



How We Helped Etna Supply Turn Their HubSpot Investment into a Powerful Growth Engine

Etna Supply is a leading manufacturer and wholesale distributor of premium plumbing, waterworks, and HVAC products. When Etna partnered with Evenbound, they knew their HubSpot portal had untapped potential. With duplicate contacts, unstructured company records, and limited tracking and analytics, they saw an opportunity to refine their platform and maximize their ROI.

- **Location:** Grand Rapids, MI
- **Industry:** Industrial Wholesale
- **Company Size:** +600 Employees
- **Service Areas:** MI, WI, IN, OH, and OK



90 Days

Transformed HubSpot
Into a Data-Driven
Marketing Engine

80

Portal Usage Score

+14

Workflows Automating
Manual Tasks

THE CHALLENGES



Unrealized HubSpot Potential

Without structured processes in place, Etna Supply’s investment in HubSpot wasn’t delivering maximum value.

Disjointed Data

Unstructured processes and company records and duplicate contacts made data management difficult.

Inefficient Workflows

No predefined templates, snippets, or automations in place bogged down teams with manual tasks.

Fragmented Communication

Customer interactions were spread across multiple channels with no centralized visibility.



HUBSPOT PRODUCTS USED



MARKETING HUB
PROFESSIONAL



SERVICE HUB
PROFESSIONAL

OUR SOLUTION



90-Day Plan

We created and executed a 90-day roadmap to support Etna Supply and drive long-term growth.

System Architecture + Data Hygiene

Completed a HubSpot audit to remove duplicates, standardize records, and structure data.

Enhanced Streamlined Workflows

Streamlined workflows, automated tasks, and customized views for better organization.

Advanced Analytics & Integrations

Integrated GA4 with ad accounts and built robust HubSpot reporting tools.

Training & Enablement

Provided in-depth HubSpot training to empower Etna Supply’s team to confidently use key features.

Marketing & Website Optimization

Refined email lists, segmented contacts, and optimized website integrations for better UX and conversions.

Unified Communication Channels

Merged communication channels into one inbox for improved service team oversight.

Evenbound’s strategic 90-day plan not only addressed our immediate challenges with data hygiene and workflow automation, but also laid the foundation for the successful execution of future marketing campaigns. We value Evenbound’s partnership, and our confidence in their abilities is such that we’ve recently signed on for additional services.

Jessie, Director of
Marketing & E-commerce

THE RESULTS



Fulfillment of HubSpot Capabilities

Workflows, email automation, landing pages, campaigns, and segmented lists are now fully leveraged for greater efficiency.

Time-Saving Tech Consolidation

Centralizing platforms and processes saves time and optimizes their team's daily operations.

Accurate, Actionable Analytics

GA4 and Google Tag Manager deliver top-tier insights for data-driven decisions.

Improved Conversion Rates

Optimized website pages and integration with HubSpot enhance user experience and lead to higher conversion rates.

A Foundation for Long-Term Growth

Etna Supply's success in optimizing HubSpot laid the groundwork for ongoing strategic growth.

A Trusted Partner for the Future

Etna Supply continues to work with Evenbound for ongoing HubSpot support and new initiatives, ensuring continuous optimization and long-term success.

Ready to reach your growth goals? We're ready to help!

Let's Chat

