



# PULSE TECHNOLOGY CASE STUDY

## Challenges

- Underutilized HubSpot Tools
- Branding Consistency Issues
- Lack of Email Marketing Experience
- Fragmented Marketing Strategy
- Outdated Website Content
- Low LinkedIn Engagement
- Stale Marketing Collateral

## The Emerald Effect

After partnering with Emerald, Pulse saw...

- **36,500%** increase in MQL generation
- **10%** increase in website visits
- **1,029%** increase in blog views
- **86%** increase in email opens
- **920%** increase in LinkedIn engagement

## Objectives

Emerald partnered with Pulse Technology to build a multifaceted digital strategy. The team redesigned the website with new product pages and improved navigation, implemented a SEO plan, and boosted social media engagement to strengthen search visibility and brand awareness. They also launched targeted email campaigns, created supporting marketing collateral, and optimized HubSpot with automated workflows to accelerate lead nurturing and increase qualified conversions.

## Solutions

Emerald served as a full-service marketing partner, blending data-driven strategy with creative execution across web design, social media, email marketing, and branding to deliver campaigns that drive real results.



From stale to **standout**.  
From scattered to **strategic**.  
**Let Emerald help you drive results that matter.**

