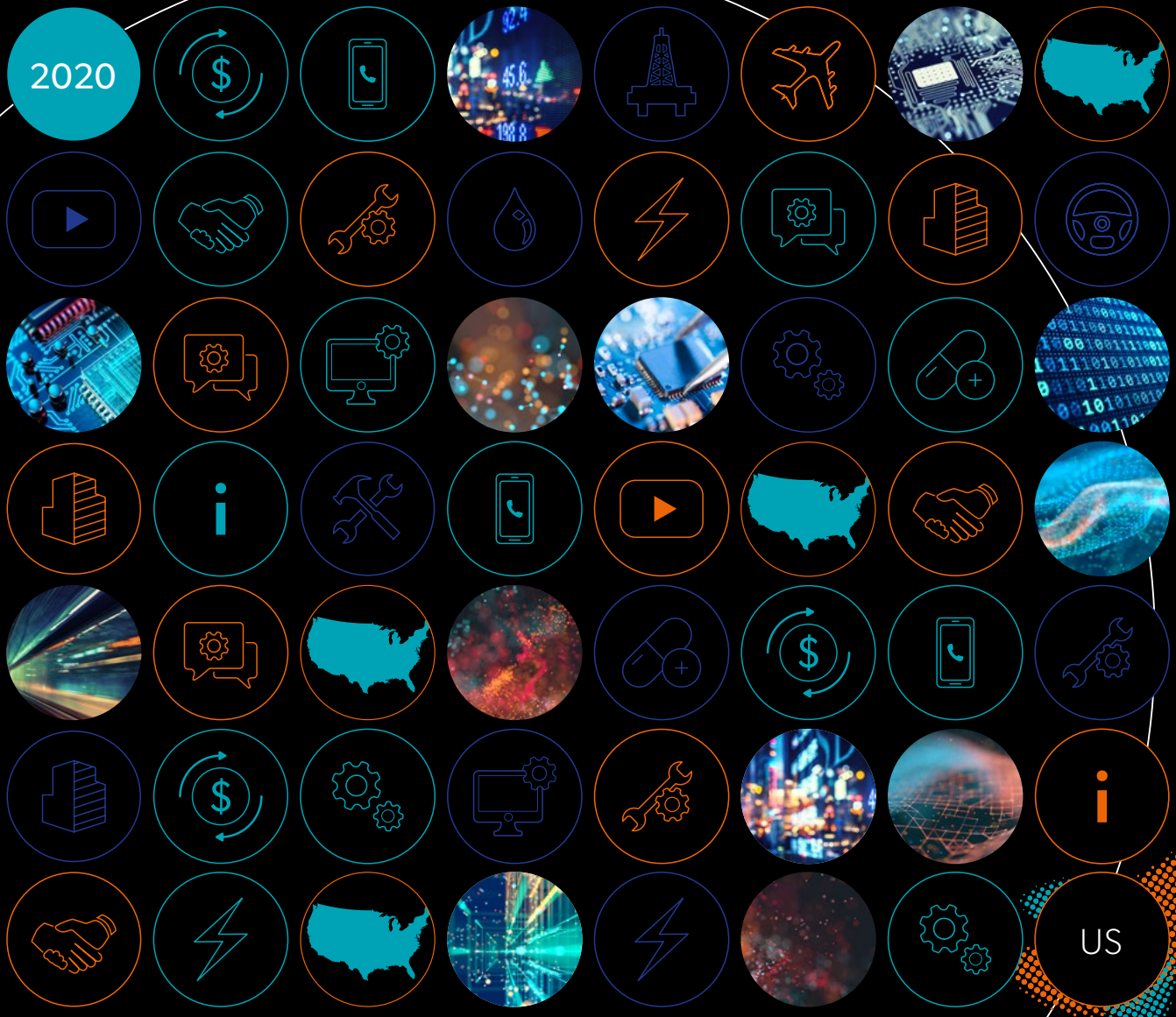
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by Joel Harrison, editor-in-chief, B2B Marketing

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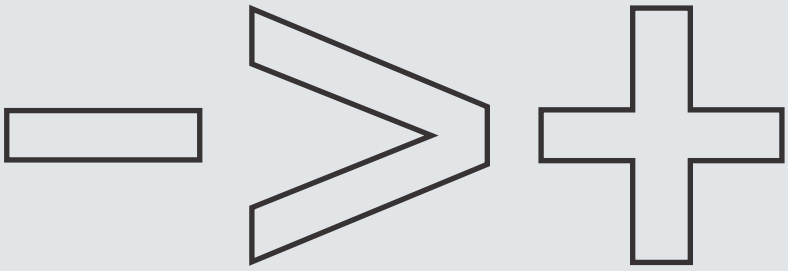
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Use this handy table to identify the agency with the expertise or service offering necessary to meet your needs.

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Introduction

B2B agencies have never been readier for what lies ahead



Joel Harrison,
editor-in-chief,
B2B Marketing

This is the fourth annual report that we at B2B Marketing have produced on agencies in the US, and once again it paints a picture of a robust and buoyant sector. Our data shows that US B2B marketing agencies had another strong year in 2019, with gross income rising by 16% on average over the 12 months to January 2020. That means that those agencies listed in this report continued to deliver value to their customers, evolve their offerings to respond to changing client needs, and both retained and grew their best staff. And they achieved this in an increasingly crowded and competitive market, with pressure coming from all sides – including insourcing, new entrants from abroad and B2C agencies pushing for a piece of the increasingly attractive pie.

This report shows an industry on the up-and-up – buoyant, confident and eager about the future. However, there is of course an elephant in the room that's not reflected in these figures – Covid-19. At the time of writing, it's simply too early to gauge the full impact that the virus will have on the B2B marketing agency community, or on the industry as a whole, but it seems likely that it may hit some companies hard.

On the other hand, we've already seen Covid-19 serve as an unprecedented catalyst for change, as companies are forced to adopt new methods to address both new and existing challenges. It may be the greatest spur for innovation that we've seen in a generation, and that undoubtedly presents an opportunity for agencies. Those that can embrace this, be flexible, pragmatic, energetic and dynamic, will thrive in this period.

One thing is for certain: the B2B marketing agency community has never been better equipped in terms of skills, competencies, attitude and confidence to deal with a crisis of this magnitude than it is today.

So, to conclude, I'd like to offer my congratulations to all those whose financial performance in the last 12 months has seen them better placed in the league tables in this report than last year. All of your hard work sorely deserves recognition and celebration, and will stand you in great stead to grasp the opportunities that undoubtedly lie ahead.

Section 1

League tables

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League tables

Top US B2B marcomms agencies

Rank	Agency	GI in $m in latest financial year	YoY GI % change	Headcount	Headcount change	Rank in 2019	Change	Type of agency	HQ location
1	Bader Rutter	49.9	11.02	300	25	/	/	Integrated	Milwaukee
2	Yesler	41.5	13.25	259	14	2	—	Martech	Seattle
3	**gyro** *(p.54)*	**37.2**	**-8.87**	**128**	**-49**	**1**	↓	**Creative**	**New York**
4	Merkle DWA	29.8	27.52	152	41	*	*	Digital	San Francisco
5	Fahlgren Mortine	29.5	-0.44	193	-15	*	*	Integrated	Columbus
6	Mower	28.5	1.75	165	-5	3	↓	Integrated	Syracuse
7	**The Mx Group** *(p.68)*	**22.19**	**25.20**	**130**	**10**	**4**	↓	**Integrated**	**Burr Ridge**
8	**Gelia** *(p.50)*	**15.5**	**5.16**	**128**	**12**	**6**	↓	Demand generation	**Williamsville**
9	Sullivan	15	n/d	50	0	*	*	Integrated	New York
10	**Quarry** *(p.60)*	**12.16**	**0.47**	**3**	**0**	**8**	↓	Integrated	Waterloo region
11	Stein IAS / MSQ Partners	11.8	5.08	66	-3	9	↓	Integrated	New York/Bollington
12	Stirista LLC	10.17	28.79	28	2	15	↑	Martech	San Antonio
13	**Godfrey** *(p.52)*	**9.7**	**-0.72**	**88**	**2**	**10**	↓	**Integrated**	**Lancaster**
14	CG Life	9.5	18.42	51	7	12	↓	Integrated	Chicago
15	Iris	9	18.89	40	8	13	↓	Creative	London
16	DeSantis Breindel	9	7.78	32	6	11	↓	Creative	New York
17	BusinessOnline	7.95	6.85	38	n/d	*	*	Digital	San Diego

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Rank	Agency	GI in $m in latest financial year	YoY GI % change	Headcount	Headcount change	Rank in 2019	Change	Type of agency	HQ location
18	April Six	6.94	23.01	34	7	19	↑	Integrated	Harefield, Middlesex, UK
19	Metia Group	6.7	-11.94	49	3	*	*	Integrated	London
20	Somnio	6.6	-7.58	42	10	14	↓	Integrated	Austin
21	Transmission	6.33	100.00	31	n/d	*	*	Integrated	London
22	**TriComB2B** *(p.70)*	**6.22**	**23.06**	**40**	**5**	**21**	↓	**Integrated**	**Dayton**
23	**Retina** *(p.64)*	**5.9**	**28.81**	**57**	**7**	**16**	↓	**Integrated**	**San Francisco**
24	CBD Marketing	5.1	0.00	35	0	20	↓	Integrated	Chicago
25	**MarketReach Inc.** *(p.58)*	**4.85**	**-4.80**	**38**	**17**	**24**	↓	Other	**Nashua**
26	**Kingpin Communications** *(p.56)*	**4.81**	**45.01**	**7**	**3**	**33**	↑	Demand generation	**London**
27	The Marketing Practice	4.56	27.86	28	6	30	↑	Integrated	Oxford
28	Intelligent Demand	4.43	-9.03	35	1	*	*	ABM	Denver
29	**SCHERMER** *(p.66)*	**3.62**	**-30.51**	**21**	**-7**	**22**	↓	Other	**Minneapolis**
30	Omobono	3.39	8.63	22	-8	28	↓	Integrated	London
31	ER Marketing	3.33	10.95	14	0	29	↓	Integrated	Kansas City
32	Crossbow Group	3.25	1.54	24	1	*	*	Integrated	Westport
33	David James Company	3.25	7.26	19	0	36	↑	Creative	Oakbrook Terrace
34	**Red House B2B Marketing** *(p.62)*	**3.1**	**-2.26**	**26**	**-1**	**32**	↓	Demand generation	**Alpharetta**
35	Spire Agency	2.8	7.14	15	3	34	↓	Creative	Dallas
36	Acumen Studio	1.7	35.29	12	2	39	↑	Digital	St. Louis
37	Momentum ABM	1.56	14.97	10	4	*	*	ABM	London
38	Velocity Partners US Inc	1.42	59.72	4	1	*	*	Content marketing	London

GI = Gross Income (defined)

The data in this table is ranked using Gross Income. Gross income is calculated by deducting external media and production costs from the invoiced total. It includes income from all above-the-line and below-the-line activity. If the agency has been subject to a takeover or merger during the financial year in question, gross income includes the combined figure.

- * New entry: Included in the survey for the first time
- ↑ Moved up rankings
- ↓ Moved down rankings
- – Stayed the same
- • New agency: Newly formed agency
- ⟋ Re-entry: Returning to the survey after a year's absence

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YOUR MARCOM:

Well planned

YOUR MARTECH:

Well built

YOUR ATTRIBUTION:

Well tracked

YOUR AGENCY:

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League tables

Top 15 fastest growing US B2B marcomms agencies

Rank	Agency	GI in $m in latest financial year	YoY GI in $m change	YoY % GI change	Rank in main league table	Rank in 2019	YoY change in headcount	Type of agency
1	Merkle DWA	29.8	8.2	27.52	4	n/a	41	Digital
2	Transmission	6.33	6.33	100	21	n/a	31	Integrated
3	**The Mx Group** *(p.68)*	**22.19**	**5.59**	**25.2**	**7**	**4**	**10**	**Integrated**
4	Bader Rutter	49.9	5.5	11.02	1	n/a	25	Integrated
5	Yesler	41.5	5.5	13.25	2	2	14	Martech
6	Stirista LLC	10.17	2.93	28.79	12	15	2	Martech
7	**Kingpin Communications** *(p.56)*	**4.81**	**2.17**	**45.01**	**26**	**33**	**3**	Demand generation
8	CG Life	9.5	1.75	18.42	14	12	7	Integrated
9	Iris	9	1.7	18.89	15	13	8	Creative
10	**Retina** *(p.64)*	**5.9**	**1.7**	**28.81**	**23**	**16**	**7**	**Integrated**
11	April Six	6.94	1.59	23.01	18	19	7	Integrated
12	**TriComB2B** *(p.70)*	**6.22**	**1.44**	**23.06**	**22**	**21**	**5**	**Integrated**
13	The Marketing Practice	4.56	1.27	27.86	27	30	6	Integrated
14	Velocity Partners US Inc	1.42	0.85	59.72	38	n/a	1	Content marketing
15	**Gelia** *(p.50)*	**15.5**	**0.8**	**5.16**	**8**	**6**	**12**	Demand generation

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League tables

Top 15 international B2B marcomms agencies

Rank	Agency	Total global GI $m	US-only GI in $m	Non-US GI in $m	% GI split: US and non-US	Global headcount	% of headcount US based	Rank in main league table
1	BBN International	115.02	55.7	59.32	48 | 52	1094	49	n/a
2	gyro *(p.54)*	84.2	37.2	47	44 | 56	462	28	3
3	Merkle DWA	49.9	29.8	20.1	60 | 40	339	45	4
4	Yesler	44.3	41.5	2.8	94 | 6	276	94	2
5	Iris	33	9	24	27 | 73	125	32	15
6	Transmission	24.79	6.33	18.46	26 | 74	162	19	21
7	The Marketing Practice	20.72	4.91	15.81	22 | 78	150	19	27
8	Stein IAS / MSQ Partners	19	11.8	7.2	62 | 38	149	44	11
9	April Six	16.84	6.94	9.9	41 | 59	134	25	18
10	Omobono	14.32	10.93	3.39	76 | 24	91	24	30
11	Kingpin Communications *(p.56)*	13.54	4.81	8.73	36 | 64	39	18	26
12	Quarry *(p.60)*	13.48	12.16	1.32	90 | 10	81	4	10
13	Metia Group	12.8	6.7	6.1	52 | 48	107	46	19
14	Momentum ABM	9.25	1.56	7.69	17 | 83	70	14	37
15	Retina *(p.64)*	8.7	5.9	2.8	68 | 32	107	53	23

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Section 2

Market analysis

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The best of t[redacted] the[redacted]of times…

Just as US B2B marketing agencies report their most successful year ever, along comes the unprecedented challenge of a global pandemic to shake confidence. But – prior to Covid-19 – why was it such a good year? And how shaken are agencies, really? **Joel Harrison** talks to five of the fastest growing agencies from our 2020 list to find out

Given the objectively impressive growth trajectory that B2B agencies have been consistently reporting for the last few years in our annual survey, we at B2B Marketing were expecting the results to be strong. And they are. But even we were surprised by just how bullishly confident agencies' projection for the immediate future was. A remarkable 92% of respondents see the market as strong or good, and the remaining 8% see it as static. For comparison: this time last year, 12% said they saw the market as challenging.

But the best laid plans of mice and men often go awry, and the coming of Covid-19 seemed set to burst the B2B marketing bubble. However, adversity can offer the chance for resilience and stepping up. So, these are interesting times indeed for the agencies on our list.

As a reminder, for the financial reporting, the period covered by the survey was January to December 2019 inclusive, and the vast majority of the survey replies were returned before Covid-19 hit the US. The interviews were carried out in May 2020, by which time all participants were in lockdown and making sense of a new work reality.

Knocking it out of the ballpark

2019 was a year of stellar success for US B2B agencies: revenues, headcount and confidence are all increasing strongly. While we should probably insert our annual caveat that some of the agencies who've not experienced such a good year may have opted not to participate, we're seeing a good deal of consistency and continuity in engagement with our survey and don't have any reasons to see this year's trends as unrepresentative.

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The average headcount figure hasn't risen as fast as in previous years, but is still very healthy. As we suggest elsewhere in our analysis of the figures, this could in itself be a barometer of the maturity of the B2B agency marketplace overall, suggesting that many agencies have found their optimal size for their own efficiency and sustainability. For many such agencies, growth from here on in may well be measured in how attractive they prove for partnerships and mergers, rather than by how many heads they continue to add.

Taken as a whole, the picture our survey results painted was of an exceptionally strong outlook for the near future.

Integration, integration, integration

Ricky Abbott – president, Americas for Transmission – puts the group's success over 2019 down to three things: 'integration, innovation and consistency.' On a personal level, he gives equal weight, but in talking with him over an extended period, it's the integration factor that keeps coming up. It's partly about getting joined up and agile in order to tackle the recurring obstacle of silos. "Integration and interconnectedness across our clients is key," says Ricky. "A lot of companies – particularly the bigger, global ones – are very siloed and are looking for agencies that can help them connect the dots, and actually connect themselves internally."

Andrew Mahler, CEO of MX Group, added: "Clients now really understand the importance of integration. Lots of disconnects can come from not being integrated; clients are recognizing the benefits of that integration." Andrew sees the US B2B market as having attained maturity, which means it is more receptive to 'modern marketing techniques', driving integration online and offline, and accelerating the movement to more of a B2C-style customer experience.

"Clients now really understand the importance of integration. Lots of disconnects can come from not being integrated; clients are recognizing the benefits of that integration"

Tips for success from the five agencies mentioned in this feature could no doubt fill several articles. Robert Ray, CEO of Merkle DWA, thinks agencies that are actively targeting ambitious growth do well to play to their strengths and to have stress-tested plans in place ahead of time to manage that growth when it accelerates. "If you can keep it simple and evolve the way that you create capabilities at scale then you're probably an agency that will do well."

The internationalization of B2B marketing

One trend which came up with notable frequency in our conversations with agency visionaries was the increasingly international nature of B2B marketing. Even in our connected digital world, if you're working with global brands then there's no substitute for regular face-to-face connection. For some agencies, this means a long-term commitment to 'getting in there' on the ground – whether the ground in question is London, San Francisco, Sydney or elsewhere. For others, it means finding the right partners who can provide that local touch, while still delivering on your joint global strategy.

Ricky Abbott has worked for Transmission on both sides of the Atlantic, so is well placed to comment on this harmonization. Transmission knew it wasn't going to 'crack' the US from London, and now has a notable US physical presence. "We're not a satellite office – we have upwards of 30 people in each office and clients have the confidence to know our services and offerings are real. At the same time, we remain one integrated agency worldwide." Ricky also admits the benefits of dealing

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Agency leaders

The leaders of these five agencies have world class expertise in delivering B2B marketing.



Ricky Abbott, president, Americas, Transmission



Erin Creaney, MD, Iris



Andrew Mahler, CEO, The Mx Group



Robert Ray, CEO, DWA Merkle



Nancy Schulman, partner, executive director, strategy, Sullivan

with global technology companies headquartered in the US. "Being closer to the source means you get driven harder and quicker. Agility is all-important and being able to – as the expression goes – 'pivot on a dime' is a genuine differentiator."

There's also an increasingly fluid interchange of ideas between the US and the rest of the world – with Europe in particular. News of innovations in, say, account based marketing (ABM) or analytics that have proven successful spreads quickly. The challenge immediately becomes whether replicability and sustainability can follow this success.

Cross-pollinating ideas and innovations; extending the talent pool across geographies; finding the right partner companies with complementary skill sets; opening up new markets; disseminating best-practice; developing a global language of success. 'Internationalization' seems to be suiting B2B very well.

The battle for talent gets serious

Global pandemics notwithstanding, the single biggest challenge that the majority of agencies in our survey overall are reporting right now is the increasing difficulty of attracting and retaining the best people. Elsewhere in this report (page 29), we present the mini league table of top challenges, and you'll see that the talent war has shot up to the number one spot over the last year. Out of the five agencies we interviewed, four agree that this has reached losing-sleep-at-night levels of concern.

The reasons why this is happening probably don't need spelling out to people already in agencies. The sector is on fire right now, and it's a great one to work in: millennials want to move around and have different experiences; rapidly-moving marketing technology has made it hard to find specialists in certain areas; being lured client-side is increasingly tempting for those with good experience of martech platforms; agencies are possibly expecting people to tick many boxes and may need to realign their HR strategies. All this and more.

Underlining that this is a genuine cause for concern is the fact that there is no real consensus among the agencies we talked to about how to deal with this. Naturally, agencies want to make their companies welcoming and stimulating places to work, which people won't want to leave too quickly. But is the answer specialization, or going for breadth? Will agencies desperate to attain as much independence as possible find they need to partner just to have certain skill sets and resources?

Perhaps the wisest words on this subject came from Erin Creaney, managing director of Iris: "Cross-training people has a greater importance right now. But

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It's one area where there's no quick fix, and it's hard to predict what the next 12–24 months may bring. Yet there may prove to be an even greater challenge for agencies, and one which none of them could have foreseen when we launched the survey.

Covid-19

Any talk of Covid-19 that looks purely through a business lens risks seeming insensitive on the one hand, and being overtaken and overshadowed by real events on the other. For those in marketing and advertising, the current global pandemic can be said to have widened the gap between B2C and B2B. The hugely negative impact on industries such as travel and hospitality is having repercussions throughout the media and marketing supply chain, and while B2B is by no means insulated from this, it is, mercifully, somewhat less vulnerable overall than B2C. Nevertheless these are serious and worrying times.

Andrew Mahler of Mx Group said: "There has been a pause for a lot of clients. How do we strike the right tone – from where we know we are and what we know needs to happen?" Nancy Schulman, a partner and the executive director of strategy at Sullivan, has a particularly strong outlook on how agencies can react positively: "Businesses are going to need help, and marketing might just be one of the best ways to provide this. Right now, clients are looking for content that is especially valuable, that is practical and educational. Technology and financial services firms [especially] are going to really matter when it comes to rebuilding the economy."

About these agencies

Sullivan
Established: 1990
HQ: New York
Global headcount: 50
GI latest financial year: $15m
Type of agency: Integrated

The Mx Group
Established: 1989
HQ: Burr Ridge
Global headcount: 130
GI latest financial year: $22.19
Type of agency: Integrated

Iris
Established: 1999
HQ: London
Global headcount: 125
GI latest financial year: $9m
Type of agency: Creative

Merkle DWA
Established: 1996
HQ: San Francisco
Global headcount: 339
GI latest financial year: $29.8m
Type of agency: Digital

Transmission
Established: 2018
HQ: London
Global headcount: 162
GI latest financial year: $6.33m
Type of agency: Integrated

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*based on real global Kingpin data of trending content engagement from October 2018 to October 2019

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The fact that different verticals will prove to have had different experiences of this period leads Ricky Abbott of Transmission to suggest: "No one is going to be doing non-vertical marketing. Agencies need to drive more value through relevance and personalization." Again, the deep insight and genuine strategic engagement that these five agencies are great practitioners of may prove to be fundamental to helping shell-shocked clients work out where to go next.

Whether the Covid-19 effect alleviates or exacerbates the problems associated with the aforementioned battle for top talent remains to be seen. Robert Ray of DWA Merkle suggests: "The new industry around the virtual world is going to desire these entrepreneurial innovators that marketing agencies create."

Ever the forward-thinker, this thought from Erin Creaney of Iris contains an implicit challenge to marketers everywhere: "After this, brands are going to have more of a responsibility to their customers than they have had in the past."

A changing landscape, accelerated

In a time of global pandemic and an uncertain future, it's perhaps a little too easy to offer euphemisms around 'change' and 'opportunity'. There is also, of course, threat. Not one of the people we spoke to – with their combined wealth of experience in agencies of all sizes and operating models – could rule out that this period might see casualties in the smaller agency landscape.

A thought offered by more than one interviewee: if you weren't digitally transforming before, you'd better hope you are now. Agencies have been saying this to their customers' customers for a while, but the current global situation means the imperative to digitally transform is now linked to agencies' very survival.

The current global situation means the imperative to digitally transform is now linked to agencies' very survival

Nancy Schulman of Sullivan sees the agency landscape as having been in 'a state of flux' for some years now as agencies try – and, arguably, fail – to answer the question of what is the best business model, without necessarily coming up with innovative new ones. Nancy thinks this period will focus minds, and speed up things which were already happening anyway. It's very likely, for example, to accelerate mergers and acquisitions and continued consolidation of the holding company agencies. As Robert Ray of DWA Merkle put it: "Agencies are built on people and ideas, but also on who you are working with."

Erin Creaney from Iris added: "I think agencies that aren't able to change at the same rate as the client will have a lot of trouble – and bigger agencies can be harder to turn around. Competitive sets might well look very different 12 months from now."

Time for a leap of faith

The infectious ambition, enthusiasm and hunger to innovate, which comes over when talking to five of the fastest growing agencies on our list, is testament to a healthy, growing sector with a strong future. There's a genuine will to embrace the unexpected challenges of 2020 – riding out the current storm in order to make a difference both for clients and for society.

At a time which can only be described as uncertain, it's right to stop for a minute, to take a moment to recognize and celebrate a standout year, and to congratulate the US agencies who have delivered it. Let's give the closing thought for now to DWA Merkle's Robert Ray:

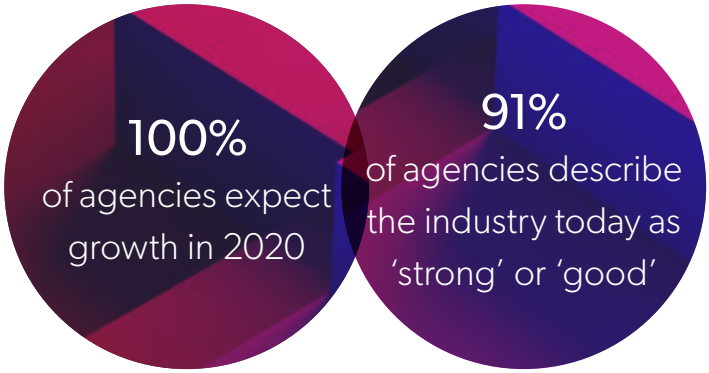
"I'd like to see the biggest agency in the world five years from now being a B2B agency."

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The state of the agency marketplace

Our annual benchmark survey reveals US agencies' assessment of the current B2B marketplace, including their challenges and opportunities, what they think the immediate future has in store, and what new service offerings they plan to embrace to meet this. **Joel Harrison** reports

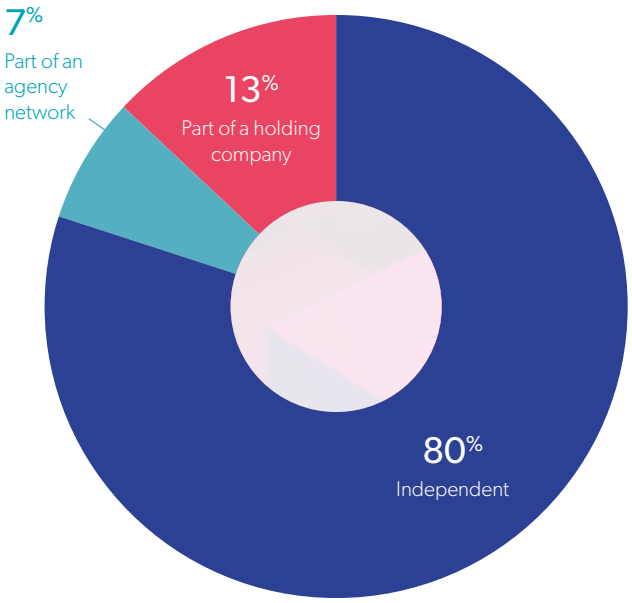
Despite perennial concerns over changeable client relationships, 2020 was another solid year for agencies. As we'll see, both headcount and gross income increased modestly on the previous year. The mood overall remains resoundingly positive: 91% of the agencies we surveyed described the current industry as 'strong' or 'good', and a remarkable 100% expect 'growth' or 'strong growth' from their own company in the year ahead.



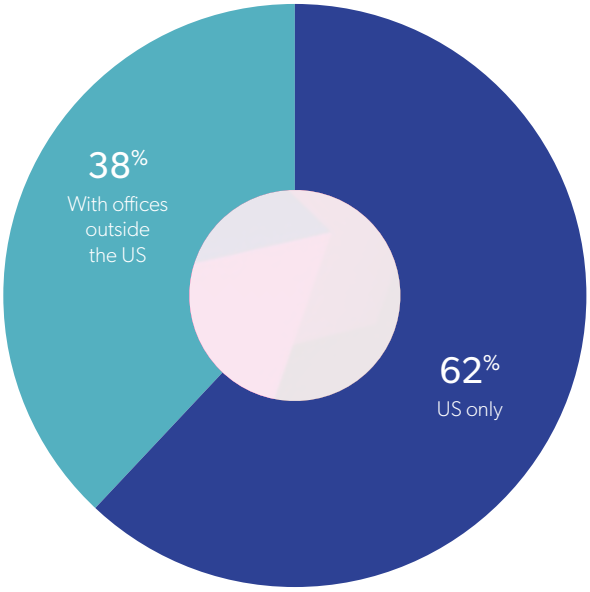
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Overview of 2020's survey respondents

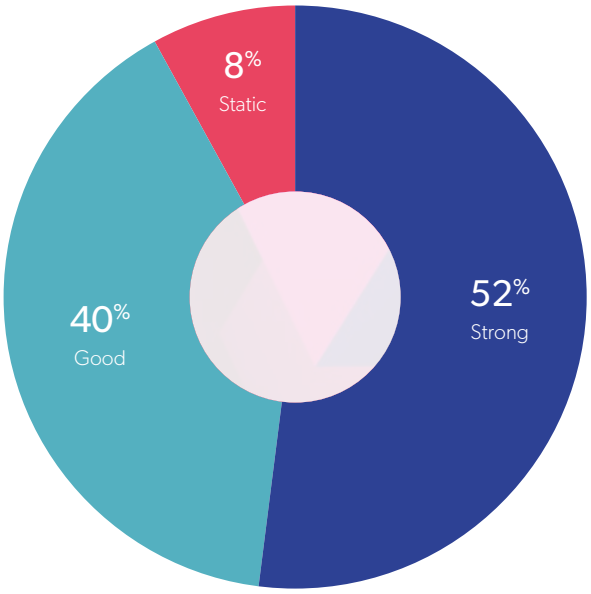
Structure



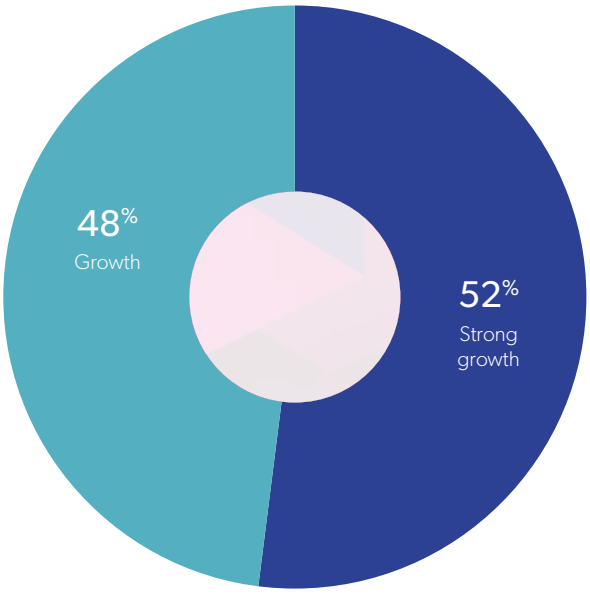
Location



How would you describe the current state of the market for B2B marketing services?



What are the expectations for your company in the next 12 months?



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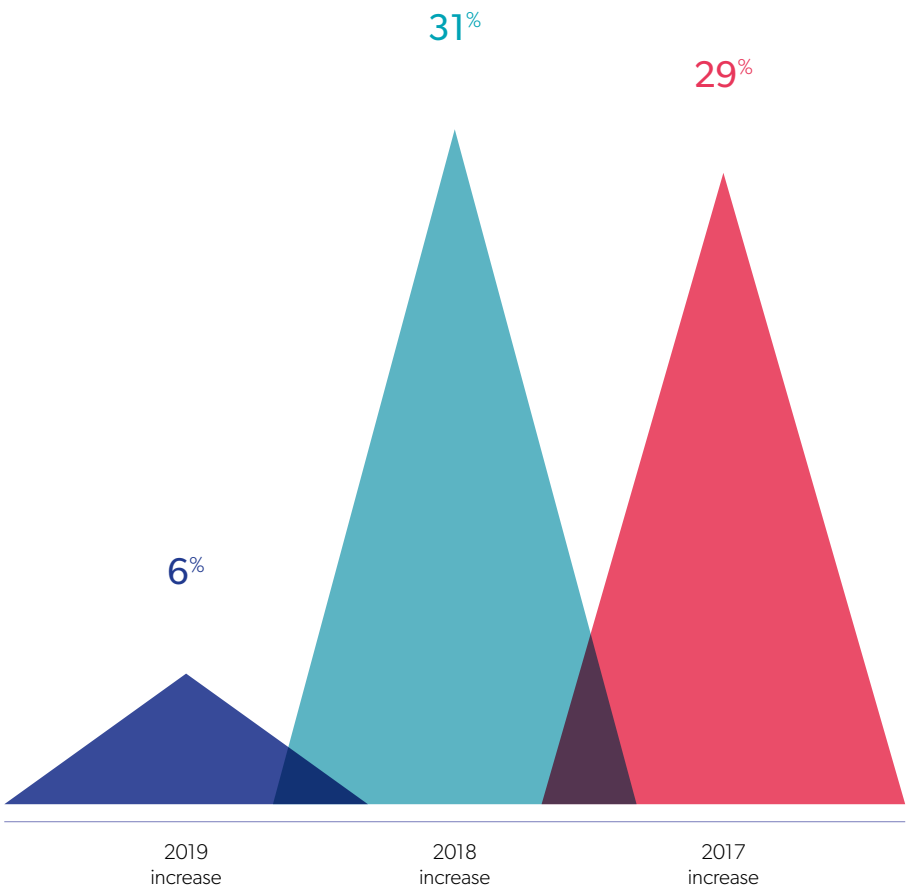
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The big numbers

US agency headcount



The average agency headcount this year increased by 6%. For comparison, in the two previously reported annual periods, headcount grew by 31% (2018) and 29% (2017). While the figures from the last two years were hugely impressive, they were probably always going to be unsustainable over a longer period. In addition to this, while what we are seeing this year is – objectively speaking – a slowdown in growth, it could prove to be the case that the US market is rapidly attaining maturity and this 'plateau' may well come to represent the optimal size for US agencies. As we'll see elsewhere in this report, attention is now shifting from finding people for growing an agency base quickly, to managing to retain the best people.

In focus

Account based marketing (ABM) and customer experience (CX) are out in front as the most important focus for agencies over the next 12 months, with marketing automation and emotional engagement also expected to be strong areas of increasing focus.

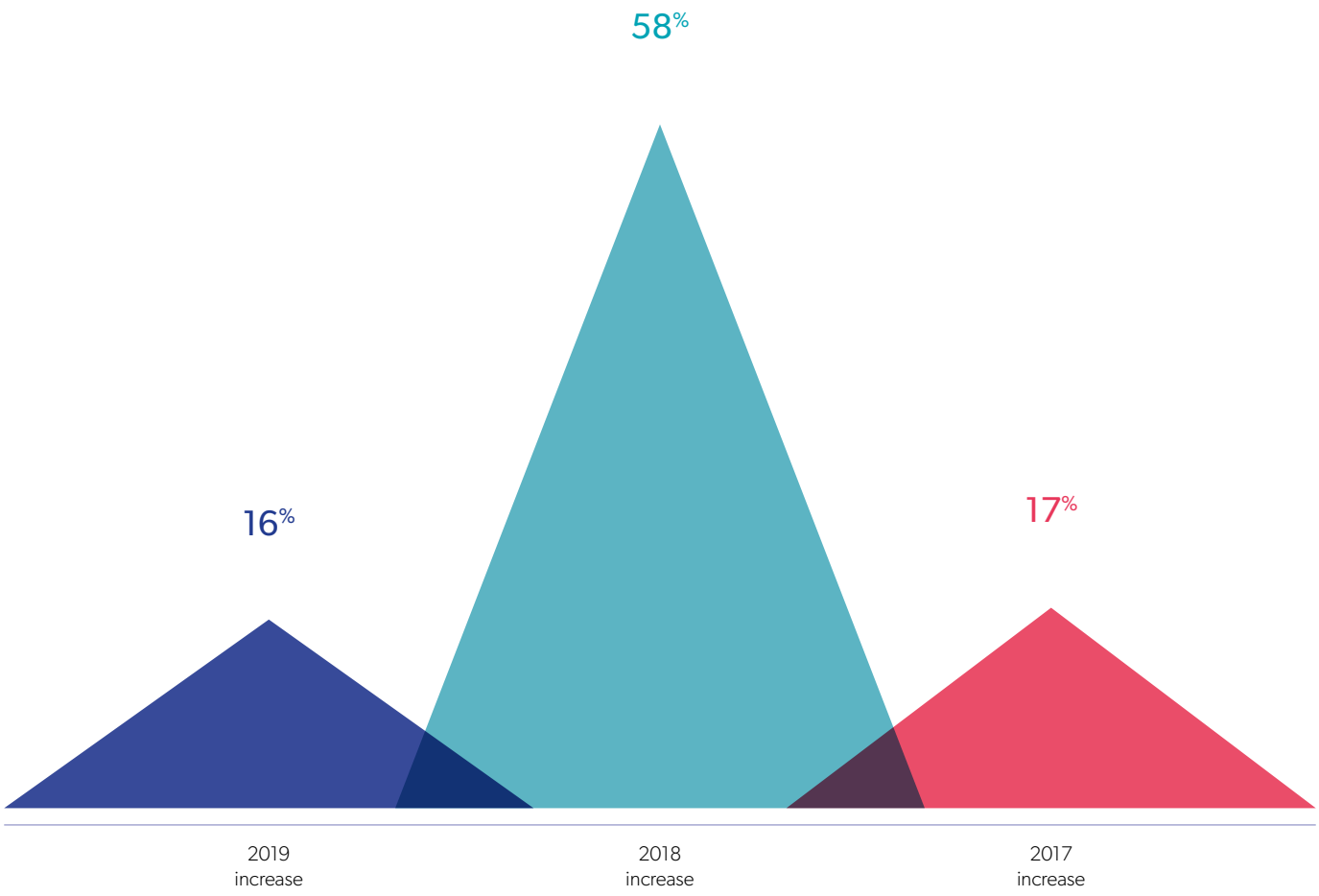
To RFP or not to RFP?

Request for proposal (RFP) remains a relatively low way of winning new business, with only 40% of agencies indicating that it is an important factor – in fewer than 20% of wins.

Movers and shakers

Expansions, mergers and acquisitions continue apace. CG Life acquired The Market Element; in March 2020, Yesler acquired Seattle-based firm, Emphatic Thinking; and April Six opened its second US office, also in Seattle.

US agency gross income



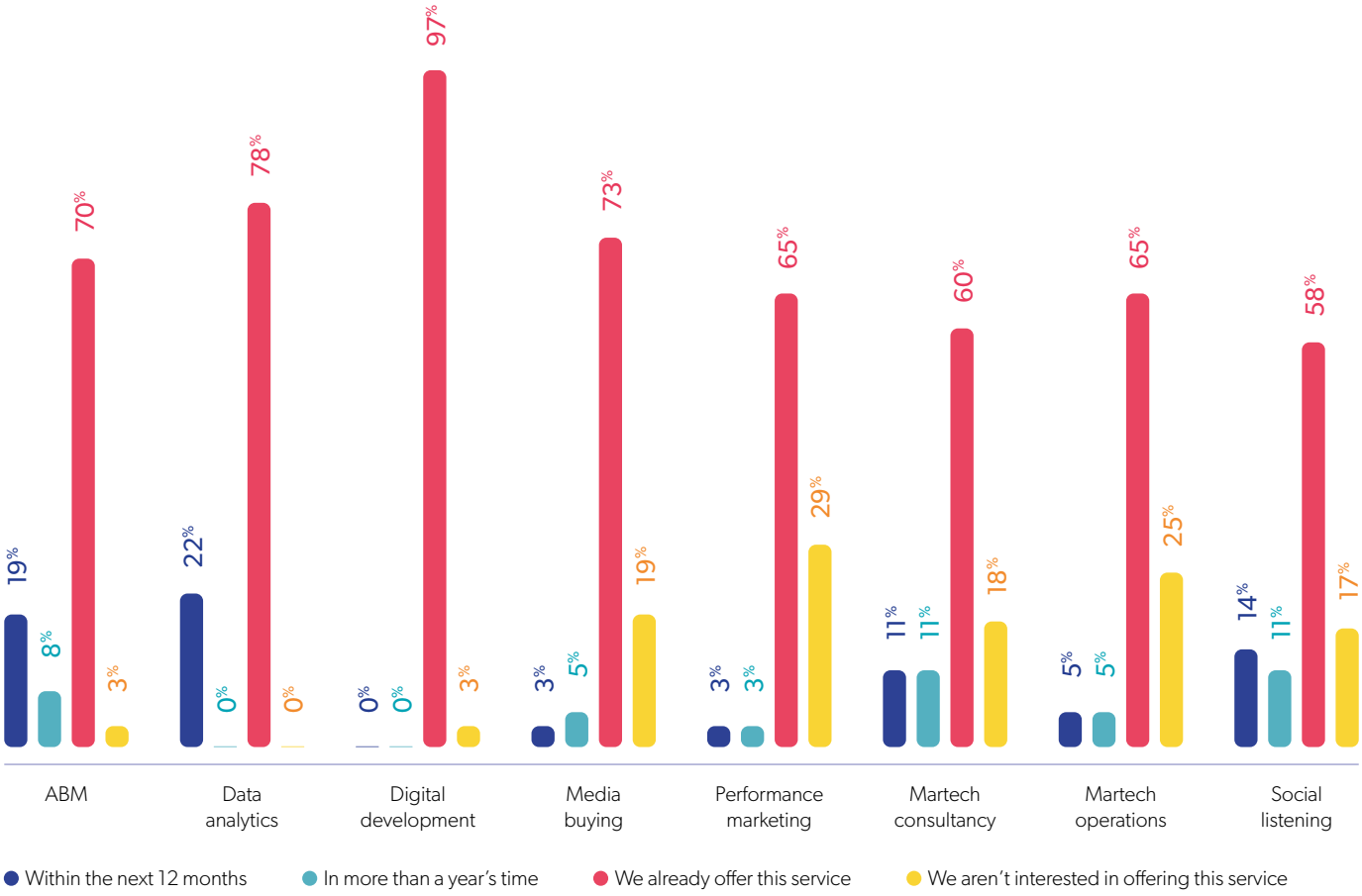
On average, US agencies have reported that their gross income has increased over the past 12 months by an impressive 16%. While this is down on the extraordinary spike we saw last year (58%), it is very closely aligned to the two years prior to that, suggesting that the 16–18% mark may well prove to be something of a medium-term average figure for US agencies' income growth. It's also worth noting – not least to reinforce the veracity of our figures and breadth of survey respondents – that eight agencies reported having made a loss over the period.

On average, US agencies have reported that their gross income has increased over the past 12 months by an impressive 16%

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Winning the business – today and tomorrow

Which agency services are you considering offering?



Services and skills

Our survey clearly identifies two standout areas into which around 20% of agencies plan to expand services over 2020: ABM and data analytics. Given that between 70% and 80% of agencies already list these as current service offering areas, these two are set to become core staples of agency expertise and delivery, second only to digital development itself.

This is probably unsurprising given the all-consuming popularity of ABM – clients are keen to jump on board the ABM bandwagon and the success stories continue to multiply. The fact that data analysis is the other service delivery area which agencies are planning to deliver is heartening. This points to the consideration that the modern agency can't risk being cut out of the data loop, and reinforces the idea that the ones who control the insight control the keys to campaign success.

Another popular growth area for services is social listening, which nearly 25% of agencies have plans to introduce, whether over the next 12 months or later. Social listening folds directly into successful ABM and bolsters analytics, so the fact that these three go together seems to underline the strategic rigor going into agency planning today.

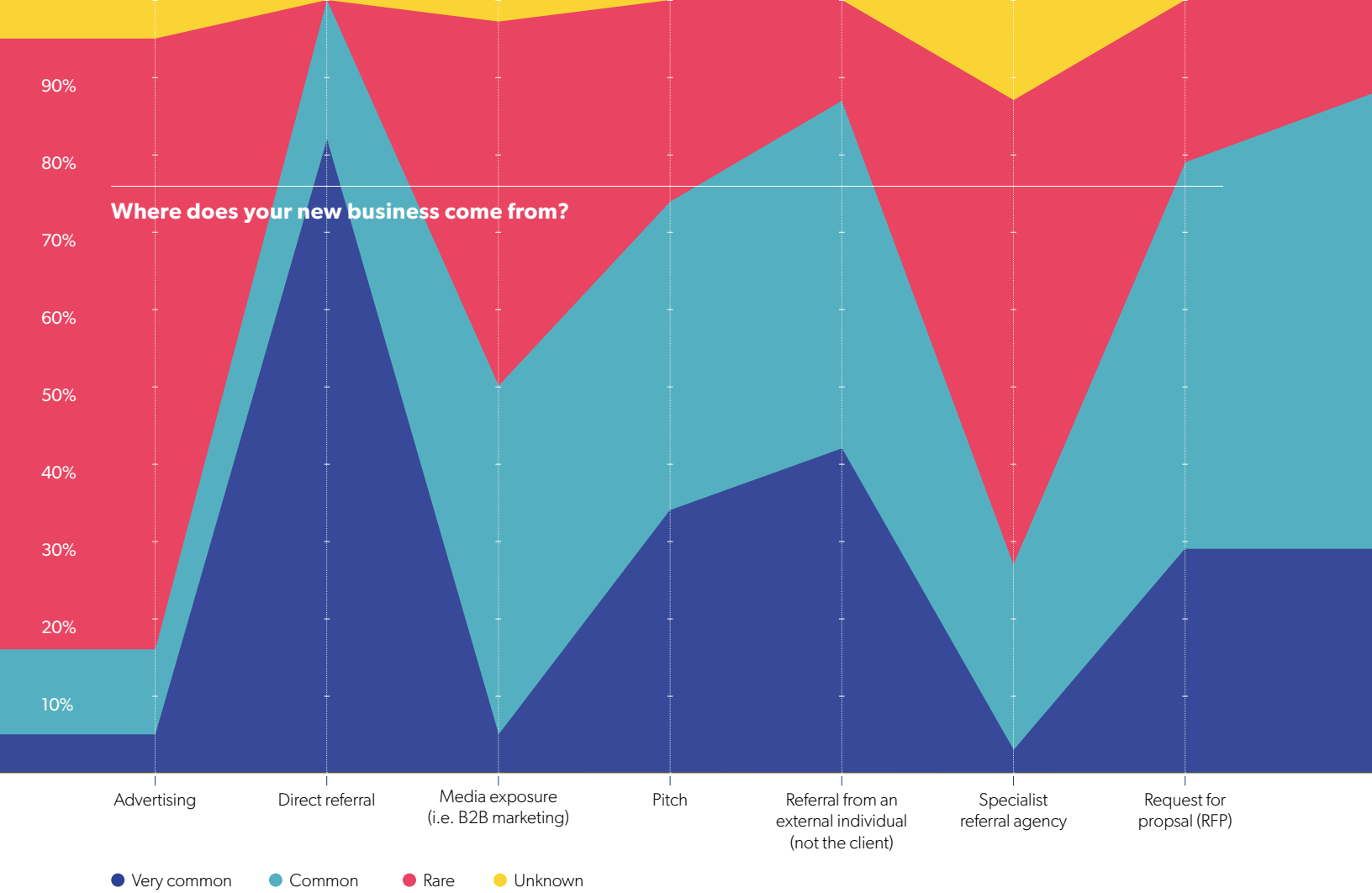
Winning new business

Why should agencies do a consistently great job and keep their current clients happy? Because it's the very best way of growing the business. Direct client referral is by far the most significant reported way of winning new business (82% saying it is 'very common'), with referral from an external individual also very important (42%).

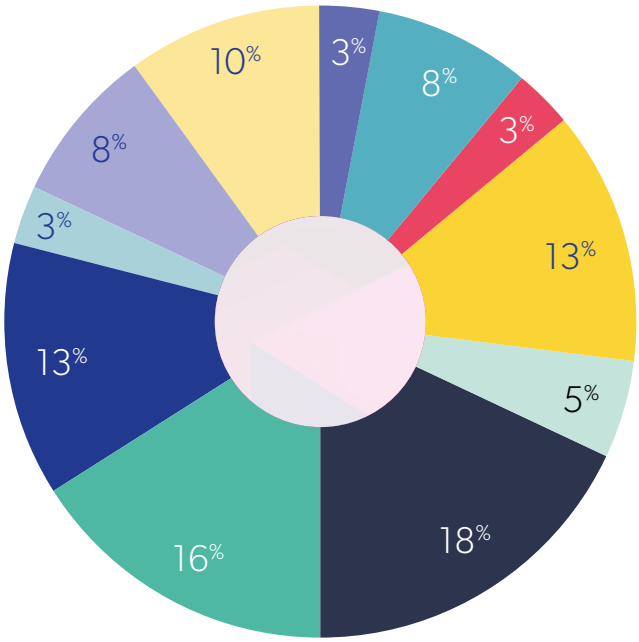
US agencies remain very confident of their pitching chops, with nearly 25% reporting that they win between 70% and 100% of pitches, and 33% saying they win between 50% and 70% of pitches. From the agency side, the associated exhilaration and exhaustion looks, for now, set to stay.

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Where does your new business come from?



Approximately what percentage of pitches entered has your agency won in the last 12 months?



- 0–10%
- 11–20%
- 21–30%
- 31–40%
- 41–50%
- 51–60%
- 61–70%
- 71–80%
- 81–90%
- More than 90%
- I don't know

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The challenges

How significant are the following challenges to your agency today?

Challenges	% ranking as 'very significant'	YoY trend
Ability to attract/retain quality staff	26%	↑ Up *(from 12% last year)*
Role of procurement and purchasing departments	22%	↑ Up *(from 7% last year)*
Pressure on clients' budgets	18%	↓ Down *(from 25% last year)*
Clients moving agency activity inhouse/insourcing	15%	↑ Up *(from 7% last year)*
Ability to measure campaign effectiveness	8%	↔ Same
Embracing and managing internal digital capability	8%	↓ Down *(from 12% last year)*
Clients' appreciation of creativity	5%	↑ Up *(from 3% last year)*
New product/service developments	3%	* New entry
Business model transformation	3%	* New entry
Data privacy	3%	* New entry

What's keeping you up at night?

By some margin, the biggest challenge reported this year is the ability to attract and retain the right people, which has more than doubled in the percentage of agencies listing it as a 'very significant challenge.' This is of course something of a testament to the strength and the maturity of the B2B marketing arena in the US: the best people are more in demand than ever. Given the demographic of agencies – typically including many young, creative and ambitious people – it's not a surprise that turnover is high, and it's fair to say that the advertising and marketing industries have always seen a far higher staff turnover than the average sector. However, our survey indicates that this is now actively becoming a worry rather than merely another cost-of-doing-business for senior management. Add to this the fact that the number of agencies reporting 'clients moving activity inhouse' as a significant challenge has more than doubled this year, and the implication is that the top people are also being lured client-side.

The other headline consideration from this year's results is that 'the role of procurement or purchasing departments' has, as a very significant challenge, more than tripled from 7% last year to 22% this year. This is a fascinating development, not least because it's not mirrored in concerns reported by UK agencies in our recent report. Could it be the case that North American companies are leading the way in tightening up on the procurement front? Also, consider the decline of 'pressure on clients' budgets' from last year's number one significant challenge in our table to this year's number three. Many will see a link to the increasing role of procurement, perhaps suggesting that clients' budgets are still under pressure, but are perhaps being managed – or scrutinized – by different parties internally.

It's also worth spending a moment to consider the three new entries bubbling under at the bottom of our table. At a quick glance, these may look like exactly the sort of hygiene factors that you'd expect to see represented somewhere, but given that major agencies have listed them at all as a very significant challenge means that the sector as a whole ignores them at its peril. It will be interesting to see what happens to these this time next year.

How can you sleep better?

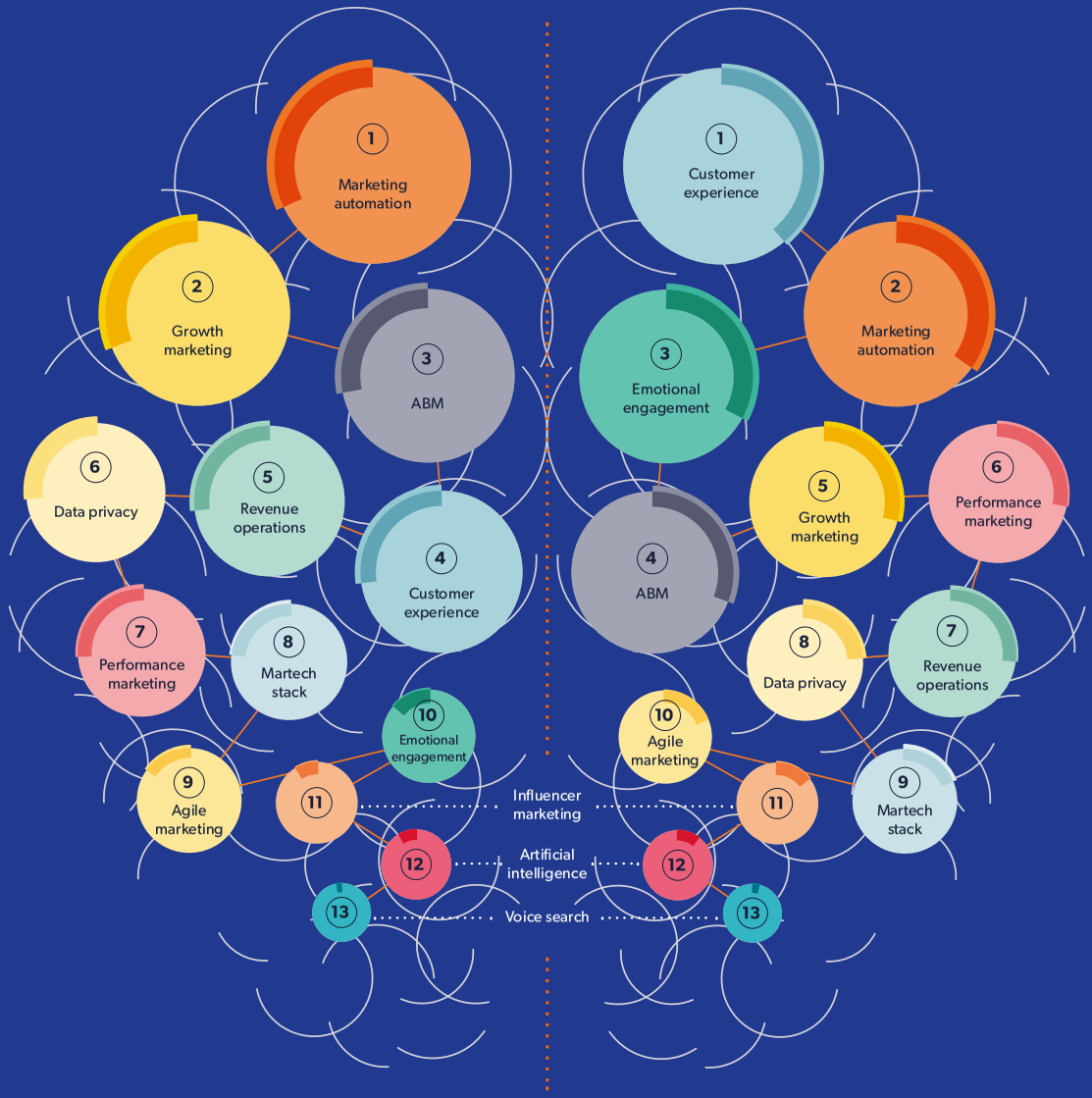
So what can you actually do to counter these challenges? In the next section of our report, a diverse team of pioneering thought-leaders from some of the highest-flying agencies in our league table share a range of insights and innovations that will help you ensure you're prepared for each of these challenges before they impact too significantly on your future. They'll help you get in control, and stay in control.

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The 2020 B2B Marketing trend tracker:
The B2B mind

Client-side

1. Marketing automation 32%
2. Growth marketing 31%
3. ABM 28%
4. Customer experience 27%
5. Revenue operations 27%
6. Data privacy (including GDPR) 26%
7. Performance marketing 23%
8. Martech stack 15%
9. Agile marketing 14%
10. Emotional engagement 13%
11. Influencer marketing 9%
12. Artificial intelligence 9%
13. Voice search 3%



Agency-side

1. Customer experience 39%
2. Marketing automation 35%
3. Emotional engagement 33%
4. ABM 31%
5. Growth marketing 29%
6. Performance marketing 28%
7. Revenue operations 27%
8. Data privacy (including GDPR) 24%
9. Martech stack 19%
10. Agile marketing 19%
11. Influencer marketing 15%
12. Artificial intelligence 11%
13. Voice search 4%

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Marketers were asked to rate the attributes shown above, based on how focused their team was on each – from 1 (0% focused) to 10 (100% focused). Figures shown are the average scores for each attribute for both agency and client-side marketers.

In association with Savanta

The 2020 trend tracker

Want to know what your clients and agency rivals will be focusing on for the year ahead? **Mary-Anne Baldwin** looks at the hot marketing trends for 2020 and beyond

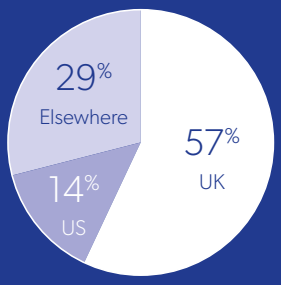
Our third annual Trend Tracker, conducted with Savanta, pools global feedback from over 250 B2B marketers at both agencies and clients. With this data we can reveal:

- The hottest marketing trends for 2020
- Which trends are rising or falling
- Our predictions for 2021's biggest areas of interest
- Whether agencies share the same priorities as clients.

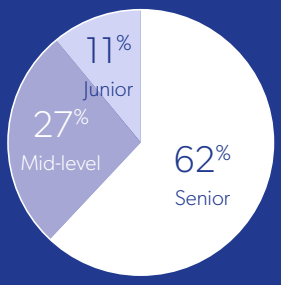
Number of agency versus client respondents



Geographical spread of respondents



Seniority of respondents



How have these trends changed from last year?

This year marketing automation has risen one place to sit at the top of the leader board – not customer experience (CX), as was predicted by last year's survey participants.

It's no surprise that marketers are looking to deliver greater efficiencies and efficacy from marketing automation systems – either looking to hone and integrate what they've got, or upgrade to entirely new systems. We know this from the many conversations we have with marketers keen to optimize their tech stack and secure a greater understanding of their data as a result. Marketing automation is considered central to today's operations, yet many have work to do.

As mentioned, CX was expected to take the top spot once last year's number one, GDPR, had inevitably run its course. GDPR (now combined with data privacy at number 7) has fallen down the priority list as marketers have become familiar with data legislations and their implications.

It's our belief that CX's slippage from the second to third spot is not because it's deemed any less important – indeed anecdotal feedback shows us it's still very firmly on the agenda. Rather, this year's new entrant 'growth marketing' has jumped in to steal the limelight.

We'll explore growth marketing a little later in this article, but for now it's worthwhile noting the interest shown for growth marketing and another new entrant for this year, revenue operations (which came in at number 5).

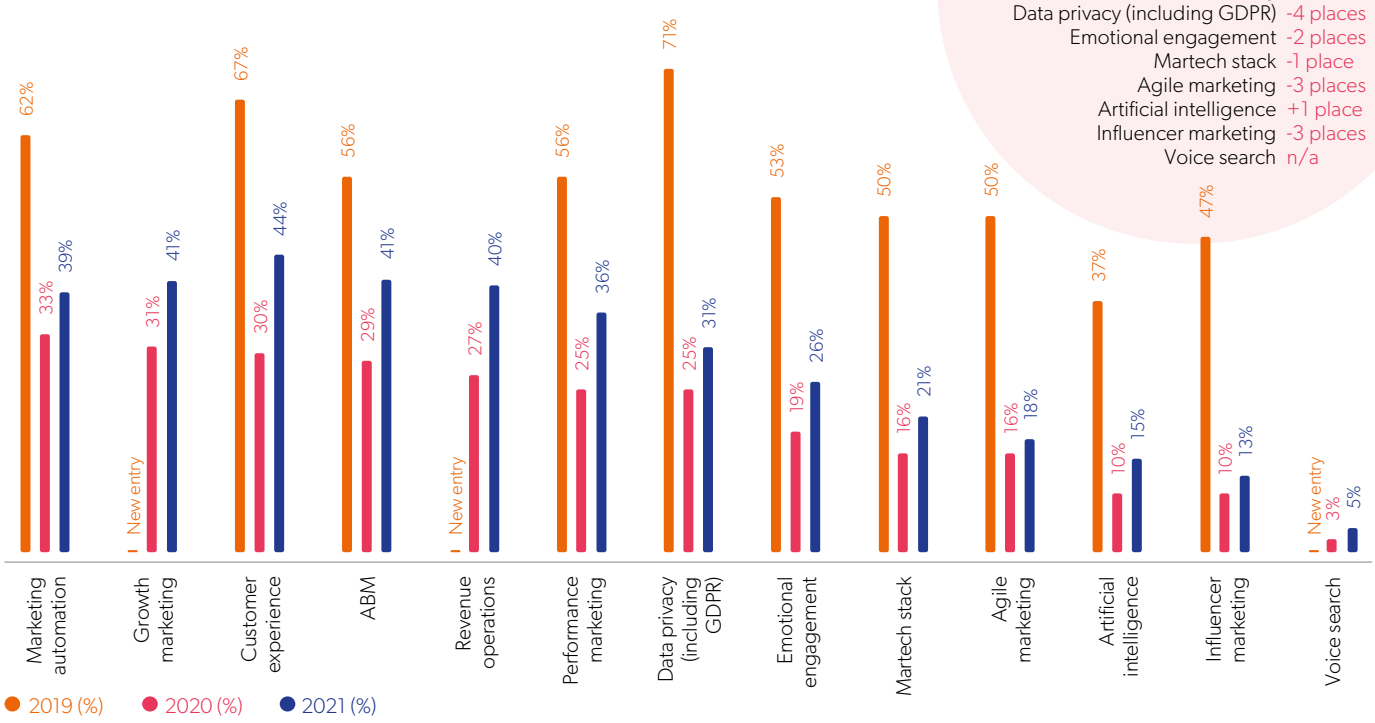
Finally, you may have noticed that the percentage figures for all of this year's trends are lower than last year, a change that reflects the decision for marketers to spread their efforts across numerous trends, rather than focusing on a few. But the lower numbers may also mark less urgency to pursue trends in general, in lieu of the business as usual. (In either case, the percentage difference between trends in the same year gives us a clear indication of rising or falling interest.)

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The following data shows the combined appetite for each trend from both clients and agencies together, split across the last three years

In short: YoY results for 2020

Marketing automation	+1 place
Growth marketing	n/a
Customer experience	-2 places
ABM	Same
Revenue operations	n/a
Performance marketing	-1 place
Data privacy (including GDPR)	-4 places
Emotional engagement	-2 places
Martech stack	-1 place
Agile marketing	-3 places
Artificial intelligence	+1 place
Influencer marketing	-3 places
Voice search	n/a



What are set to be the big trends next year?

Trend	% of focus during 2020	% of focus during 2021
Customer experience	30	44
Growth marketing	31	41
Account-based marketing	29	41
Revenue operations	27	40

Do agencies share the same priorities as clients?

Are clients and agencies aligned on their focus areas? Not always. The biggest variance we see is regarding emotional engagement, where agencies describe their teams as 33% focused on the area, versus clients, which put themselves at just 13%. This is likely due to the nature of agencies being hardwired to engage audiences at an emotional level – after all, it's what they do best. A variance here is to be accepted, just as long as agencies are aware of it.

The other area of significant variance is customer experience, which agencies place at 39% (number three in their chart) versus the 27% stated by clients (joint fourth place for them). It's important to consider here that agencies will be thinking about both their clients and the clients' end user, making it a double-whammy for them. Again, such is the nature of agency life that customer experience will be front and center.

It's also worthy of noting that influencer marketing saw a fair bit of variance with agencies placing 15% of their focus on it and clients just 9%.

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Let's look at the top three trends this year

1

1. First place: Marketing automation (+1 place YoY)

Last year, marketing automation (MA) rose from the third to the second spot – now its steady climb puts it at the top of list.

Sure, marketing automation is about delivering the right message at the right time in the right way – but it's so much more. Great automation allows marketers to harness multiple channels, automate multiple tasks and deliver insight into the customer journey. Marketing automation is a business' central nervous system, so it's no wonder it's seen as a strategic priority.

Yet there's a lot to consider – costs, training requirements, whether it integrates well with your existing tech stack, whether it's scalable to your future requirements and whether the vendor's roadmap for the platform matches your own. Hence it requiring 33% of the average marketing team's focus for the year ahead.

Benefits of marketing automation:

- Saves time (and money)
- Allows you to scale your efforts
- Improves productivity
- Delivers more and better leads
- Improves experimentation (supporting A/B testing and iterative improvements)
- Delivers better data analytics
- Centralizes data
- Allows you to improve your customer experience
- Improves segmentation
- Supports personalization and better engagement
- Improves sales and marketing alignment.

2

2. Second place: Growth marketing (new entry)

Growth marketing is a new entry for 2020, added to the mix following growing interest from B2B marketers. It was right to make that addition, as it's shot straight in to take the second spot.

If you're unfamiliar with the term 'growth marketing' you may misinterpret it as non-descript. After all, we're all trying to grow our business through marketing, right? Actually, the term is more nuanced than that. Derived from lean start-up principles, it uses traditional marketing but with the application of A/B testing, data-driven thinking and speedy adaptation thrown in. It's about quick hacks for big growth.

Often closely linked with product development and looking at the entire customer journey, growth marketers improve anything from acquisition to retention, engagement or advocacy – so long as it's targeted, measurable and adds revenue to the bottom line.

> The most renowned example of growth marketing is from Dropbox. It delivered 3900% growth in 15 months with practically no marketing spend. Applying lean principles, it analyzed a regular flow of customer feedback, made continuous product improvements and introduced an incredibly easy but effective referral program that had customers signing up in droves.

3

3. Third place: Customer experience (-2 places YoY)

Customer experience (CX) was set to take the top spot according to last year's predictions, having come in at second place (after GDPR) in 2019. While it's not in this year's top place, it's still a big issue for B2B marketers.

So what does CX comprise? It runs from customer journey mapping, to persona building and personalization with a whole lot of other elements to boot. In short, it's knowing and pleasing your customer – increasingly through 'always-on' customer intelligence.

While everyone wants to improve their CX (in fact 79% of B2B marketers say it's a significant priority, our recent annual CX survey has shown) most are unsure who should do what, or how it all ties up. Actually many don't have a CX plan of any kind, and for most it's tackled in a piecemeal approach with each department doing what it can with the information and stretch it has. The impact that disjointed approach has on the customer means it's a big area of focus for marketers in 2020.

The biggest blocker to great CX in B2B is a lack of strategy (only 3% of marketers are aligned to a cohesive, operational plan) followed by a lack of clarity regarding who bears the responsibility. Yet those who make improvements here are putting themselves ahead of the game in an area crucial to modern marketing.

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Section 3

Agency commentaries

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The proof is in putting your agency in the client's shoes



Cameron Macon, associate VP, digital and strategic solutions, Gelia

Cameron Macon outlines four ways to prove your agency to different client roles

How can an integrated agency prove to clients that its campaigns are working?

The easy answer is to just track performance. Understand the goals up front, introduce a consensus building mechanism with a feedback loop, and throw a bunch of data on the client at the end of the campaign. Then cue the victory party? Wrong.

We've all been taught that data will answer the ROI questions and solve all our problems. It's a trap. Don't fall for it. Proving success is more nuanced than that. The bigger question is: who's asking?

C-suite

Head straight for alignment with the nomenclature of their larger strategic business plan. They have enterprise wide buy-in on those objectives and word choices. There's no room for your new micro-level framing or fancy 'shiny quarter' talk. Bridge your superior campaign performance scores to match whatever goals, objectives, strategic initiatives or mega-trends they're proselytizing.

Marcomm

Insert pages upon pages of KPIs and tactical performance measurements here, since this is the only group that will truly take the time to understand those metrics. Ensure you put in the upfront work necessary to establish the right measurements and have the right martech infrastructure to collect the data. This effort will put you well on your way to the tactical and campaign performance promised land. Make sure you're prepared to aggregate and visualize the data so you're doing smart analysis and providing the actionable insights your primary contact requires.

Sales

Let's not fool ourselves by introducing any other metrics here than quality leads. Did the campaign help them achieve their sales goal? Whether those quality leads are well documented within a robust CRM dashboard display or an anecdotal remark from a rep in the Midwest, it won't matter. This group primarily speaks the language of leads.

Procurement and purchasing

This group has gained in influence over the past decade and rightfully so. They've brought a whole new level of campaign proof to the door. Springboarding from their superior performance in 2008-2009, when operational efficiencies drove real profitability, procurement is now asking: can you deliver the campaign more efficiently?

In other words, can you repeat your performance with fewer hours at a lower rate? Once you embrace their perspective, your relationship will begin to flourish. Proof of efficiencies, leveraging of volume and passing through of third-party costs to which you bring no value will be your new proof points for campaign success.

In summary, defining proof is like defining a well-run integrated marcomm plan. Lots of triangulation within a solid environment of testing, learning and adapting. The more relevant to the target audience, the more effective the message delivery. If you can get in the habit of limiting your proof definitions to the specific client role, your reputation as a smart agency with strong campaign attribution will begin to flourish.

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Has the customer really killed off sales funnels?



Alison Fetterman, director of strategy, Godfrey

Alison Fetterman explains why the customer journey is not a nail in the coffin for B2B sales funnels

The customer journey is an important element in the B2B marketing arsenal. And for good reason. It focuses everyone's attention on the buyer – the person at the other end of the transaction. When focusing on their needs rather than the customer's, some companies lose to their detriment.

The customer journey reminds us of the chaotic reality our buyers face every day. They frequently have to work with large buying teams to make a significant purchase and each influencer has different concerns and information needs. Their responsibilities continue to broaden – one specifier for a global engineering firm told me he had 2000 suppliers to deal with.

Mapping the customer journey can help us learn how the buying process works. It reminds marketers that they need to have content, relevant topics and channel presence to step people through a logical buying process. Plus, it challenges us to think about the wide variety of tactics we can use, from podcasts and blogs to white papers and videos. In addition, buyers have preferences about what kinds of media they'd like to use at each stage.

All those interruptions, like buying committees and greater responsibilities we're hearing so much about? We know all that. Those things have always been the rule in B2B. Admittedly, though, they've gotten worse.

But this chaotic reality has led some industry professionals to proclaim that 'the funnel is dead'. They argue the convoluted path a prospect takes from awareness to purchase proves marketing can't drive prospects through a marketing-to-sales funnel. They seem to say we should just throw everything at the wall and see what sticks. The more stuff you throw, the more will stick.

I challenge that notion.

> *Mapping the customer journey can help us learn how the buying process works*

Sorry to hear about your funnel – mine is alive and well

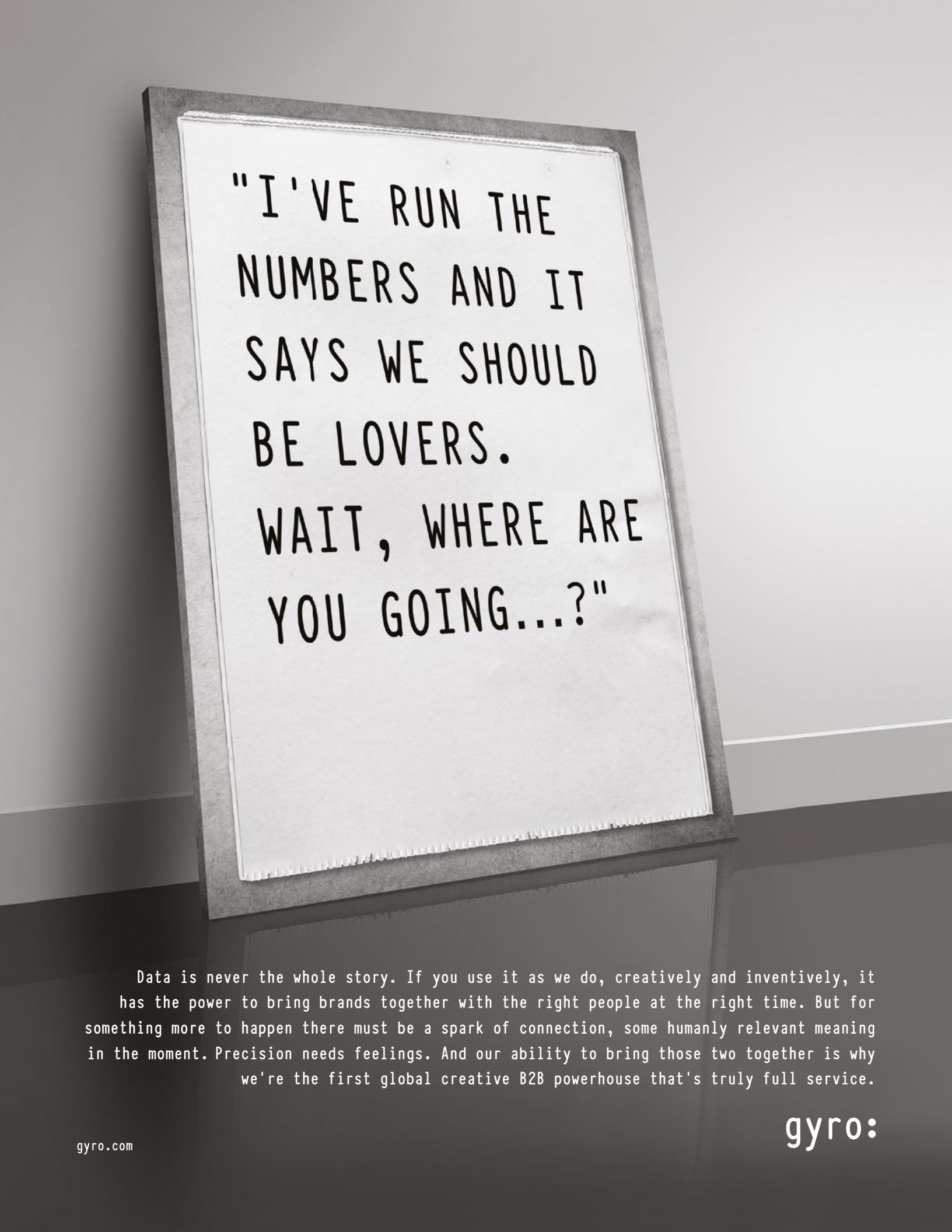
While I understand their reservations, we need to remember the role the funnel plays. In fact, it's precisely because there are all these new media and no linear journey that we need the funnel more than ever.

By helping us visualize the ideal path for our prospects to take, the funnel gives our programs and campaigns a much-needed focus. Without knowing what the next steps are, we cannot advance the prospect of a sale.

The funnel tells us what the best next steps are. It gives us a platform we can use to optimize and improve performance. It also gives us targets we can use to measure success, create benchmarks for future campaigns and demonstrate to management that we have used our marketing resources wisely. In short, it encourages us to think strategically, rather than tactically.

In today's complex landscape, we need those things now more than ever. We have to focus on what we do best. We know how to execute and measure campaigns better than ever before. We can use the customer journey to inform our understanding of the customer and the funnel to better define the business impact our programs are having.

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Data is never the whole story. If you use it as we do, creatively and inventively, it has the power to bring brands together with the right people at the right time. But for something more to happen there must be a spark of connection, some humanly relevant meaning in the moment. Precision needs feelings. And our ability to bring those two together is why we're the first global creative B2B powerhouse that's truly full service.

gyro:

gyro.com

It's the age of the 'self-service' B2B buyer



Michael McLaren, Global CEO, Merkle B2B Group

Michael McLaren explains why agencies need to reinvent themselves to meet today's client demands

We're in the midst of a profound shift in the way customers engage with products and services. Remember what it was like to call a taxi before Uber. The timing of your pickup and drop off, the type of car, the ultimate price – these key features of the experience were out of your control.

Technology has enabled a new wave of richer, increasingly personalized, and more convenient experiences that are changing our expectations of every product or service we consume. While connectivity, mobility, and the technology that underpins these conveniences have only been a reality for less than 10 years, they've quickly become ingrained in our lives and have set the bar for the 'new normal'. B2B is no exception to this.

B2B buying preferences have increasingly reflected a self-serve, self-directed, and on-demand buying journey. Today's decision-making committees are looking for more personal, relevant, and customized engagements. They expect information to be easily accessible, digestible, mobile, and even video-based.

A high degree of marketing personalization and relevancy is no longer a 'nice-to-have', but is required in order to make any impact. We need to recognize the B2B buyers' destiny is in their own hands, and not in the hands of B2B brands' marketing and sales.

What does this shift mean for B2B marketers?

Advancements in data and identity management, artificial intelligence, and connectivity can be daunting and the possibilities they offer endless. B2B buyers are often willing to give marketers the data needed to deliver valuable and fine-tuned experiences. There are a thousand ways to effectively engage a B2B buyer, but there are also a thousand ways to disappoint, frustrate, and quickly lose the sale.

The B2B marketplace is increasingly competitive. Old, dyed-in-the-wool marketing tactics won't cut it any longer. A legacy brand will quickly lose preference to a competitor if it fails to deliver a cohesive, connected message to buyers across all points of engagement.

Media, social, third party referrals, website, CRM, creative, content, and sales experiences need to be carefully orchestrated and meet the buyer at every point in the buying journey. We need to be able to understand the buyer's intent, environment, role within his or her organization, and capture their feedback.

> *A high degree of marketing personalization and relevancy is no longer a 'nice-to-have', but is required in order to make any impact*

B2B marketers also need to be able to rely on first-party data to ensure every interaction with a customer informs the next. To better understand buyers' behaviors, and to enable the level of personalization and relevancy outlined above. The quickest way to fail at people-based marketing is to silo your organization's data strategy and ownership. This situation may arise when a company's departments are either protective of information or not committed to a common business goal.

If done right, B2B marketing not only provides a true value exchange, it's also a vehicle to delight and build profitable lifetime relationships.

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Be more like Bannister and focus on the destination



James Foulkes, director and co-founder, Kingpin

Demand generation marketers must focus on the overall goal, but that's easier said than done when short-term targets are at play, says James Foulkes

"I trained for less than three-quarters of an hour, maybe five days a week - I didn't have time to do more. But it was all about quality, not quantity," said Roger Bannister.

Breaking the four minute mile was one of those "Were you there?" moments. It is iconic, an amazing achievement and one of the most memorable moments in the last 100 years – certainly from a sporting perspective.

But as Bannister says, he had to focus on the quality of his training, not the amount. To put it another way, his objective drove him to drain everything out of the limited time he could train. It's a great example of how focusing on the goal determines how to use resources and time. In short, sometimes the 'destination' is as important as the 'journey'.

The seismic shift to 'results based marketing' is not new. The business wants, expects and needs marketing to add value by delivering revenue or engagement among targeted prospects and customers.

This means marketing should be focused on the overall business goal. This can be difficult if more attention is paid to short-term targets than long-term achievements.

Marketers would have to be hiding under a stone to have missed the shifts in how companies buy. Buying teams are getting bigger – up from an average of 5.4 in 2014 to 10.2 in 2018. The fact that anything from 57 to 90% of research has been done by the time someone contacts you shows how complex it is.

This means demand generation cannot be about one tactic, one person or one response. If we can think about ABM, we now need to think about account-based demand generation (ABDG) and drop MQLs in favour of marketing qualified accounts (MQAs). But convincing marketers targeted on number of MQLs they deliver, or convert to SALs, to shift to a more holistic view can be difficult because it takes longer and is harder to attribute to any given campaign or individual tactic.

So why do it? You should adopt the MQA model because it's the way your customers buy. It isn't about our processes, it's about the customer

So why do it? You should adopt the MQA model because it's the way your customers buy. It isn't about our processes, it's about the customer.

It's not that you shouldn't speak to anyone that responds. It's more that to be able to sell effectively to an organization, you need to engage with a number of individuals. This means anyone wanting to be contacted should, but they should also be a bridge into the buying team – rather than just a meeting or opportunity to be stuck in the CRM.

Our own research shows if organizations have three or fewer individuals engaging with them at the time an opportunity is created, then chances are it will be lost. Take this above four contacts and chances are it will be won. If the goal is to build revenue, engagement or pipeline, we should see any activity we can track as an opportunity to build a relationship with buying teams.

Be like Bannister. Look at quality over quantity and focus on the overall goal. The journey may get you there, but the destination is how you will be judged.

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Creating start-fast stories



Dan DiPiro, associate creative director and copy chief, MarketReach

Dan DiPiro explores the art of B2B engagement in classic storytelling

Talk of storytelling has been common among marketers lately. But story has always been integral to quality content. You make a B2B story stand out in much the same way you make any story stand out – whether a B2B or B2C story, a story told by a movie, a short literary story, a novel, or a children's fairy tale. Great storytelling is about the fundamentals – and the fundamentals have been around for a long time.

Come out hot

One storytelling technique I like is to start where the action is hottest – where the conflict is immediately apparent, and no solution seems near. To do this, you forgo slow, thorough introductions and scene-setting and leap right into what's most likely to excite interest and engage your target audience. Here's an example:

> *Your company is growing. Adding new employees by the day. But your on-premises data center has only so much rack space, and it's at capacity. As IT manager, you need to accommodate all these new users pouring in by the day. But how? What are your options? And how much is this going to cost?*

What we're not doing here is relaying events in their chronological order (e.g., "Years ago, you helped your company move to a new location and set up an on-premises data center…"). Instead, we've leapt forward in time and started with the conflict.

Starting fast is especially important if your target audience is likely to encounter your story when short on time and attention. Hook them quickly with the part of your story that most relates to their challenges and worries.

Details, details

While the most effective stories may sound spontaneous, they're carefully, intentionally crafted. Even little details are included (or excluded) for a reason.

In the narrative above, we identify the protagonist as an IT manager. This may seem a minor detail, but in a well-told B2B story, we choose that detail very deliberately, and that choice depends on whom my product or service was created for – the type(s) of organization, their size, their likely decision-makers, etc. With that detail alone, we could draw in our audience or unintentionally push it away.

Know your audience … ridiculously well

Even a well-told story will fail to stand out if it doesn't fit the audience. If the story above were delivered to IT managers who've already acquired unlimited scaling capability through cloud services, they wouldn't even see it as relevant.

Stories that stand out are stories that hit home. And to hit home, you have to know your readers or listeners well: their struggles, worries and goals; the situation in which they're likely to encounter your story; and even the frame of mind and emotions they're likely to bring to it. The more you know about your audience, the more able you are to craft a story that stands out in audience members' minds and hearts.

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Can demand gen survive in an ABM world?



Meredith Fuller, managing director, Quarry

Meredith Fuller explains why account-based marketing doesn't mean the end for traditional demand generation tactics

In the seemingly account-based-everything world we're living in, does good ol' demand gen still have what it takes to hang? At Quarry, it's a question our clients have been asking us as we continue to see a surge in account-based strategy and programs.

The short answer is: heck yes to demand gen! In fact, I would posit that thriving ABM is predicated on an active demand generation – or a one-to-market – base.

Here's the longer answer.

The quantity-quality continuum

Even 'broad' demand generation programs are concentrated around the types of accounts you want as customers. Events attended, search terms bid upon, verticalized media are all selected based upon some sort of narrowing criteria (typically firmographics). These channels sit at the bottom of a continuum of intensifying marketing attention, by reaching a greater swath of the addressable market than one-to-many, one-to-few and one-to-one ABM campaigns.

Think about it: all leads were, at some point, included in the great big sea of quantity leads. Then, the identification of certain characteristics – uncovered by fit, intent or engagement analysis – elevated them to a measure of quality that supports a more targeted ABM effort. But like a pan of unpopped kernels, some accounts will pop earlier than others. The types of marketing channels typically covered by demand gen are akin to continuously warming the kernels (i.e. relevant accounts) to push them from quantity to quality (pop goes ABM!).

'Always-on' one-to-market activities such as paid and organic search also do an excellent job of uncovering buying signals – and bringing interested leads back to your owned digital properties. This encourages first-party engagement on an ongoing basis. One-to-market programs and channels help to ensure a constant feeder source of ABM-ready accounts.

Pinpointing the connections

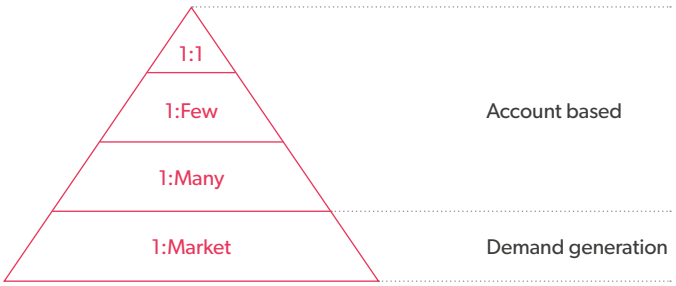
"But wait!" you say, "Demand gen is about individuals, not accounts!" And you're right. The most important thing to remember about the one-to-market base supporting the ABM pyramid is that individuals belong to accounts – and to connect them accordingly.

Very likely, the scoring you undertake to determine whether an account should be targeted as part of an ABM program takes into consideration the buying group contacts you have (or don't) within that account. Leads nurtured through one-to-market programs must be mapped to accounts, which will subsequently affect the account's fit, intent or engagement score.

This reality has two consequences: lead-to-account matching will need to be operationalized, and a one-to-market approach will need to support an account-centric scoring and SLA framework.

ABM versus demand gen? We're in this together

ABM and demand generation shouldn't be seen as separate efforts. Smart marketers won't choose sides. Rather, they'll select a blended approach, leveraging ABM and one-to-market demand generation to achieve their pipeline and revenue goals.



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It's not what you have, it's how you understand it



Dan Hansen, principal and senior strategist, Red House

Dan Hansen explains why the future still looks bright for integrated agencies, despite the rise of the marketing stack

Theories about the impending demise of the integrated marketing agency often center around the marketing stack – a slick term for the integration of marketing technologies such as automation platforms, social platforms, Google Analytics, and (add your favorite here). In other words, the barriers to client entry have lowered.

So why shouldn't clients take technology-based services inhouse?

Without a doubt, technology has lowered the barrier. For many clients, a quality, integrated marketing ecosystem is already in place.

But there's a problem: getting in is one thing, making sense of the input and output is quite another. Although technology has improved tracking, targeting, and efficient execution, there's still a struggle to prove return on investment.

This would lead us to believe that the holy grail marketers seek isn't hidden in technology and its connectivity within the marketing stack. Yet, we continue to see businesses chase the latest and greatest anyway.

For many agencies founded on the premise of working in or on these platforms – like email marketers, web shops, and, soon, display advertising – the years and untold dollars spent developing revenue and value models seem wasted.

> ***Know this:*** *When hireable marketing skills catch up to the available technology (as they always do), technology will be brought inhouse and staffed by client employees.*

The best and brightest will go where the biggest challenges lie: agencies

I recall an old agency joke from the early '90s: "If you can't make it at an agency, you can always go client side."

The best and brightest need to be challenged. The pace, demanding culture, constant craving to learn more, experiment, and break new ground is at our core. The client side has relatively fixed products and markets which, to the highly driven strategist or creative person, is akin to going to work every day and dying a little.

To paraphrase the Talking Heads: the future is the same as it ever was

Integrated marketing firms aren't defined by the premise of doing everything, but rather understanding everything. This is why consulting services will be even more valuable. While clients will bring more in-house, they'll struggle to understand the outputs they're seeing.

> ***Remember:*** *When we talk about marketing – specifically integrated programs – the engine that drives success is the people, not the tech stack.*

Strategic, creative consulting is the second cornerstone on which an agency survives. Not how many emails they can design in an hour, nor how well they can connect marketing automation tools to sales management tools.

There's a mindset that you should marry the creative and the data. It's more productive in my mind to marry the strategy to the buyers, then, the creative to the strategy. Having the data, and knowing how to use it, will continue to be a key advantage for integrated agencies.

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Connected communications in the age of audience choice



Ted Kohnen, CEO at Retina

Ted Kohnen outlines how to find the right channel mix in an omnichannel world

Audiences live and work in an ecosystem filled with choices. They choose how, where, and when they engage with a brand. They choose what content they consume, what assets to share with their networks and, ultimately, where they find the greatest value from a brand.

The challenge for B2B marketers isn't only to identify the optimal channel mix at launch, but also to stay on top of changing media proclivities and available platforms. It's this mix that delivers brand and demand objectives. For example, a year ago, B2B brands weren't asking if they should be on TikTok. Now, the question is top of mind.

Start with a clear, data-driven strategy

Intelligence into the optimal channel mix starts with your objectives. Is it accelerating brand awareness and favorability? Is it driving leads and filling the pipeline? Is it recruiting top marketing talent?

Too often, marketers jump to the channel strategy before understanding the most important goals of the campaign. The best-fit channel mix must be calibrated to objectives first.

Secondly, use qualitative or quantitative research to discover potential high-performing channels. This could be phone interviews with customers and prospects or an online survey. Let your audience be your guide.

Your research can be validated with syndicated audience data, from the likes of Nielsen and Kantar. These independent data providers can help identify which channels index highly against specific audiences. Correlate this with your own research to make an informed decision about where you invest your energy and your marketing spend.

Leverage the offline and online communications connection

Don't eliminate channels because of 'gut' feeling. Too often, marketers discount more traditional channels such as direct mail, radio, or direct response TV in favor of paid search, social media, and other digital channels. In doing so, they could be missing out on what might actually be a high-performing channel – as well as the potential amplification effects offline media can have when deployed with digital marketing channels.

For example, 30% of direct response television (DRTV) viewers who respond to an ad do so via paid search (versus URL).

Capitalize on new choices for audiences

New channels may also change your media mix. This is sure to change your channel strategy and prioritization.

Data is one of the best ways to identify if audience preferences are changing. This can be data from your campaigns, web analytics, and CRM. It could also be data and channel consumption trends from analysts' reports and publisher studies.

Audience choice will always be fluid. Some changes will be evolutionary and some will be revolutionary. Some will be long lasting and others a 'flash-in-the-pan.'

Ultimately, there's no one 'right' mix for any audience. However, a disciplined and continuous process of testing and optimizing won't only help you stay on track, but also enable you to take advantage of – and be a first-mover with – new opportunities.

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Buyer insight will take your brand from relevance to revenue



Chris Schermer, founder and president, SCHERMER

Chris Schermer outlines the disconnection between B2B businesses and their buyers, and what can be done to put this right

> ***Relevance: noun | rel-uh-vuhns | 1: the quality or state of being closely connected or appropriate | 2: The most important attribute of successful B2B marketing programs****

By definition (mine*), relevance is critical to marketing success in today's hyperconnected yet heavily-filtered world. Still, most B2B companies lack the buyer insights necessary to ensure they can deliver both relevance and revenue.

Today's B2B buyers expect the same quality of experience they get as consumers, but they're not getting it. While monitoring trends, attending trade shows, and interviewing sales may get marketers a few steps closer to their buyers, creating empathic and engaging buyer experience requires real insights into buyers' needs, behaviors, and drivers.

Yet, as we learned in our 2019 survey of 160 senior B2B marketers, companies continue to launch products, campaigns, and websites without conducting the research needed to understand the intimacies of their buyers.

Much of this is driven by budget; 55% say they don't have it. Others say bureaucracy (63%) and too many decision-makers (63%) inhibit their ability to make faster decisions. This may explain why 77% of B2B buyers rated their purchase journey as extremely complex or difficult, according to Gartner.

Currently, the barrier hindering better marketing decisions seems to be insight. For instance, we found 93% of B2B marketers see value in understanding buyers, but only 32% believe they understand them very or extremely well. That's a big gap – and a huge problem that's being overlooked or ignored. This is evidenced by just 9% of marketers citing that they were more than somewhat satisfied with the quality of decision-making at their company.

This knowledge gap manifests itself in marketing's inability to deliver buyer-driven experiences and business-driving results. For example, just 45% of those surveyed say their website is either very or extremely valuable in driving company objectives, while less than half believe their websites are engaging for buyers. Less. Than. Half.

In other words, most businesses are settling for a standard that's good enough, and making potential buyers do the same. But in today's intermediated, interconnected and influencer-driven world, the buyer is the boss, and good enough just isn't adequate for them anymore.

> *As Ben Franklin once said: "An investment in knowledge pays the best interest."*

Lack of time and money are really just a symptom of lack of priority and planning. But it's time to put the buyer before the business and invest in research and data that informs the business and inspires the buyer.

As your marketing intelligence, confidence, and feedback grows, buyers will follow. As a result, it will become easier to justify, and necessary to continue, making investments in the research that drives brand relevance, marketing results, and business revenue.

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The demand gen agency of the future



Tony Riley, agency president and partner, The Mx Group

Tony Riley outlines his vision for the intelligently integrated agencies of the future

The agency model pendulum has swung from the large AORs of yesterday to teams of siloed specialist agencies which most clients work with today. A million different factors drove this evolution, but our industry has come to accept it nonetheless. The agency that excels at branding isn't your demand generation agency, or your digital agency. This leaves clients responsible for engaging the brand people, the demand team, and the digital experts separately as needs arise – as well as doing the legwork to align them all.

Looking at the agency ecosystem today, I see inefficient separation between critical functions and unnecessary niches, plus specialties cropping up in between. One of the most detrimental outcomes is lack of accountability. When each agency is only responsible for a portion of an overall objective, none of them own the results. This, too, falls on our clients' shoulders.

Marketers' challenge to prove ROI and drive growth while tackling complex and sophisticated digital transformations will continue to challenge this niche model and force a shift. From my point of view, the B2B agency of the future is not a niche and not a jack-of-all-trades. It's one that excels in a core set of B2B competencies – brand, demand, digital, and sales enablement. The agency of the future takes the burden of responsibility off the client. And it holds itself accountable for delivering results. Niche needs will still arise, but that ideal agency will engage specialists they vet themselves, set expectations, and let the client feel their load lightened.

This isn't a 'fully integrated agency' or 'full-service agency'. This is an intelligently integrated agency with mastery of the core services B2B clients need. An agency with the vision to drive your entire program forward, the ambition to beat your expectations rather than meet its own revenue goals, and the willingness to cover additional territory by partnering with experts when needed.

> *When each agency is only responsible for a portion of an overall objective, none of them own the results*

Not every agency will evolve to this model easily. But those built on a foundation of discipline and accountability will embrace it. The agencies that know the details of your sales team's typical day just as intimately as the big promise of your brand. The ones that thrive on the real-life machinations that make customers take action. The ones that do nothing without first developing a deep understanding of your market and your business.

For my money, demand gen agencies are most likely to succeed. Some demand gen shops will stay niche. But a select few will own the future. I'm talking about the ones that dream big about the ideal customer experience and work backward through the actions and triggers that make it happen. The demand gen agencies that excel at developing and activating brands that get the job done, holding creative accountability across the funnel. You'll know you've found that agency when they know your business as well as you do. Marketers, you deserve that moment now more than ever. Don't settle for less.

 © B2B Marketing

Choosing the right way to nurture digital evolution



Chris Eifert, principal, TriComB2B

Chris Eifert outlines five principles to effectively support clients in the digital evolution

As B2B marketing leaders consider new digital strategies, they often find the options available to them overwhelming. Currently, 84% of B2B decision-makers say the increasing digital demands of their customers and partners is their top external threat, according to an Episerver survey. Under this pressure, many businesses rush their digital evolution and miss key steps along the way. Agencies must reposition those threats as opportunities and guide their clients along their journeys. Here are five principles I've found help in doing exactly that.

Everyone starts somewhere

You're at the very beginning, so let's get to it. Remember: there's no guarantees in marketing – especially if you're launching an entirely new campaign. Plan for surprises. Plan to learn. And most importantly, plan to adapt. Just don't wait to get started until you think you've eliminated uncertainty.

Strategy before channel

You're on your way, yet don't know where to be active or why. Perhaps you're in the "I have a LinkedIn account and have no idea how it works" crowd. Maybe your blog has idled for months. Truth be told, you shouldn't be active everywhere. You need to be selective to be strategic. Determine who your audience is, how they consume content, and what you hope to achieve. Your channel mix will fall into place.

Brand before best practices

You're operational but hearing conflicting tactical concepts. Whether it's stuffing keywords or padding your page with fluffy copy, some 'best practices' hurt reputability. Avoid these at all cost. Any worthwhile channel will reward you for speaking to your audience, not to their algorithms. Case in point: John Mueller, Google spokesperson and analyst, succinctly answered 'awesomeness' when asked what the top-ranking factor was for SEO.

Metrics are meaningless without context

It's time to evaluate your efforts but be cautious when interpreting your data. Say for example, your website reports lengthy session times and multiple page views per session. This sounds like a dream come true for most marketers. But don't be so quick to celebrate. Sure, users simply may love your content. But what if users are confused and angrily clicking around for content they can't find? Those stats would look similar in both scenarios.

Consider different attribution perspectives

You've mastered the above. Now you're narrowing in on ROI. To do this, look holistically at your digital picture. In B2B, it's unlikely that PPC by itself is driving sales, even if form completion rates are high. Marketers often attribute all their success to the last thing a user did. They completely disregard what are often dozens of influential touch points along the way. The results? Wildly imbalanced budgets and declining ROI.

Digital is essential but it's not the only answer. Never forget the emotional, interpersonal interactions that drive B2B decisions. Digital marketing should elevate – not replace – the human connections that lead to stronger customer relationships and business results. That might be our best advice of all.

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Section 4

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Gelia

Philosophy

Gelia has an average client tenure of 23 years. That's not a typo. Why do our clients stick with us? Because we continually evolve our services to match what they're up against. It's always been about growing leads and sales. But the obstacles to those efforts are ever-changing.

What does that look like today? Well, clients have disruption coming at them like never before. Trying to vet and integrate new marketing technologies. Filling more channels with more content, without more resources. Managing the competing interests of building their brand, yet also generating leads.

We stand shoulder-to-shoulder with them through this gauntlet. Keeping our eye on the mega trends. Uniting their internal silos in ways they sometimes can't. Uncomplicating the next complex task. Delivering on the c-suite's vision. While supporting all of the day-to-day execution that still must get done.

At Gelia, we go beyond what most agencies are able or willing to do in order to help clients succeed. That means delivering a marcomm plan that integrates a complete suite of tools, while being at the forefront of the martech capabilities needed to execute it. And, just as importantly, reporting attributable sales in terms each stakeholder group will appreciate.

Awards

- Top 200 marketing agencies in US
- Chief Marketer 2020
- 4 gold, 15 silver ADDYs
- American Advertising Federation 2019
- National award of excellence
- Communication Arts Photography 2018

Clients

- Caterpillar
- Independent Health
- Cystic Fibrosis Foundation
- Mann+Hummel

Sectors

- Automotive
- Industrial, manufacturing and engineering
- Health care

Year founded:
1961

Website:
gelia.com

Phone number:
716 629 3146

Contact email:
justinphipps@gelia.com

Twitter: @GeliaMarketing

Address:
390 S. Youngs Rd.,
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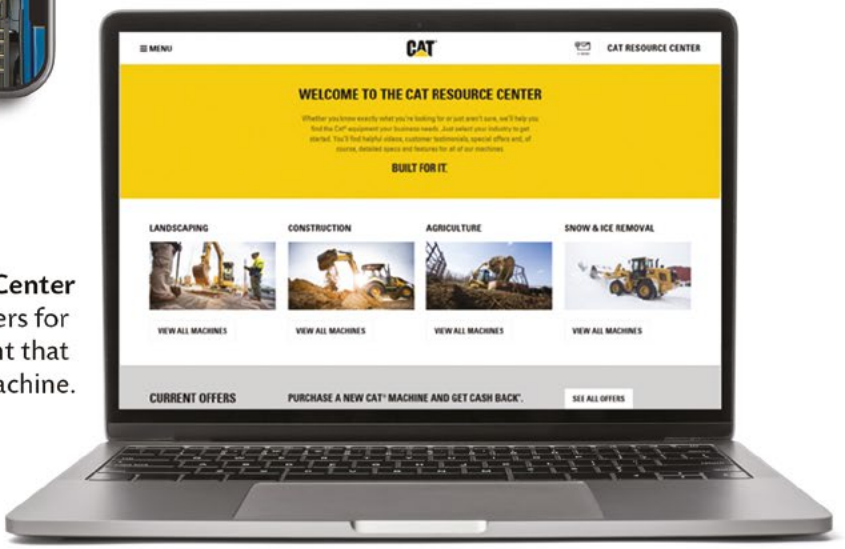
Caterpillar "In the Trenches" Roadshow
An immersive experience that rolled over 9,000 miles across the country.



Hannay Reels Website
A refreshed site with multiple selector tools saw a 248% increase in request-a-quote forms.

Purolator "Nothing Gets By Us" Prank Videos
Millions watched oil change customers being told they need "Wasabi Fluid" or "Marsupial Valves."





Caterpillar Online Resource Center
A lead generation site that barters for user identity with valuable content that guides visitors to their ideal machine.



Independent Health Broker Campaign
The well-established "RedShirts" customer service was leveraged in a simple image.

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Godfrey

Philosophy

We've mastered the art of marketing in complex industries.

B2B marketing isn't just about selling products. It's about offering real-world solutions that make it easier for people to live and work.

But B2B marketers have a challenge. On the corporate side, they have way more complexity than they know what to do with, from communicating with multiple decision makers and influencers to navigating intricate buying cycles.

And every day, a new marketing trend springs up to solve these problems, but most marketers don't have the time to keep up.

That's where Godfrey comes in.

We understand the client's industry, so we'll sync up with their team right away. We understand – and speak – the language of their customers, too, whether they're engineers, architects, chemists or operations managers.

And that ever-changing toolbox of marketing practices? We get that, too. We can engineer an experience that feels just right for each and every client.

Awards

Worldwide partners perfect partner

Chief Marketer 200

Clients

- Avantor
- JLG
- Pixelle
- Graham Packaging
- Johnson Controls
- SKF

Sectors



Industrial, manufacturing and engineering



Material handling and logistics



Property and construction

Year founded:
1947

Website:
godfrey.com

Phone number:
717 393 3831

Contact email:
jalbert@godfrey.com

Twitter: @GodfreyB2B

Address:
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Lancaster, PA 17602

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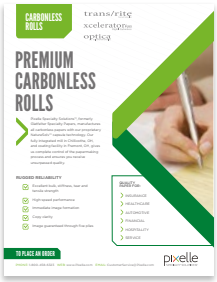


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GRAHAM PACKAGING SUSTAINABILITY REPORT





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gyro

Philosophy

gyro is the world's first and only full-service, global B2B powerhouse. We are hundreds of minds spread across five continents, acting as one. We exist to help B2B brands develop deeper, more meaningful relationships with the people who matter most.

As Dentsu Aegis Network's flagship B2B network brand, gyro is the only agency that offers the total integration of creative, media, data, and technology solutions for B2B marketers.

gyro provides a range of services that enable our clients to achieve business results by leveraging our experienced team of specialists for capabilities including: brand storytelling, communications planning, creative development, sales support, lead generation, programmatic audience buying, content strategy, PR and social media, account-based marketing, customer experience, design, SEO/SEM, brand-to-demand, media planning and buying.

Today's brands need cut-through insights and help navigating digital disruption. The addition of B2B International, the world's most experienced market research company, enhances gyro's ability to offer a genuine end-to-end solution for our clients.

Our mission is to create ideas that are humanly relevant.

Awards

Global ACE creative agency of the year	Business Marketing Association NYC
ANA global B2B agency of the year (large)	ANA 2019
#1 US B2B agency	B2B Marketing US Agencies Benchmarking Report 2019

Clients

- EmblemHealth
- Grant Thornton
- Roche
- Grainger
- Hiscox
- Transamerica

Sectors

- Industrial, manufacturing and engineering
- Professional services
- Pharmaceuticals and life sciences
- Technology and telecoms

Year founded:
2009

Website:
gyro.com

Phone number:
212 915 2490

Contact email:
adryanna.sutherland@gyro.com

Twitter: @gyro

Address:
115 Broadway, Floor 14,
New York, NY 10006

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Forced air blows. Radiant is superior.

It's cool, warm, and all temperatures in between. Say goodbye to unpleasant, uneven air circulation. Viega Heating and Cooling Solutions provide uniform climate control to help you bring first-class comfort to your customers. Specify your designs with Viega today at **viega.us/radiant**

An up-to-date list of approvals can be found on the website.

viega

Connected in quality.



Customized plans all start the same way.
With a conversation.

Your business is unique. Shouldn't your insurance policy reflect that? At Sentry, we think so. That's why we work with you. Why we ask questions. And why we listen to you. All so we can learn about where you want your business to go. We then put more than 110 years of experience to work, customizing a risk management solution that's right for you, your employees, and your business.

Learn more about how we can help you at Sentry.com/Equipment-Dealers

Sentry
Right By You

Property and casualty coverages are underwritten by a member of the Sentry Insurance Group, Stevens Point, WI. For a complete listing of companies, visit sentry.com. Policies, coverages, benefits, and discounts are not available in all states. See policy for complete coverage details.

73-7108 14003243 6/5/19



Only Hiscox sees your business is as unique as a barcode.

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Hiscox.com or call 877-854-2990.

HISCOX
business insurance experts



Status Go
IS STRAIGHT TO THE POINT.

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Status Go
IS STRAIGHT TO THE SOURCE.

Ready for an approach that trades bureaucracy for the answers you need?
Welcome to Status Go.

Grant Thornton | Audit | Tax | Advisory

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Kingpin

Philosophy

At Kingpin, we help technology brands grow by building and executing campaigns that engage, nurture and acquire business customers and partners. Our philosophy goes beyond being 'data-driven', 'audience first' or being 'thought leaders'. For us it's a combination of the three; by understanding the stories behind the data, by having real conversations with technology professionals across the world every day, and by deep-diving into our client's business so we know them as well as they know themselves.

We believe in harnessing data and technology to develop a holistic understanding of when, how, and why businesses purchase technology. We understand B2B audiences are made up of real people, whose human experiences drive purchasing decisions.

We believe in being media agnostic.The channels and tactics we use are driven by the intelligence and experience at our disposal, not because of hype curves or trending buzz words.

And finally, we believe in being more than just a service provider. We're partners, consultants, and friends who support our client's day-in, day-out to produce exceptional results.

And best of all? We have fun while we do it.

Awards

Best use of data and insights	The Drum Recommends Awards 2019
Technology marketing agency of the year	Computing Tech Marketing and Innovation awards 2018
Lead generation program of the year	Computing Tech Marketing and Innovation awards 2018

Clients

- Fictiv
- One Identity
- Quest
- Sitecore
- SonicWall
- ZoomInfo

Sectors

Technology

Year founded:
1997

Website:
kingpincomms.com

Phone number:
415 793 8370

Contact email:
hello@kingpincomms.com

Twitter: @KingpinComms

Address:
95 3rd St., San Francisco,
CA 94103

© B2B Marketing

129x ROI on pipeline creation

Integrated omni-channel campaign influencing 129x ROI on pipeline creation and 9x on ROI for leading cyber security vendor.

36% increase in conversions

Localized language Search campaign for security intelligence vendor, driving 36% increase in conversions and a 21% reduction on CPC.

89% reduction on CPA

A global Search campaign for a cyber security vendor that generated an 809% increase in conversion rates and an 89% reduction on CPA.

20x ROI on sales pipeline

A scalable, omni-channel campaign that delivered 20x ROI on sales pipeline for IT management vendor.

Kingpin are proud to have worked with some of the world's leading technology brands in 2019

 © B2B Marketing

MarketReach

Philosophy

Before Hewlett-Packard merged with Compaq, before Compaq bought DEC, back when google was just a nonsense word, MarketReach was serving technology marketers.

In those early days, we provided tech companies with full-service event management and helped them implement partner marketing programs. Our clients' needs evolved over the years. With the advent of social and mobile, their thirst for content grew. And we grew, too.

We recruited all sorts of talent and acquired serious video, design, web development, writing, and project management chops. These days, we're an award-winning creative production shop (and events manager) for tech marketers worldwide.

One thing that hasn't changed since our beginning is our client-centric philosophy. We recognize that every client and contributor is unique. That's why we invest in our relationships and gain a strong understanding of our clients' needs, internal processes, likes, and dislikes — so we can exceed their expectations for excellence.

It's our privilege to provide clients with the B2B marketing expertise and creativity we've been curating for more than 25 years. And to do it without insisting on our own brilliance, and without ever losing our client focus.

Awards

- Platinum
- Communicator award of excellence
- Distinction
- AVA Digital Award
- Videographer Awards

Clients

- Amazon Web Services
- Dell Technologies
- Hewlett Packard Enterprise
- Micro Focus
- NetApp
- VMware

Year founded:
1994

Website:
mreach.com

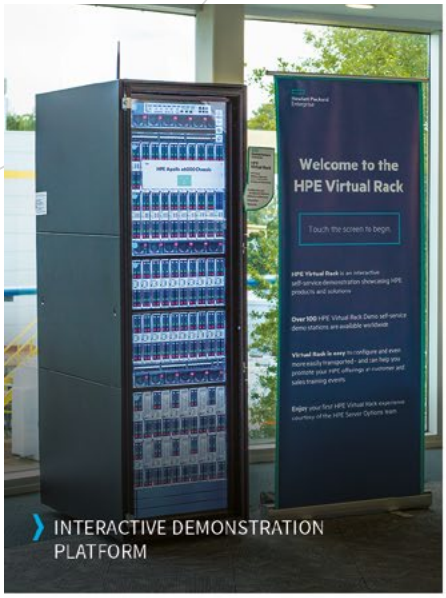
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603 645 1300

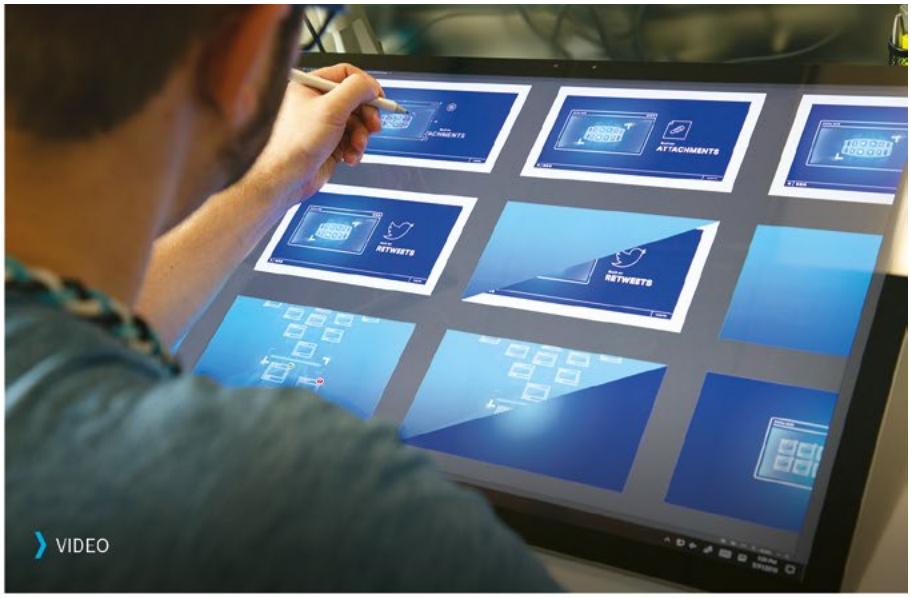
Contact email:
noakes@mreach.com

Twitter: @Market_Reach

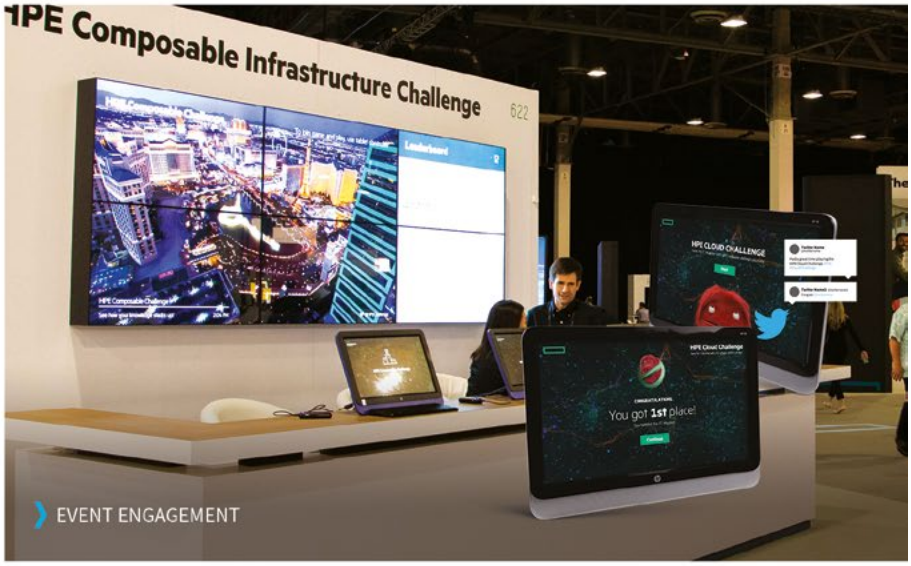
Address:
410 Amherst St. Suite 110,
Nashua, NH 03063

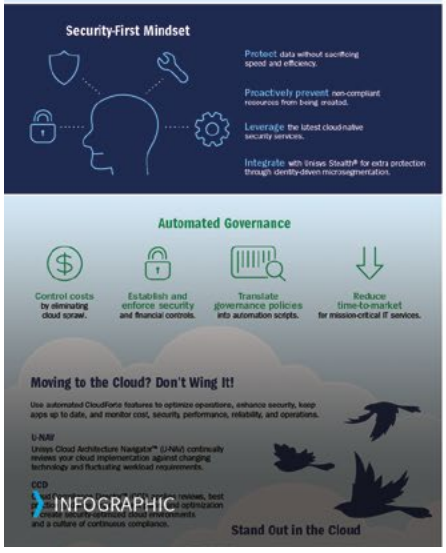
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With award-winning creative, MarketReach helps technology marketers engage audiences, demonstrate products, support partners, and persuade customers.

 © B2B Marketing

Quarry

Philosophy

Multiple voices. Opposing views. Mountains of information. Mounting regret.

The sheer number of obstacles facing today's B2B buyers has made buying journeys much tougher – and longer – than they should be.

At Quarry, we're on a mission to change that; to create moments your buyers can't miss with momentum that won't stop. To Demand Reaction™.

Experts in demand and exclusive to B2B tech, Quarry sparks, enables, mobilizes, and accelerates buying journeys. And we do it for leading enterprise marketers across North America.

Hire our top-ranking team of insight specialists, strategists, experience designers, and marketing technologists when you need to:

- Understand buyers and ideal accounts
- Claim your Unique Buying Proposition®
- Plan for demand
- Activate in market
- Scale with modern martech
- Optimize performance
- Align sales and marketing.

Intrigued? Let's chat.

Awards

Winner, Global ACE (sales enablement)	ANA Business Marketing 2019
Finalist, B2 and Global ACE (ABM)	ANA Business Marketing 2019
Most collaborative agency partner	Demandbase 2020

Clients

- Chevron Lubricants
- Graebel
- Oracle
- Google
- Optiv
- Windstream Enterprise

Sectors

- Financial services
- Professional services
- Industrial, manufacturing and engineering
- Technology and telecoms

Year founded:
1973

Website:
quarry.com

Phone number:
519 664 2999

Contact email:
hello@quarry.com

Twitter: @Quarry

Address:
1440 King St. N., St. Jacobs, ON, N0B 2N0

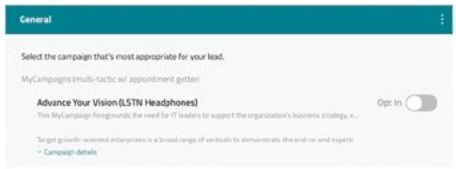
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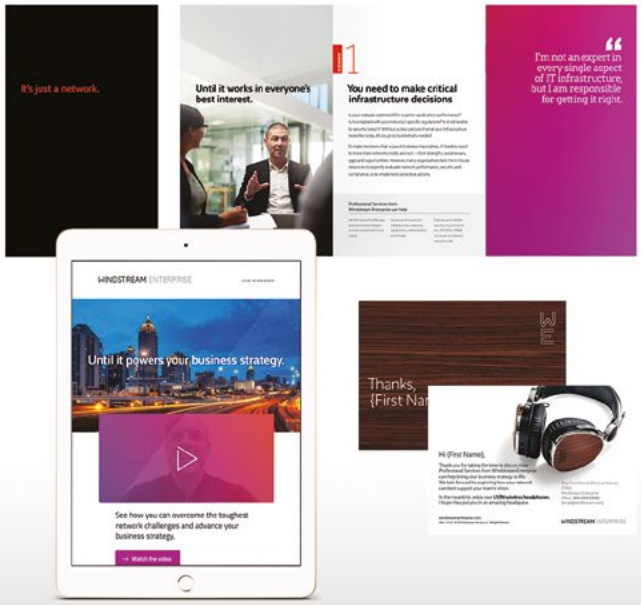
INTEGRATED ACCOUNT-BASED CAMPAIGNS





SALES & BUYER ENABLEMENT

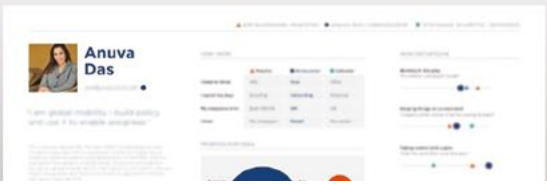




CONTENT EXPERIENCES



PERSONAS & JOURNEY MAPS



We're experts in demand, exclusive to B2B tech. Here's a glimpse of our award-winning client work in 2019.

 © B2B Marketing

RED HOUSE
B2B MARKETING

Red House

Philosophy

Red House was founded in 2001 to help B2B marketers achieve their goals through integrated marketing. We believe the solution to your marketing problem should be equally driven by strategy and creative, so we spend considerable energy understanding your prospects' buying process. Then, we develop strong messaging and memorable, creative executions.

If your programs span multiple internal departments, we're comfortable collaborating across brand, corporate, product, and field marketing, as well as sales and IT. We can develop the data strategy and technical requirements to ensure a seamless workflow, and we're experienced with industry-standard CRM, marketing automation, and analytics platforms.

We're a full-service firm offering solutions that include account-based marketing, content and digital marketing, as well as services such as analytics, automation, creative, and website development. Our team has decades of experience in marketing, data strategy, technology, and sales, and our expertise includes financial, healthcare, manufacturing, mobility, supply chain, and technology.

Awards

- Top B2B agencies
- Top demand generation agencies
- Agencies to watch
- Chief Marketer 2020
- Chief Marketer 2020
- Medical Marketing and Media 2020

Clients

- Bayer
- Cognizant
- Elsevier
- Mayo Clinic
- McKesson
- Spectrum Enterprise

Sectors

- Industrial, manufacturing and engineering
- Information services
- Technology and telecoms
- Medical device and healthcare technology

Year founded:
2001

Website:
redhouseb2b.com

Phone number:
770 475 2103

Contact email:
steve@redhouseusa.com

Twitter: @RedHouseUSA

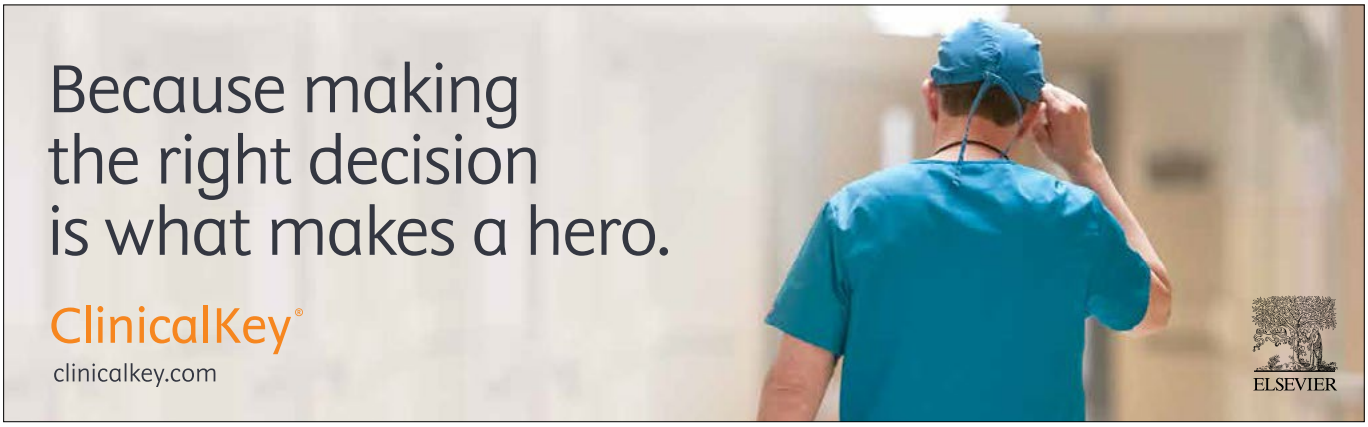
Address:
11675 Rainwater Drive, Ste 175
Alpharetta, GA 30009

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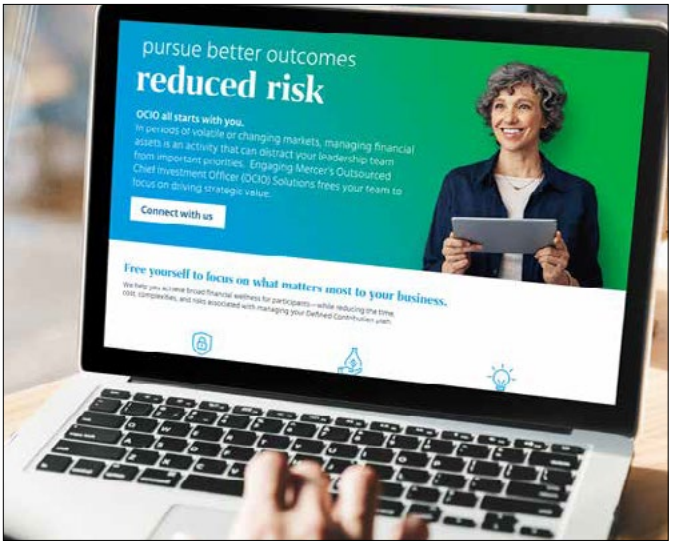












Remove the roadblocks to interoperability

Interoperability exists when data can be accessed, exchanged and cooperatively used across organization boundaries to optimize the health of individuals and populations. When achieved, interoperability promises:

Improved patient care | Lower costs | Increased efficiency

But implementing interoperability is a challenge shared by IT leaders across healthcare organizations of all sizes.

Interoperability intensifies

The Office of the National Coordinator for Health Information Technology's (ONC) roadmap[1] calls for nationwide interoperability across four domains by 2024.

Send → Receive → Find → Integrate

© B2B Marketing

Retina

Philosophy

Success in today's marketing and communications landscape is all about connections. Business to business. Person to person. Machine to machine. Through the seamless integration of strategy, creative, and technology, Retina is the global B2B agency that finds, makes, and strengthens those connections for growth-minded companies – and connects them with real business impact.

From brand positioning and buyer journey messaging to integrated go-to-market and digital marketing, we combine your expertise with market insights and our broad experience to build brands and accelerate demand through the funnel.

Retina's *Ideas@Scale* deliver the breakout creative and content experiences that demand attention, inspire action, delight customers, build relationships, and activate opportunity – across audiences, geographies and buyer journeys.

Our engineers and software developers connect strategy and creativity with personalized customer action through marketing automation, CRM, data science, AI, machine learning, Robot Process Automation (RPA) and other leading technologies.

Retina operates from strategic locations around the globe including San Francisco, Carlsbad, Toronto, Glasgow, Vienna, Madrid, and Bucharest.

Awards

Global ACE creative award	ANA
Fourth fastest growing US B2B agency	B2B Marketing Agency Benchmarking Report 2019
Entrepreneur 360 list	Entrepreneur Magazine

Clients

- Bank of Montreal
- ING
- Thermo Fisher Scientific
- Flexport
- Stanford University
- Vodafone

Sectors

- Business services
- Pharmaceuticals and life sciences
- Financial services
- Technology

Year founded:
2012

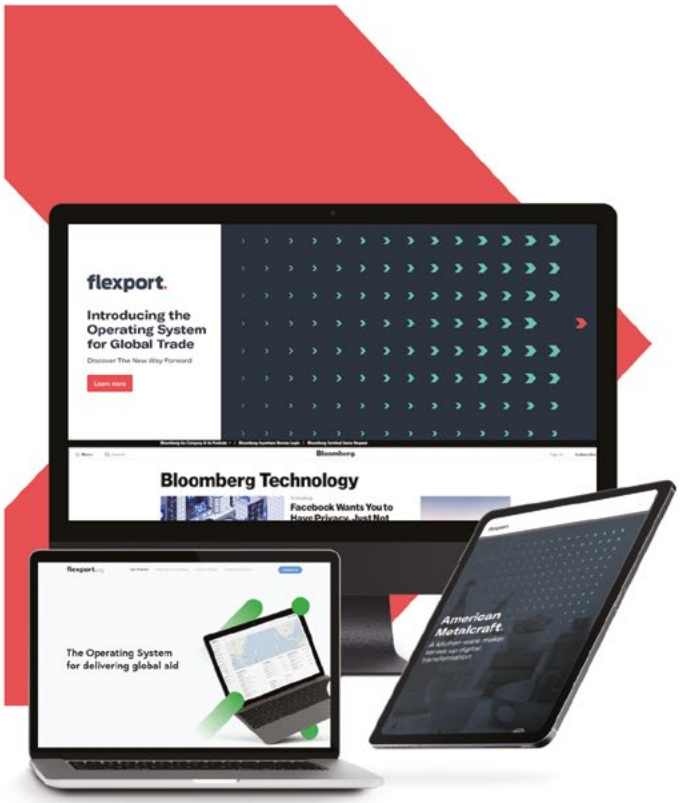
Website:
retinacommunications.com

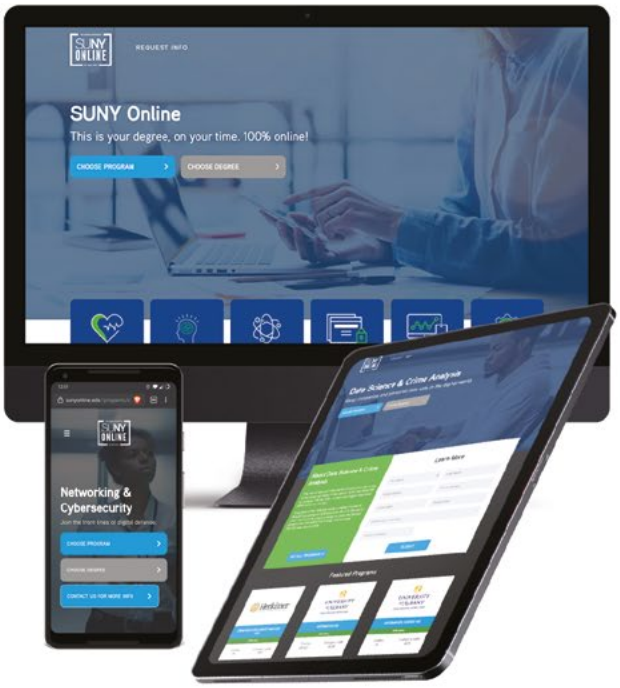
Phone number:
415 570 8468

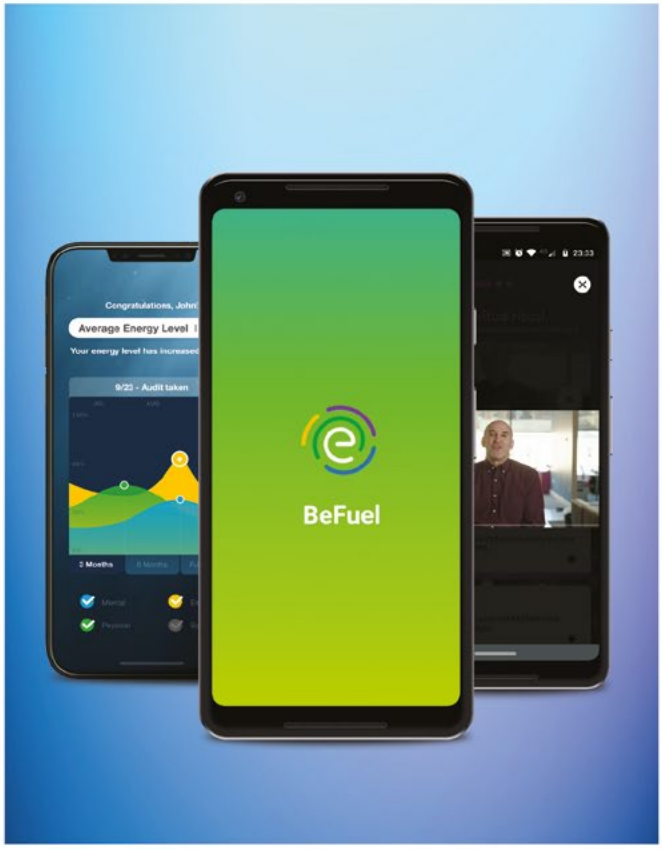
Contact email:
ted.kohnen@retinacommunications.com

Address:
555 Airport Blvd, Suite 325,
Burlingame, CA 94010

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Retina's Ideas@Scale *deliver the breakout creative and content experiences that demand attention, inspire action, delight customers, build relationships, and activate opportunity – across audiences, geographies and buyer journeys.*

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SCHERMER

SCHERMER

Philosophy

SCHERMER's sweet spot is so simple, yet so unique. It's our ability to build buyer-driven brand experiences that lead companies from relevance to revenue.

It's a buyer's journey out there, so we believe brands should serve the buyer's purpose and solve buyer's problems. You can do this through experiences, campaigns, and content that educates, empowers, and equips consumers to engage with and buy from you.

Our buyer-experience capabilities integrate brand, demand and digital. This includes everything from research, strategy, branding and product launches, to UI/UX, content strategy, sales enablement, social media, advertising and analytics. We're geared to help you understand what your buyers want, and what your business needs to succeed.

The result? Meaningful and measurable experiences that deliver more brand differentiation, better buyer experiences, more profitable marketing conversions, more productive sales conversations, and more predictable revenue.

Since 1997, we've been one thing above all others: a change agent for our clients. Our strategies, messaging, creative, content, and experiences have helped our clients change conversations, minds, companies – and in some cases – entire industries.

Are you ready for a change? Because we are.

Awards

Top 50 B2B shop	Chief Marketer
Finalist, B2B agency of the year <$25m	ANA B2 Awards 2014, 2017, 2019
Best lead gen program, website, tradeshow exhibit	ANA B2 Awards 2019

Clients

- 3M Medical
- Cargill
- DuPont Water Solutions
- Red Wing Shoe Co.
- Resideo
- Thomson Reuters

Sectors

- Industrial manufacturing and engineering
- Information services
- Medical device and healthcare technology
- Professional services

Year founded:
1997

Website:
schermer.co

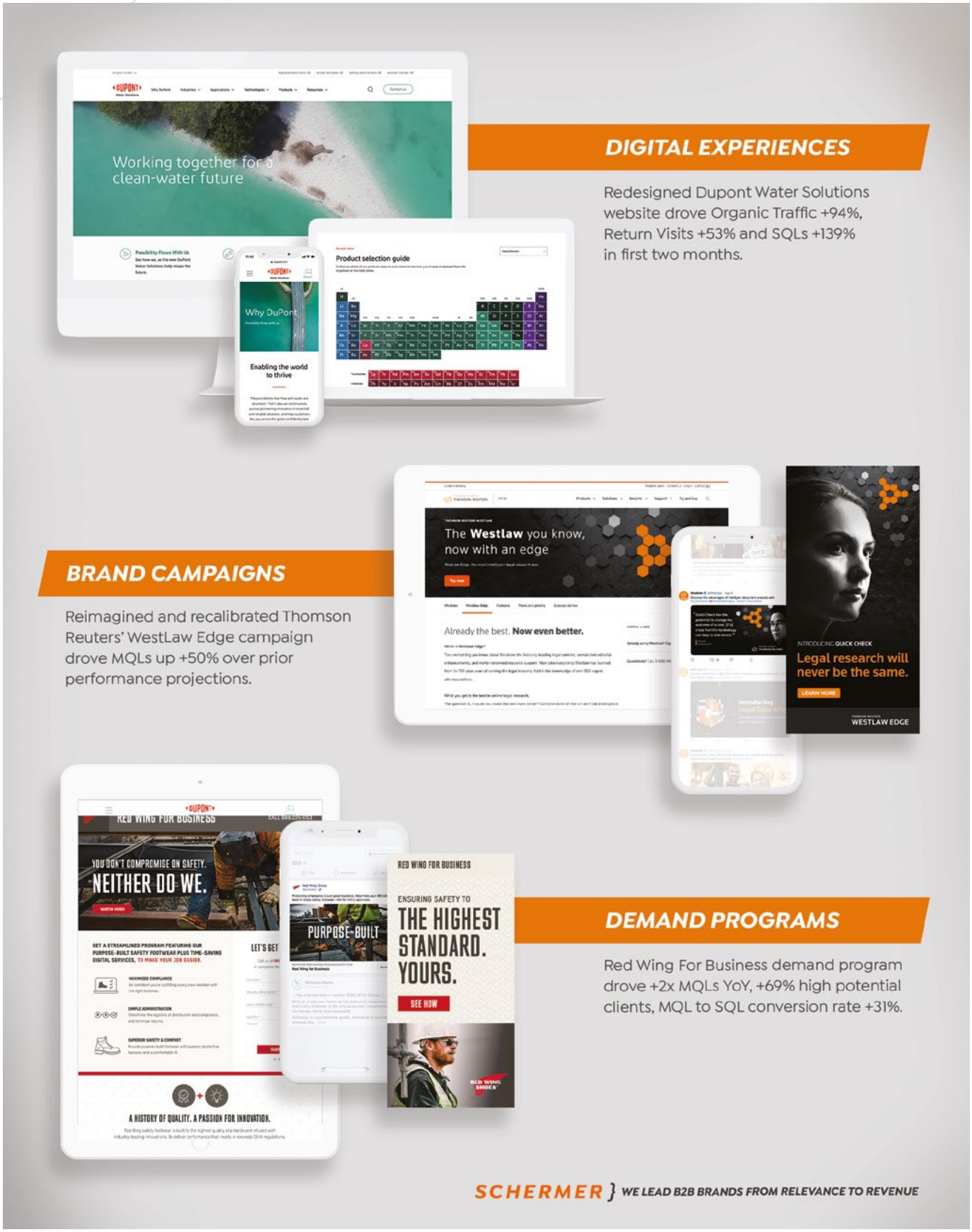
Phone number:
612 375 9999

Contact email:
info@schermer.co

Twitter: @schermer_co

Address:
12 N 12th St., #400, Minneapolis, MN 55403

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Visit schermer.co/work to see how we've taken these companies, plus 3M, ADP, GE, Honeywell, and U.S. Bank from relevance to revenue.

 © B2B Marketing

The Mx Group

Philosophy

The Mx Group partners with a broad range of B2B businesses to solve their complex challenges. We excel at a core set of services that all B2B clients need: branding, demand, digital transformation, and sales enablement. Our focus is in deeply understanding your business, and then identifying and aligning the many variables that will drive business value.

Those variables grow and change as businesses grow and change, but our approach remains the same: embrace the complexity and find the solution.

This means passionate pursuit. Finding the equation. Solving for X. And it works. Our clients stay with us four times longer than the industry average.

In 30 years we've grown steadily but stayed independent and nimble. Our 130-plus member team of strategists, writers, designers, developers, producers, and data analysts work under one roof but successfully execute B2B programs around the globe. We go deep with mid-market businesses and the Fortune 500 alike. Because that's what it takes. That's B2B like it oughta be.

Interested? Give us a call. Let's raise your marketing to the power of X.

Awards

- Best in industry
- Web Marketing Association 2019
- Best multi-channel campaign
- Killer Content Awards 2020
- Chicago's best and brightest company to work for

Clients

- Cummins
- Tempur Sealy
- vAuto
- HollyFrontier
- U.S. Cellular for Business
- Zekelman Industries

Sectors

- Automotive
- Industrial, manufacturing and engineering
- Energy and utilities
- Technology and telecoms

Year founded:
1989

Website:
themxgroup.com

Phone number:
800 827 0170

Contact email:
start@themxgroup.com

Twitter: @MxGroup

Address:
7020 High Grove Blvd.,
Burr Ridge, IL 60527

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OUR WORK BEGINS AND ENDS WITH THE CUSTOMER.

WE EXCITE THEM IN PRINT AND ENGAGE THEM ONLINE.





CREATE POWERFUL CONNECTIONS...

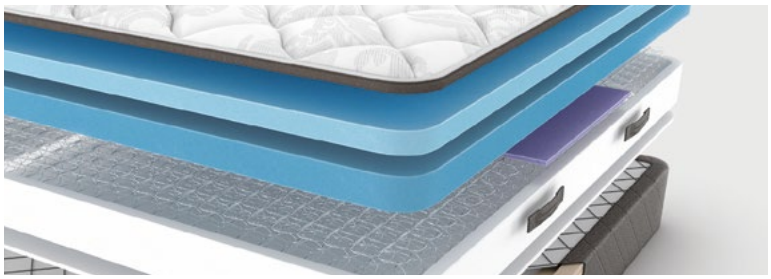
STOP BUYERS IN THEIR TRACKS.

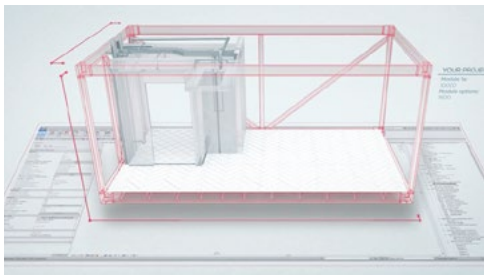




BRING THEIR DREAMS TO LIFE IN DIGITAL...

MAKE A SPLASH AT MAJOR EVENTS.





BREAK THINGS DOWN TO THEIR COMPONENTS...

AND BUILD BIG IDEAS.

LET'S BRING THE POWER OF ⋈ TO LIFE FOR YOUR BUSINESS

From upper left: Persona research and development; print ad for vAuto; digital ad for Tempur Sealy; integrated campaign for Manheim Express; interactive experience for Zekelman Industries; event marketing for Grundfos; digital sales enablement tool for Tempur Sealy; video for Zekelman Industries.

 © B2B Marketing

TRICOMB2B

TriComB2B

Philosophy

TriComB2B is unabashedly devoted to industrial and technical B2B marketing, helping clients design simple, effective ways to connect with audiences, no matter how complex their stories. We take B2B from table stakes to inspired – without a lot of fuss. No complex theories, jargon or pretentiousness.

We just want our clients to do great B2B.

That means bringing the outside perspective to help them see a problem differently. It means helping clients understand that emotion drives decisions in B2B and finding the personal values that connect with their customers. It means delivering big ideas underpinned by sound strategies and content that's on point.

These are big promises we keep by staying completely focused on what we do best: B2B. And while that focus is important, we know there's a lot more to making the client-agency relationship work. If you need a quick project or a one-off, we're probably not your agency. Our clients are in it for the long haul, and so are we. We're successful when we exchange honest opinions and advice. And we do whatever we can to be a source of excitement and a bright spot in their day.

Awards

- Top 200 agency
- Best places to work
- Multiple platinum
- Chief Marketer
- Dayton Business Journal
- AMCP MarCom Awards

Clients

- American Electric Power (AEP)
- Cummins
- Emerson
- Flowserve
- Honeywell Intelligrated
- Stirling Ultracold

Sectors

- Business services
- Industrial, manufacturing and engineering
- Energy and utilities
- Pharmaceuticals and life sciences

Year founded:
1984

Website:
tricomb2b.com

Phone number:
937 890 5311

Contact email:
chris.eifert@tricomb2b.com

Twitter: @tricomb2b

Address:
109 North Main St., Suite 700,
Dayton, OH 45402

© B2B Marketing



Clockwise from top left: Flowserve, Think Beyond campaign; Upper right: Cummins, HSK78G product launch; Lower right: American Electric Power, Electric Car campaign; Lower left: Honeywell Intelligrated, On The Move magazine

 © B2B Marketing

Want to feature in the 2021 B2B Marketing US Agencies Benchmarking Report?

Make sure you're in the industry's go-to guide covering the top agencies

Register your interest
bit.ly/USABMR2021

B2B Marketing

IGNITE USA 2021

The most-loved B2B Marketing conference on the planet is coming to the US in 2021

Real-time, face-to-face and on home soil!

Register your interest now, to get ahead of the crowd

b2bigniteusa/register

B2B Marketing

#B2BIgniteUSA

Agency

Specialist expertise

	Gelia	Godfrey	gyro	Kingpin	MarketReach	Quarry	Red House	Retina	SCHERMER	The Mx Group	TriComB2B
Account-based marketing (ABM)						✓	✓				
Campaign and creative execution	✓	✓	✓		✓			✓	✓	✓	✓
Channel marketing					✓						
Content marketing services			✓				✓				
Demand generation (includes telemarketing)		✓							✓	✓	
Digital (e.g. mobile, social media, SEO, PPC, web design/development, etc)							✓			✓	✓
Marketing planning/strategy	✓	✓	✓	✓		✓		✓	✓		✓
Martech (deployment and/or management	✓			✓		✓		✓			
Programmatic advertising				✓							
Sales enablement					✓						

© B2B Marketing

About

B2B Marketing

B2B Marketing is the #1 go-to resource for business marketers in the US and globally, delivering insight, guidance and inspiration on the topics that matter to your audience.

With over 1 million website visits each year and more than 60,000 US-based followers and subscribers, our audience reach in the B2B space is tailor-made for your business.

Whatever your marketing objectives, we can help you connect with a success-hungry and engaged audience of senior-level B2B marketers and decision-makers, through a flexible mix of channels and touchpoints:

- B2B Ignite USA: The international phenomenon for B2B marketers across the globe comes to the US. 1700-plus registered delegates for the 2020 online event and big plans for the 2021 face-to-face event in Chicago.
- The B2B Marketing Elevation Awards 2021: The greatest celebration of US business marketing talent and success – now in its second year.
- Content syndication and webinar programs across our huge and engaged US database.
- Customized research and reports.
- Tailored opportunities.

To find out more and explore the opportunities, contact us at info@b2bmarketing.net

B2B Marketing

Insight · Development · Training · Events

b2bmarketing.net

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B2B Marketing Training

We are proud to deliver the future of training with our certified virtual workshops

Our training is case study rich, practical in outcomes and focused on the genuine areas where we know you want to grow the most. We have best in class B2B consultant trainers, because we know the B2B market is the toughest, yet most rewarding market in town and we have to reflect that, in all that we do.

Course topics include:

- Account-based marketing
- Customer experience
- Content
- Planning and strategy
- Martech
- Lead nurturing/ Lead generation



"Genuinely the best training I've had. Engaging, informative and relatable"

Ash Hamidi,
marketing manager, Sky

B2B Marketing

Insight · Development · Training · Events

Contact us

B2B Marketing USA
700 Commerce Drive,
Suite 500
Oak Brook,
Chicago IL 60523
USA

US: +1 312 371 2643
UK: +44 (0) 20 7014 4920

info@b2bmarketing.net
b2bmarketing.net