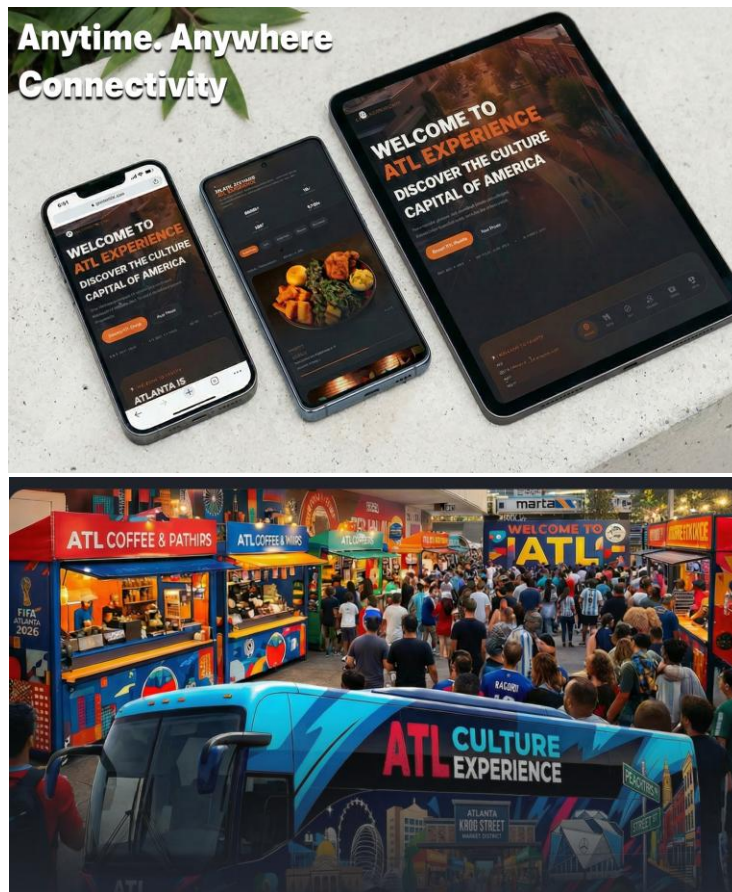
Context: Atlanta and the FIFA World Cup 2026

Opportunity

Atlanta served as one of the host cities for FIFA World Cup 2026, with eight matches scheduled in the city, including a semifinal. Public and private partners emphasized the tournament as a major opportunity to showcase Atlanta's transportation connectivity, hospitality assets, cultural identity, and business environment.

The World Cup event created a unique moment for digital tools that could help visitors move through the city, discover neighborhoods, engage with local culture, and direct spending toward Atlanta-based businesses.

The Pulse was designed for this exact environment. It connected the energy of a global sporting event with Atlanta's local story: Southern hospitality, creative culture, entrepreneurship, civil rights history, restaurants, music, museums, art, fashion, and diverse communities.

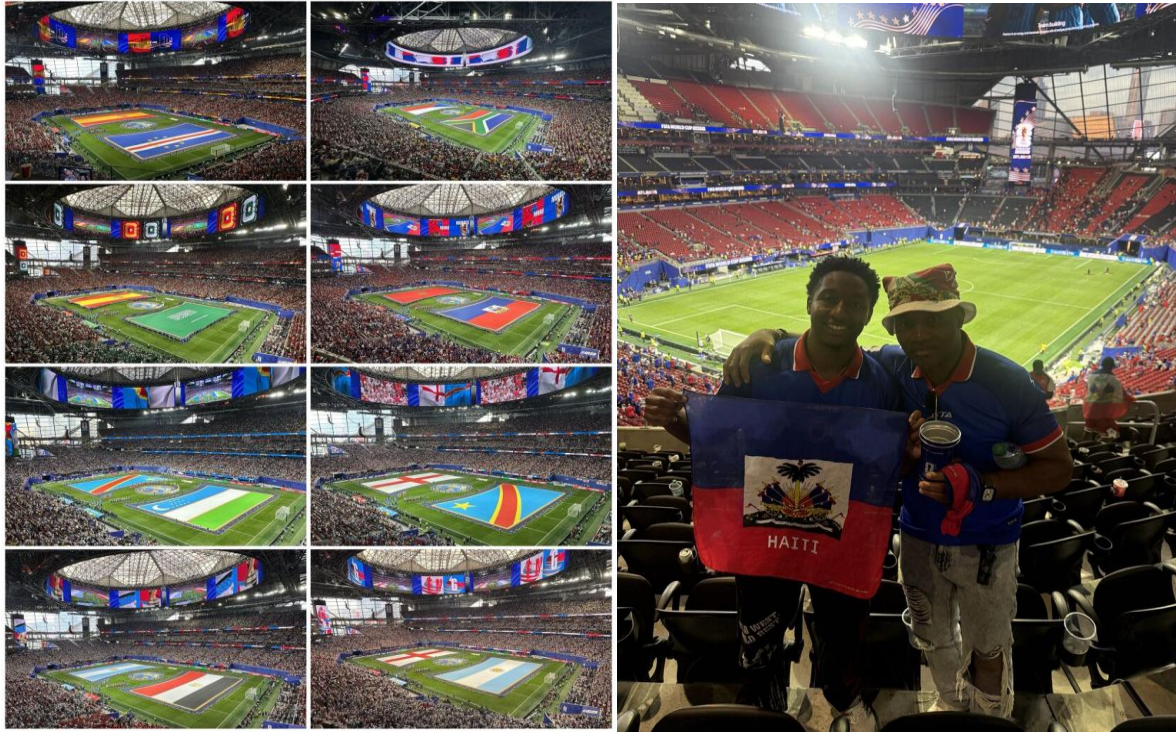


User Profile and Audience Reach

The Pulse reached an estimated audience of 50,000 users during the World Cup matches in Atlanta. The user base reflected the global nature of the event, with strong representation from North America as well as Europe, Africa, and South America.

User Origin Breakdown		
Region/Profile	Share of Users	Estimated Users
North America: United States, Canada, and Mexico	62%	31,000
Europe, Africa, and South America	38%	19,000
Total	100%	50,000

User Demographics	
Demographic Category	Profile
Gender	56% male users; 44% female users
Primary age group	35 to 50
High school education	More than 90%
Undergraduate degree	More than 70%
Postgraduate degree	30% held a master's degree or equivalent postgraduate credential
Doctoral or professional doctorate degree	10% held a PhD, Juris Doctor, or comparable doctoral credential



Platform Purpose: More Than a Social Media Tool

The Pulse is comparable in some respects to major social media platforms such as Instagram, TikTok, Facebook, Snapchat, and LinkedIn because it allows users, businesses, and brands to communicate, discover content, and engage with communities. However, The Pulse is distinct because it is designed around place-based engagement, cultural discovery, business activation, and real-world mobility.

Rather than simply offering short-form content or passive browsing, **The Pulse** guides users toward experiences, destinations, and commercial opportunities. It connects patrons to restaurants, hotels, museums, music venues, art spaces, fashion boutiques, local entrepreneurs, transportation options, and community events. The result is a platform that helps people understand Atlanta and enjoy its culture more fully.

Key Features and Engagement Layers

- **Wayfinding:** Users can enter preferences for activities, hotels, restaurants, art museums, entertainment, and other destinations, then receive guidance from their current location.
- **Transportation integration:** The platform can connect users with public and private transportation options, including MARTA, Uber, Lyft, and executive car services.
- **Vendor advertising:** Restaurants, boutiques, cultural venues, and small businesses can promote products, offers, and experiences directly to visitors.
- **Brand storytelling:** Corporate partners can use The Pulse to share initiatives, highlight locations, promote community programs, and elevate brand value in a concise, destination-aware format.
- **Community discovery:** The platform celebrates Atlanta's neighborhoods, business owners, arts ecosystem, local history, and cultural diversity.

Engagement Performance

Many social media platforms rely on brief user attention windows, with users often moving quickly from one piece of content to the next. **The Pulse** demonstrated a stronger engagement model during its Atlanta activation. Users engaged with the application for well over two minutes on average, creating more time for brands, vendors, and civic partners to tell meaningful stories, communicate offers, and convert interest into real business activity.

This deeper engagement creates value for all participants. Users receive relevant information in context. Vendors gain direct access to motivated patrons. Brands gain a richer storytelling environment. Government and civic organizations gain a channel to communicate public resources, cultural programming, transportation information, and community initiatives.

Economic Impact and Vendor Opportunity

The Pulse generated more than \$3 million in new business for participating vendors during the FIFA World Cup 2026 Atlanta activation. This impact reflects the platform's ability to convert digital discovery into measurable economic activity. For small businesses, restaurants, entertainment venues, fashion boutiques, cultural organizations, and service providers, The Pulse provided exposure to a concentrated audience of local, national, and international patrons.

The application also demonstrates how major sporting events and major business conferences can produce broader economic empowerment when digital engagement is intentionally connected to local commerce. **The Pulse** creates a pathway for patrons to discover businesses, learn their stories, navigate to their locations, and take action.

Opportunities for Brands, Government, and Civic Partners

The Pulse can serve as a partnership platform for brands, government organizations, civic groups, social organizations, and small business enterprises. It offers a structured way for institutions to communicate with visitors and residents while supporting economic development and inclusive opportunity.

For example, a financial institution such as Bank of America could use the platform to help premium customers locate nearby branches, understand community investment initiatives, learn about financial education programs, and connect with relevant services based on their location. Similar models could apply to healthcare systems, universities, hospitality groups, mobility providers, cultural institutions, and corporate sponsors seeking meaningful engagement with event audiences.

Celebrating Atlanta's Culture and Diversity

At its core, **The Pulse** celebrated Atlanta. The app elevated the city's rich history, creative economy, diverse communities, and entrepreneurial spirit. It helped patrons move beyond the stadium and discover the full fabric of the city: neighborhood restaurants, local music, visual arts, museums, boutiques, cultural landmarks, community stories, and business owners who define Atlanta's identity.

This cultural function is central to the platform's legacy. **The Pulse** did not simply inform users where to go; it helped them understand why Atlanta matters. It turned visitor attention into cultural appreciation and economic participation.

Legacy and Future Use Cases

The success of **The Pulse** during FIFA World Cup 2026 Atlanta suggests a larger future for the platform. Its model can be applied to major sporting events, business conferences, conventions, cultural festivals, tourism campaigns, university events, and civic activations. Wherever there is a need to connect large audiences with local experiences, vendors, transportation, and brand storytelling, **The Pulse** can serve as a digital bridge.

- **Major sporting events:** Direct fans to restaurants, entertainment, merchandise, transportation, and neighborhood experiences.
- **Business conferences:** Connect attendees with hotels, venues, networking locations, sponsor activations, and local business districts.
- **Government and civic campaigns:** Share public resources, cultural programming, safety updates, transportation guidance, and community initiatives.
- **Small business development:** Give local entrepreneurs access to high-value visitor traffic and measurable engagement.
- **Corporate brand engagement:** Provide a longer-form, location-aware platform for storytelling, service discovery, and customer conversion.

Atlanta will host several major sporting events from the NFL Super Bowl 2028 to the NCAA Men's Final Four Championship 2030 and 2032. With the opportunity to host FIFA Women's World Cup in 2034.

The Pulse represents a new model for digital engagement around major events. It combines the reach of a social media platform with the practical value of wayfinding, vendor promotion, cultural storytelling, transportation access, and economic development. During the FIFA World Cup 2026 Atlanta activation, 50,000 users engaged in the application, participating vendors generated more than \$3 million in new business, and the platform helped visitors experience Atlanta in a richer and more intentional way.

More than an app, **The Pulse** is a legacy platform. It shows how technology can celebrate a city, empower local businesses, support civic goals, and create new pathways for brands and communities to connect. Atlanta will continue to host major sporting events, conferences, and cultural gatherings, and **The Pulse** offers a scalable model for engagement, inclusion, and opportunity.

Click on our link to learn more about **The Pulse**:

<https://the-atl-pulse.lovable.app>

