

From Media Vendor to Strategic Advantage

How a 5-month partnership strengthened an agency's digital capabilities, accelerated client performance, and helped convert new opportunities into business.



Mid-Tier DSP



Strategic Media Partner



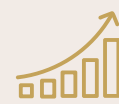
Partnering with PULSE has been one of the best decisions we've made for our business.



Agency Owner

Partner Snapshot

A regional marketing agency with a diverse client portfolio spanning healthcare, automotive, education, ecommerce, financial services, events, home services, and other local business categories.



The agency was delivering solid work through a mid-tier DSP, but its needs had begun to exceed the platform's capabilities. To remain competitive and expand its digital offering, the team needed stronger technology, more sophisticated strategy, and a partner invested in its success.

The Opportunity

The agency faced a choice: continue operating within the constraints of a familiar platform or select a partner that could strengthen and expand what it offers clients.

The objective was not simply to replace its DSP. The agency wanted to become the digital authority in its market, supported by the technology, insight, and hands-on expertise needed to compete more effectively.

With PULSE, the agency gained more than a media partner and platform. It gained a strategic extension of its team.

The Impact



38MM

Pipeline growth for a financial client, up from a stagnant baseline



120x

Return on ad spend, more than double the prior partner's revenue



130%

Increase in client media budgets portfolio-wide

The shift produced measurable results within the first five months.

- Pipeline growth for the agency of **20%**
- An event campaign that generated more than **2x the revenue** attributed to the client's previous media partner while **delivering a 120x return on ad spend**.
- A financial client that had previously seen stagnant growth generated **nearly \$38 million in pipeline**, closed **more than \$22 million in new business**, and achieved its strongest member acquisition month on record.
- Across the agency's client portfolio, **media budgets increased 130%** during the first five months of the PULSE partnership.

Performance Created Momentum

Stronger performance changed more than campaign results. It changed how the agency approached growth.

Supported by stronger technology, strategy, and hands-on expertise, the team began positioning digital media as a core agency capability rather than a secondary service. Within five months, that confidence helped the agency generate more business opportunities and convert them into new clients.

Existing clients are increasing their investments, while new prospects are taking notice. The agency is also gaining recognition beyond its established client base as more businesses seek out its digital expertise and demonstrated performance.

What's Next

Five months ago, the agency was operating within the limits of its platform. Today, it is building beyond them.

With PULSE as its strategic media and technology partner, the agency has strengthened its capabilities, deepened client relationships, and created new opportunities for expansion.

The next chapter is already taking shape through new accounts, larger media investments, and a growing reputation for performance.

Ready to get started?

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