B2B MARKETING

B2BMARKETING.NET

The B2B Marketing Global Agencies Benchmarking Report 2026



NEW:
Includes more performance stats, analysis and world map

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The next phase of growth

Welcome to the third edition of our **Global Agencies Benchmarking Report.**



Kavita Singh,
Head of Growth Solutions Content
B2B Marketing

Building on the success of our **UK** and **US** reports, this year's edition provides an in-depth look at the global B2B agency landscape, uncovering the trends shaping growth, investment and competitive positioning across the market.

Alongside our core benchmarking data, we've expanded the report with two new sections. The first explores agency financial performance, offering a clearer picture of how the market is evolving globally. The second focuses on client satisfaction, examining key metrics including client retention, pitch win rates and client testimonials to provide a more rounded view of agency performance.

So, what can you expect from this year's findings?

This year's report is based on responses from **14 global agencies**, compared with **15** in 2025. While the sample is slightly smaller, the data reveals several noteworthy trends. Average gross income fell to **$57.2 million**, down from **$58.01 million** last year: the first decline since we launched this global benchmark.

Although the reduction is modest, it suggests agencies are operating in a market where growth is becoming harder won. And standing out in an increasingly competitive market has become essential.

However, there is little evidence of organizations pulling back. Average headcount remains high at an average of **270 employees**, international expansion continues, and AI has shifted from experimentation to an embedded part of agency propositions.

Perhaps most encouragingly, confidence remains high. Despite softer financial performance this year, almost every agency expects to grow over the next 12 months, indicating that leaders see this year's dip as a temporary pause rather than a long-term shift in demand.

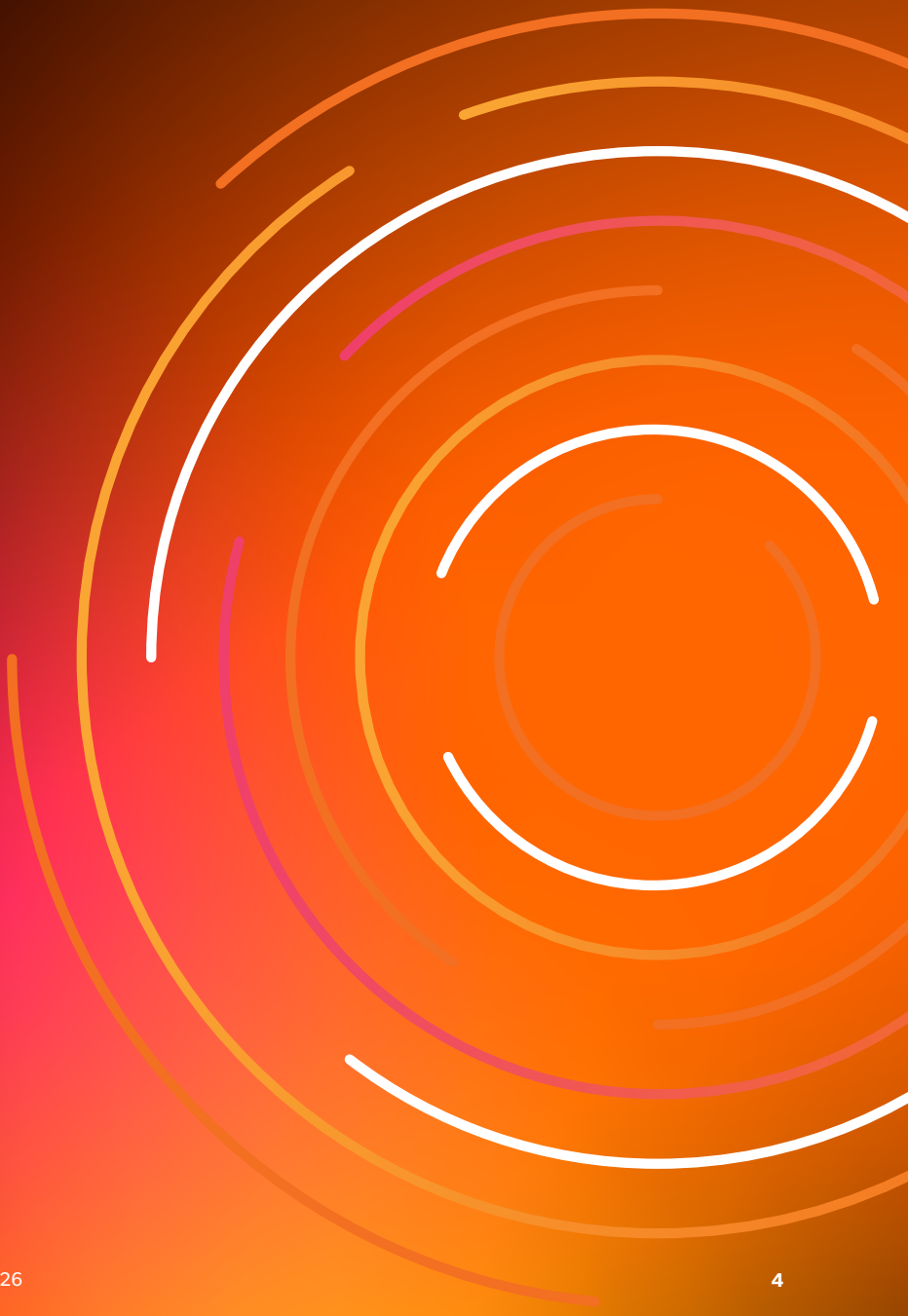
Taken together, the findings point to an industry that is maturing rather than slowing down. As winning new business becomes more competitive, agencies are investing in the capabilities, global reach and specialist expertise they believe will drive the next phase of growth.

If you like these types of benchmarks and are looking to take a step further, we highly recommend checking out **Propolis AI**, our new AI-powered B2B marketing advisor. Built on two decades of verified B2B intelligence such as benchmarks, frameworks and award-winning case studies, it helps marketers connect activity to sales, technology and commercial growth.

We hope you enjoy the report.

SECTION ONE

The Financial State of the Agency Marketplace



Top 14 Global B2B Marketing Agencies

This table shows the largest global B2B marketing agencies ranked by global gross income (GI) in their most recently closed financial year.

Rank	Agency:	Global in $m in most recent financial year (abbreviated)	YoY change in Global GI as a %	Global headcount 2026	Global YoY headcount % change	Rank in 2025
1	Dentsu B2B	222.4	46.50%	1114	34.50%	1
2	Gravity Global	189	-0.70%	450	10.80%	2
3	Global Agility	113.4	N/A	867	N/A	N/A
4	VCCP B2B	78.5	-1.10%	331	-21.40%	4
5	Marketbridge	67	19%	328	41.40%	N/A
6	Pretzl	58.2	N/A	328	N/A	N/A
7	tmp	48.9	27.10%	265	-16.70%	N/A
8	RAB2B	31.8	4.70%	115	-14.80%	N/A
9	Entourage BD	22.1	59.20%	93	121.40%	N/A
10	Fox Agency	15.4	22.90%	78	16.40%	11
11	Realm B2B	7.1	43.80%	10	-33.30%	14
12	Fifth Ring	7	2.70%	47	0%	12
13	Agency X	1	76%	5	66.70%	N/A
14	MWJ B2B Marketing Agency	0.2	64.40%	6	-40%	15

Top 5 Global Rising Stars

This table shows the global agencies that reported the largest percentage increase in total gross income. In addition to this, certain agencies have not been included in this table, due to the fact that they were founded within the last two years, hence their year-on-year growth is extremely high.

Rank	Agency	YoY change in Global Gross Income as a %	Global Gross Income in $m in most recent financial year (abbreviated)	Global headcount	Global YoY headcount % change	Rank in 2026 main table
1	Agency X	76%	1	5	66.70%	13
2	MWJ B2B Marketing Agency	64.40%	0.2	6	-40%	14
3	Entourage BD	59.20%	22.1	93	121.40%	9
4	Dentsu B2B	46.50%	222.4	1114	34.50%	1
5	Realm B2B	43.80%	7.1	10	-33.30%	11

Top 5 Global Fastest Growers

This table shows the global agencies that reported the largest $ increase in gross income year-on-year. In addition to this, certain agencies have not been included in this table, due to the fact that they were founded within the last two years, hence their year-on-year growth is extremely high.

Rank	Agency	Global Gross Income YoY change in $m	Global Gross Income in $m in most recent financial year (abbreviated)	Global headcount	Global YoY headcount % change	Rank in 2026 main table
1	Dentsu B2B	70.6	222.4	1114	34.50%	1
2	Marketbridge	10.7	67	328	41.40%	N/A
3	tmp	10.4	48.9	265	-16.70%	7
4	Entourage BD	8.3	22.1	93	121.40%	N/A
5	Fox Agency	2.8	15.4	78	16.40%	10

Global Brand Specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialize in above all others. This table presents those agencies which selected brand as one of these options, ranked by Global gross income (GI) in their most recently closed financial year.

Rank	Agency: Brand	Global Gross Income in $m in most recent financial year (abbreviated)	YoY change in Global Gross Income as a %	Global headcount	Global YoY headcount % change
1	Gravity Global	189	-0.70%	450	10.80%
2	Global Agility	113.4	N/A	867	N/A
3	VCCP B2B	78.5	-1.10%	331	-21.40%
4	Marketbridge	67	19%	328	41.40%
5	tmp	48.9	27.10%	265	-16.70%
6	Fox Agency	15.4	22.90%	78	16.40%
7	Fifth Ring	7	2.70%	47	0%
8	Agency X	1	76%	5	66.70%

Global Content Marketing & Thought Leadership Specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialize in above all others. This table presents those agencies which selected content as one of these options, ranked by Global gross income (GI) in their most recently closed financial year.

Rank	Agency: Content Marketing & TL	Global Gross Income in $m in most recent financial year (abbreviated)	YoY change in Global Gross Income as a %	Global headcount	Global YoY headcount % change
1	Gravity Global	189	-0.70%	450	10.80%
2	VCCP B2B	78.5	-1.10%	331	-21.40%
3	Pretzl	58.2	N/A	328	N/A
4	RAB2B	31.8	4.70%	115	-14.80%
5	Fox Agency	15.4	22.90%	78	16.40%
6	Fifth Ring	7	2.70%	47	0%
7	MWJ B2B Marketing Agency	0.2	64.40%	6	-40%

The Financial State of the Marketplace: Global 2026

Now that you have had a chance to review our league tables, here's a glimpse of what the global marketplace looks like based on our analysis of the survey data. We have included everything from average gross income to headcount and the most significant challenges in B2B.

Before we begin, it's worth noting that we have surveyed 14 agencies total so do keep in mind when reviewing our data. In addition, responses were collected in March 2026.

Growth slows, but confidence remains strong

The most notable financial trend this year is the slight decline in average gross income, from **$58.01 million to $57.2 million**. Although the drop is small, it represents a break from the upward trajectory seen in previous editions of our benchmark and suggests agencies are operating in a more challenging commercial environment.

However, additional findings point to a period of adjustment. Almost every agency surveyed expects to grow during the next 12 months, with only one forecasting flat performance and none anticipating further decline. This optimism suggests agencies see recent performance as a temporary slowdown, not a long-term change in market demand.

Agencies continue to invest for growth

The resilience of the market is reflected in where agencies continue to invest. Average headcount stands at 270 employees, indicating firms have maintained the scale needed to support future growth rather than reducing capacity in response to softer financial performance or AI advancements.

International reach has also become a defining feature of leading agencies. Almost every respondent now operates across both EMEA and North America, while the majority have established a presence in at least three global regions. This reflects increasing demand from multinational clients for consistent programs delivered across multiple markets, with Latin America remaining the one notable area where coverage is less common. See world map on page xx to see the breakdown of each agency.

AI has become a business capability

The research also highlights how quickly AI has become embedded within agency operations. Nearly four in five agencies now describe AI as part of their client propositions and deliverables, while only a small minority remain in the testing phase.

Importantly, agency capability appears to be evolving alongside client demand. Agencies with the most AI-mature offerings are also those reporting the most proactive clients, suggesting adoption is increasingly being driven by commercial opportunity rather than just experimentation alone. AI is no longer a differentiator in itself; it is rapidly becoming an expected capability.

Differentiation is becoming the competitive advantage

Perhaps the clearest indication of a maturing market is the degree of service overlap. We asked agencies to say where they provided services across specialisms and then using that same list, we asked agencies to narrow down their top three. Interestingly, every respondent provided demand generation, strategy and ABM.

Yet, relatively few position these as their defining strengths as indicated by the our Agency Core Specialisms table below. Instead, agencies increasingly differentiate themselves through brand, content and thought leadership, with demand generation following closely behind.

This suggests that demand generation, strategy and ABM have become foundational capabilities rather than competitive differentiators. Clients increasingly expect these services as standard. Differentiation now comes from the ability to shape markets, build distinctive brands and create compelling narratives that drive long-term growth.

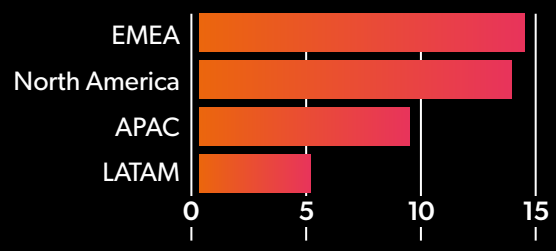
#1 globally, across every market – Dentsu B2B has become the first agency to top our US, UK and global rankings in the same year.

84.5% average client retention rate.

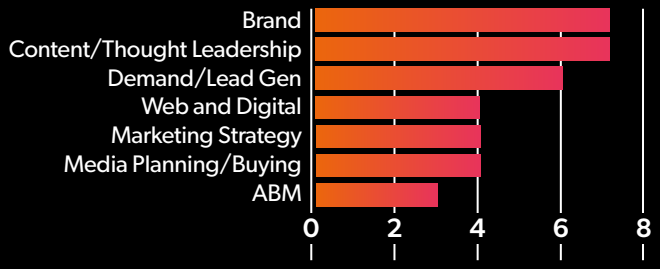
55.5% average pitch win rate.

Only 2 in 14 agencies say the B2B marketing services market is currently challenging.

Agency Presence by Region

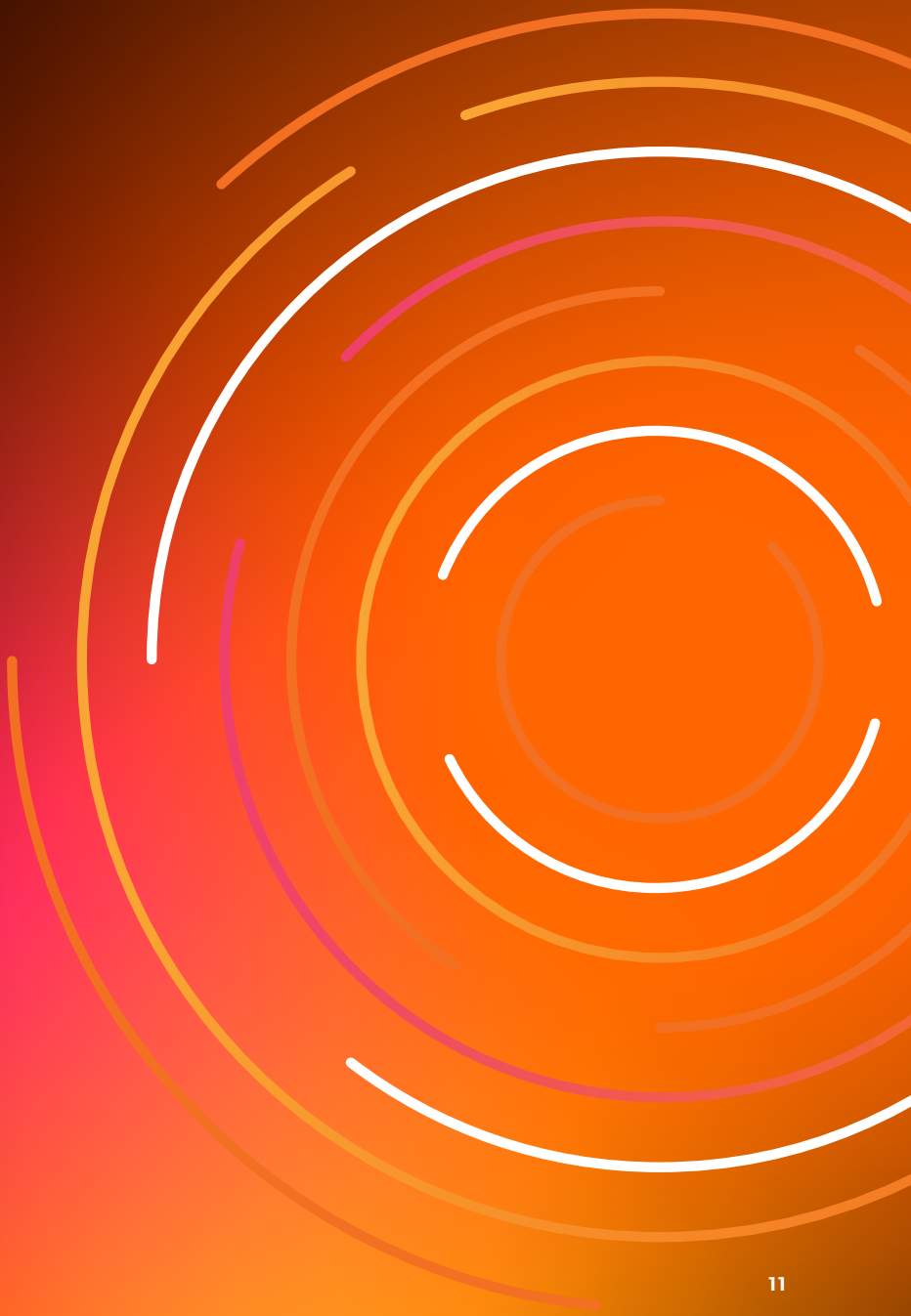


Agency Core Specialisms



SECTION TWO

Agency Profiles



The Adjustment That Changes Everything

We align your foundation and power what actually drives growth, so your message is clear, your team is aligned and your marketing works the way it should.



Strategic Communication
Team of the Year 2026
Strategic

AGENCYX

agencyxb2b.com

Clarity is the growth strategy



Ed Davis
Managing Partner
Agency X

Most companies don't have a growth problem. They have a clarity problem.

In business, growth is often treated like a question of effort. Set a bigger target. Push harder. Launch more. Hire faster. Move louder.

But when things stall, it's rarely because people aren't trying hard enough. It's because they're not aligned on what actually matters.

You can see it inside most organizations. Teams are busy. Activity is high. But ask five people what the company is really trying to do, and you'll get five different answers. That gap is where growth starts to break down.

This is especially true in agencies and brand-led businesses, where the pressure to keep moving can hide a deeper issue. Leadership says one thing, culture signals another, and the market sees something else entirely. The result is drift. Subtle at first, then expensive.

This is where brand gets misunderstood.

Too often, brand is treated as the outer layer of a business: identity, language, campaigns, design systems, websites. Important, yes. But far too narrow. A real brand is the organizing idea of the business made visible and usable. It aligns what you believe, how you behave, and how you are experienced.

In practice, that means people can make decisions without second-guessing. Teams know what good looks like. Leaders spend less time correcting and more time moving forward. The business operates as one, not in fragments.

At its strongest, brand sits at the intersection of vision, culture, and image. Vision sets direction. Culture shapes behavior. Image reflects how that truth is experienced externally. When those three are aligned, companies move with conviction. When they are not, even strong businesses start to wobble.

You see this most clearly when markets shift.

Take AI. For years, leaders heard it would change everything. Many acknowledged it, then carried on. When the pace accelerated, they found themselves reacting, trying to solve strategic questions with tactical activity.

Should we invest? Centralize? Experiment? Govern? Push or pause?

The organizations handling that pressure best are not the ones chasing every new tool. They are the ones clear enough to know what fits and what does not. They understand who they are, the value they create, and how technology should support that, not redefine it.

Clarity does not slow you down in moments like this. It allows you to move faster without losing direction.

That is why brand matters more in disruption, not less.

A strong brand creates the conditions for adaptability. It gives people a shared framework for decisions. It sharpens leadership, strengthens culture, and guides execution. It helps talent understand what good looks like and gives clients something increasingly rare: consistency they can trust.

And this applies at every scale. A five-person agency can lose itself as easily as a global organization. Complexity grows, but the need for clarity does not. When people are unclear on what the business stands for and how it should show up, growth becomes chaotic rather than compounding.

The companies that will win in the years ahead will not simply be the most creative or the most aggressive with technology. They will be the clearest. Clear in their positioning, their values, their leadership, and the experience they create.

Because in the end, brand is not just how a business looks at scale.

It is how a business holds together while scaling.

Agency X

Philosophy

Alignment creates power. When an organization's culture, vision, values and story are coherent, everything downstream gets easier—decisions sharpen, teams move in the same direction, and the market experience becomes consistent and credible. That's why we start with clarity before activity: we frame the real problem, define the platform, and make sure the work has a point. Then we act—fast. We're borderless by design, built to deliver the same standard across markets without silos or bloated structures, assembling modular specialist teams that scale up when needed and stay lean when they don't. We use AI and machine learning as accelerants—not gimmicks—to remove friction, compress timelines and reduce wasted spend, while human judgement protects nuance, craft and the standard of the work. The outcome isn't "more marketing". It's a brand platform that holds under pressure, execution that moves with pace, and momentum you can sustain as you grow.

A BBN PARTNER

Awards

Strategic Communication Team of the Year	*Strategic Magazine, 2026*

Clients

- SpotSee
- C-Job Naval Architects
- Amogy
- Gasunie
- Digitising Reality
- Ilio Group

Sectors

- Business services
- Industrial, manufacturing, engineering
- Professional services
- Property and construction

Date founded: 2022

Phone number: +1 (281) 335-6301

Website: agencyxb2b.com

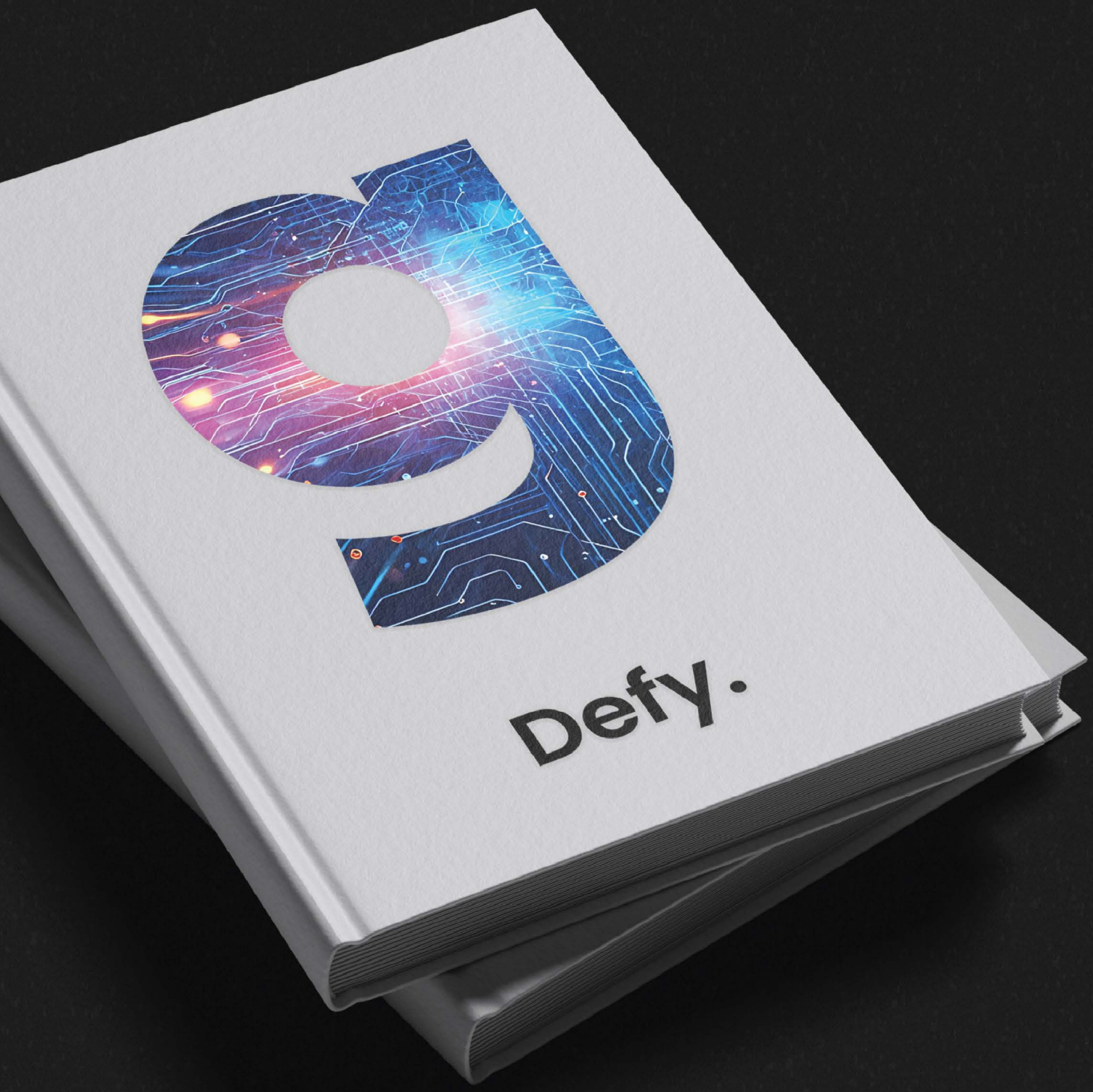
Contact email: ed@agencyxb2b.com

Address:
16635 Spring Cypress Road,
STE 2969, Cypress, TX 77429, USA

A PROUD PARNTER OF BBN THE WORLD'S B2B AGENCY



A selection of agency work by Agency X



In a world of volatility, AI-driven sameness,
and shifting decision dynamics,
yesterday's playbook won't cut it.

gravityglobal.com

gravity GLOBAL

2026 Global Agency of the Year - Marketing Agency of the Year -
Advertising Agency of the Year-Outstanding B2B Agency - Business Impact Award

Finding the buyer groove: Designing B2B marketing for the group



Mark Morse
Executive Managing Parnter
Gravity Global

The linear funnel had a legendary run. Kinda like Tony Bennett. It gave us a clean scoreboard, a shared language, and a warm sense of security when we reported numbers upward. But let's be real: the funnel was a solo act in a world that's moved to a full band. In 2026, sticking to that old, single buyer model is outdated. You're playing in a different room now, and you need to find the right buyer groove.

Enterprise deals are no longer a 1-to-1 performance. We are looking at "bands" of 10 to 12 stakeholders. These buyers are doing the heavy lifting long before you even get to the mic. With AI accelerating self-serve discovery, the "invisible window" (where they talk amongst themselves in private Slack channels, peer networks, and analyst briefings) is wider than ever. They're finding their own rhythm before your team even picks up the sticks.

Most agencies are still marketing like they're booking a coffee shop singer for a single night. They obsess over the MQL. They worship the click-through rate. Then, they sit in boardrooms wondering why conversion rates are tanking while top-of-funnel numbers look "healthy." The answer is a cold splash of water: you've been serenading one person in a room of twelve, while the other eleven decided to change the playlist on you. This isn't a targeting glitch; it's an orchestration failure.

Buying groups aren't just bigger crowds; they are complex organisms with competing rhythms. The CFO is playing the steady bass of budget exposure. The IT lead is on percussion, pounding out implementation risk. The end-user champion is the lead singer, betting their internal credibility on the outcome. If you aren't harmonizing those voices, the deal won't just slow down—it will stop. Record scratch style. Deals die when the band can't agree on the key.

The job of B2B marketing has shifted. We aren't just "generating leads" anymore. Our job is to conduct the environment where a group of people with wildly different priorities can reach a decision they are all willing to defend.

This requires Brand and Demand to stop playing in separate rooms and start functioning as one integrated system. Brand is your ambient sound—the credibility that makes a vendor feel "safe" to recommend when the skeptics start talking. When the CFO's peer has heard of you, and the IT lead respects your POV, the internal conversation starts from a place of trust. Demand then steps in to provide the harmonic notes of relevance at the exact moment they're needed.

We need to fix the scorecard, too. The individual lead is a vanity metric. What matters now is stakeholder coverage. How many of the twelve have we reached? Have we hit the right notes for the right players at the right stage of their deliberation?

The funnel was a beautiful simplification, but in 2026, it's a liability. The agencies that stop trying to win "leads" and start mastering the buyer group groove are the only ones who will still be on the charts five years from now. Set the stage. Align the group. And feel it in the pocket.

Gravity Global

Philosophy

At Gravity, our long-held philosophy centers on one core truth: enduring demand is built on three fundamental pillars – Fame, Admiration and Belief (F.A.B.).

In today's volatile and unpredictable global landscape, brands that strategically cultivate F.A.B. outperform, adapt and sustain growth, no matter how the market shifts.

Fame puts brands in the spotlight, making them widely known and instantly recognizable for what makes them unique. Fame establishes awareness and reach, securing a disproportionate share of attention and ensuring brands remain top-of-mind among key decision makers.

Admiration fuels emotional connection. When a brand is admired, it inspires positive sentiment and favorability, turning audiences into advocates – whether they're customers, prospects, talent or investors. Admiration creates preference and opens the door to deeper engagement.

Belief transforms attention and admiration into commitment. It builds trust, credibility and confidence, encouraging people to choose, stay loyal to, and champion your brand – while reducing acquisition costs and driving lasting advocacy.

F.A.B. is both a powerful diagnostics tool and a proven strategic framework. By consistently strengthening Fame, Admiration and Belief, brands can navigate uncertainty, outpace competitors and create demand that stands the test of time.

If building enduring demand is your goal – especially in unpredictable times – let's talk.

Awards

Global Agency of the Year	*2B Marketing, 2025, Gold*
Global Marketing Agency of the Year	*Titan Business Awards, 2025, Platinum*
Agency of the Year	*MUSE, 2025, #1 Ranking*

Clients

- EcoLab
- 3M
- AkzoNobel
- Uponor
- Embraer
- MidFirst Bank

Sectors

- Aerospace and defense
- Financial services
- Pharmaceuticals and life services
- Technology and telecoms

Date founded: 2008

Phone number: +44 (020) 7330 8810

Website: gravityglobal.com

X handle: @Gravity_Global

Address: 69 Wilson St, London, EC2A 2BB

Contact email: Jennifer.coulson@gravityglobal.co

Fame

+33%

Awareness outperformance

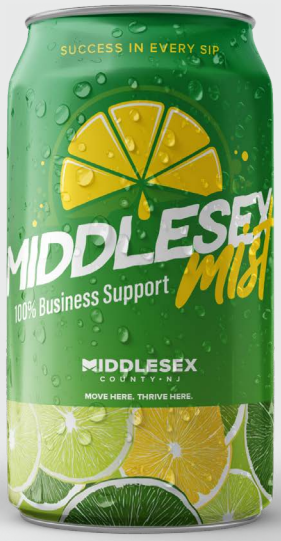


For Ecolab's newly-launched ReadyDose™ cleaning tablets, a team of tiny cleaning mascots and an innovation for small-format food service operators.

Fame

+31.5M

Impressions in just 8 weeks



For Middlesex County, NJ, a breakthrough Economic Development campaign unlike any other in market.

Admiration

Fast & Fearless



For 3M's 3M Print Wrap Film IJ280, we launched a speed-led campaign that fused quick-cut footage to dramatize faster installs with confidence.

Belief

> $15B

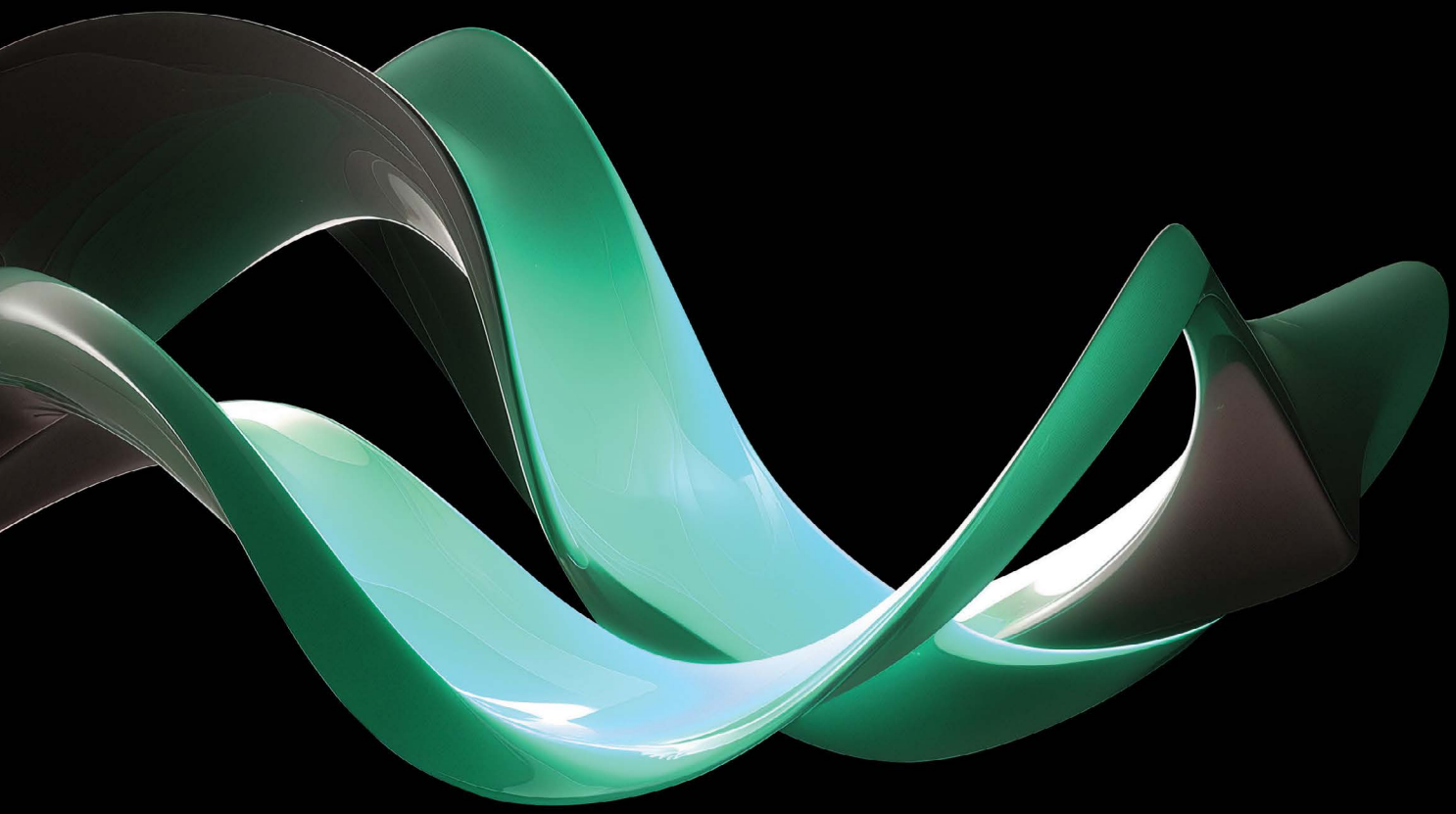
In order pipeline



For Embraer's 'The Profit Hunter' single aisle aircraft, we gave penguins the ultimate flying experience and created the world's most awarded B2B campaign.

Gravity Global's Fame. Admiration. Belief strategic framework helps brands navigate uncertainty, outpace competitors and create enduring demand.

ONE SIZE FITS NO ONE



GlobalAgility is reshaping how global B2B marcomms work to help you define what's next. Built around your business, our coalition of B2B specialists combines the global scale of a network with the agility of independents – offering seamless collaboration, local expertise, and continuous optimisation. Your challenge is unique. Your agency's approach should be too.

Talk to us to discover how you can Reshape Tomorrow.
Alex Wares: alex@weareglobalagility.com

Globalagility



Global business has changed. The global agency model can't keep

Alex Wares
Global Agility Business Director
Global Agility

Good business leaders anticipate change. But today, the challenges, complexity and reality shifts come thicker, faster and more frequently than ever.

Established cornerstones of traditional planning have largely disappeared in the face of technological and macro-economic change and multiple unanticipated global conflicts. Businesses now need to do much more, often with much less, and growth is harder than ever to come by, pushing some to acquire their way into new markets and geographies, adding further complexity in the process. Every decision carries more risk as markets shift quickly, plans date fast and leaders are forced to pivot.

AI has already reshaped how companies operate, compete and grow. It's changing how people behave, how buying decisions are made and even how businesses are valued. Global brands are expected to act with local relevance while at the same time maintaining consistency across markets.

In this environment, the role of marketing has fundamentally changed. It's no longer perceived as a support function sitting alongside the business. It is a core driver of growth. Marketing is now accountable for delivering clear commercial outcomes, not just activity. It's revenue growth which counts. Marketing must connect strategy with execution, align markets and teams, and move at the same pace as the business itself. Reactive thinking is not enough. Only a proactive approach can achieve what's required.

The current agency landscape is not set up to provide answers. The large networks are complex, process-driven, siloed and costly. They were built for scale, not speed. Work is shared across opcos and teams that do not always align, so clients spend their time managing and navigating the system rather than benefiting from the outcomes. Recent industry flux, M&A activity, and attempts to grapple with technological change within historically complex structures all distract from delivering excellence to clients.

Independent agencies can deliver strong B2B expertise. They understand niche markets and buyer journeys. But they are limited by scale, services, genuine global reach and the ability to flex quickly as client needs change.

This broken landscape creates a false choice between scale and agility that should not exist, forcing businesses to compromise. This paradigm of forced compromise does not reflect the pressures global business leaders face. The old model was built for a more stable world that no longer exists. Today, businesses need partners that are flexible enough to match their ambition, not outdated agency structures that hold them back.

Our industry needs to change but this will require a deep structural rethink. The holdcos roll out endless new models and restructures, but these feel like desperate attempts to fix complexity problems of their own making.

Global business needs a model built around commercial outcomes, not agency boundaries. Strategy, creative and delivery working as one system to deliver global reach without inefficient layers and delays.

Instead of fragmented efforts, business leaders need consistent commercial outcomes, clear strategy that works across markets and boundaries, excellent creative and brand work that travels without losing impact. And, most importantly, accountability for delivering measurable, sustainable growth in uncertain times.

The pressures on businesses show no signs of decreasing as the pace of change only accelerates. The agency partners who succeed for their customers will be built for this new reality. The rest are about to meet their maker.

Global Agility

Philosophy

In a world that won't stand still, your B2B agency probably does. Traditional networks still serve clients the way they've been doing for years. Held back by templates, unnecessary layers and ways of working. Which means their marcomms don't deliver the growth they need to. The model is built around the agency, not the client.

Complexity is the norm. But it doesn't have to be.

That's why we've created a new model, a collective of agencies united by the same mission: to provide a service designed around our client's business needs, not an outdated structure. One connected team. Built to deliver across every market.

That's GlobalAgility.

We make sure we understand your goals, your pressures and the complexity you operate in, then shape a solution to fit. The right capability, brought in when needed. Senior expertise with you all the way. Combining global consistency with local relevance, we help brands move at speed without compromising quality or impact.

We've been delivering complex international B2B programmes this way for years. Today, we've brought that experience together under one clear model and one name.

If you want an agency that can help you reshape tomorrow, talk to us.

Awards

David vs Goliath	*Effie, 2025*
B2B Agency of the Year	*B2B Marketing Awards, 2022, Gold*
Best Agency	*Conference + Event Awards, 2025, Winner*

Clients

- Cummins
- Ofi
- Okta
- Ormco
- Croda

Sectors

- Energy and utilities
- Food, drink and ingredients
- Industrial, manufacturing, engineering
- Technology and telecoms

Date founded:
November 2018

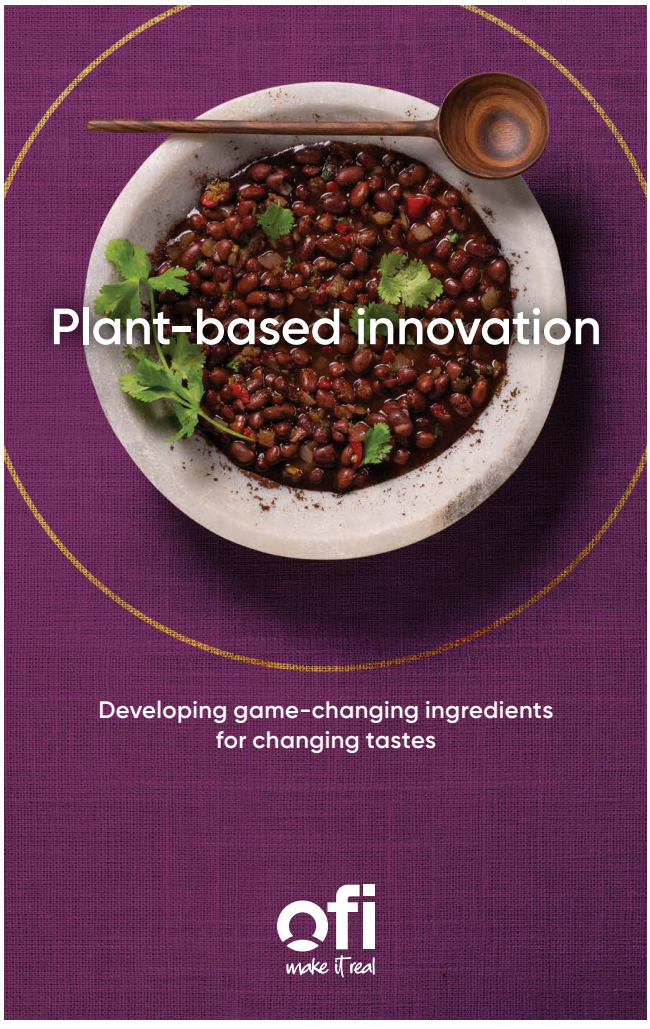
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London, W1T 7AA







From left to right: **Okta, ofi, Cummins**

Globalagility

AGENCY PROFILE PAGE 26

marketbridge

SET THE STANDARD.

Growth needs a new standard. Not whatever happens to be loud this quarter. A real standard that is built on clear thinking, accountability and ideas strong enough to survive contact with reality.

Modern GTM demands bold choices. And Marketbridge is purpose-built to deliver on them. We set the standard by helping B2B leaders move differently—bringing strategy, AI, creativity, activation and measurement together into one unified Go-to-Market® system designed to propel growth in the AI era.

We are Marketbridge.
The Growth Company for Business.



#1 Brand and #1 Demand B2B US Agency
And just getting started.

marketbridge.com



The go-to-market reckoning: Why competitive advantage is becoming a system problem

Bob Ray
CEO
Marketbridge

Go-to-market organizations are approaching an inflection point.

Across industries, B2B companies have invested heavily in modernizing individual functions. Marketing has become more data-driven. Sales organizations are better enabled. Customer success teams are increasingly focused on expansion and retention. AI is accelerating everything from content creation and campaign execution to forecasting and analytics.

These investments have dramatically improved functional performance. They have also raised the competitive baseline.

The capabilities that once differentiated organizations are rapidly becoming table stakes. As AI makes functional excellence more accessible, sustainable advantage is shifting elsewhere.

The challenge isn't that marketing, sales, customer success, or operations are underperforming. It's that they often operate as optimized functions within an unoptimized system.

The consequences are increasingly visible. Buyers experience disconnected interactions across channels and teams. Data fails to move seamlessly between functions. Forecasts become less predictable. Growth slows despite continued investment in talent, technology, and process.

These are not functional failures. They are failures of orchestration.

Leading organizations are responding by redesigning go-to-market as an integrated operating system rather than a collection of specialized disciplines. Decisions, data, workflows, AI models, and customer engagement are becoming interconnected across the entire revenue lifecycle.

This represents a fundamental shift in leadership.

Tomorrow's GTM leaders will be measured less by how effectively they optimize individual functions and more by how well they orchestrate the entire system. Success will depend on connecting strategy, commercial operations, technology, analytics, AI, and customer activation into a coordinated growth engine capable of learning and improving continuously.

For agencies, consultancies, and technology partners, the implication is equally significant. Clients are increasingly seeking partners that can bridge disciplines, connect fragmented capabilities, and improve enterprise-wide performance rather than optimize isolated functions.

As AI continues to accelerate execution, orchestration—not automation—will become the defining competitive advantage. The next era of B2B growth will belong to organizations whose go-to-market system operates as one.

That shift is precisely what shaped the evolution of Marketbridge. We believe the future belongs to an integrated model that connects strategy, consulting, data, AI, technology, creativity, activation, and measurement into a single go-to-market operating system. Rather than optimizing individual functions, our focus is helping clients design and operate growth systems that are more connected, more intelligent, and ultimately more predictable.

In a world where every function is becoming AI-enabled, competitive advantage will come from how effectively the entire system works together.

Marketbridge

Philosophy

To outgrow the market today, sales, marketing, operations and analytics must maneuver as one—a cohesive, connected GTM system aligned around the buyers, motions and commercial outcomes that matter most.

That's The New Standard in B2B growth, and it's what Marketbridge is purpose-built to deliver.

Marketbridge partners with leading B2B brands to create unified Go-to-Market systems that connect strategy, AI, creativity, activation, and measurement.

Our expertise spans Strategy & Consulting, Measurement & Analytics, Brand & Demand, Creative & Content, Media & Activation, and PR & Influencers. We bring these capabilities together through six integrated Growth Solutions:

- **B2B Performance Measurement:** Provides proof of value and confidence in investment decisions.
- **Revenue Orchestration:** Reengineers GTM strategy, sales and marketing operations, and activation for next-level revenue growth.
- **Brand Amplification:** Creates more uniquely differentiated, human-centric brands.
- **Creative & Content Acceleration:** Retools, fast-tracks and scales AI for creative and content operations.
- **AI Growth Catalyst:** Unlocks the full value of AI across GTM.
- **Growth Intelligence:** Turns disconnected data and signals into unified intelligence.

Together, they form a connected GTM model for planning, executing, and driving growth in a market that demands a new standard.

With a team of over 300 across North America and Europe, Marketbridge supports clients worldwide, ranging from Fortune 1000 enterprises to venture-backed, high-growth companies across technology, financial services, healthcare and industrial sectors.

We are Marketbridge. The Growth Company for Business.

Awards

Top-ranked US B2B Brand & Demand Agency	*B2B Marketing, 2026, #1*
Best B2B Branded Content	*The Webby Awards, 2026, Honoree*
Best Thought Leadership Program	*B2B Marketing/US Elevation Awards, 2025, Gold*
Best Use of AI	*B2B Marketing/US Elevation Awards, 2025, Gold*

Clients

- Avalara
- Chevron Lubricants
- FIS Global
- GTT
- LG Electronics
- Lloyd's Register

Sectors

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

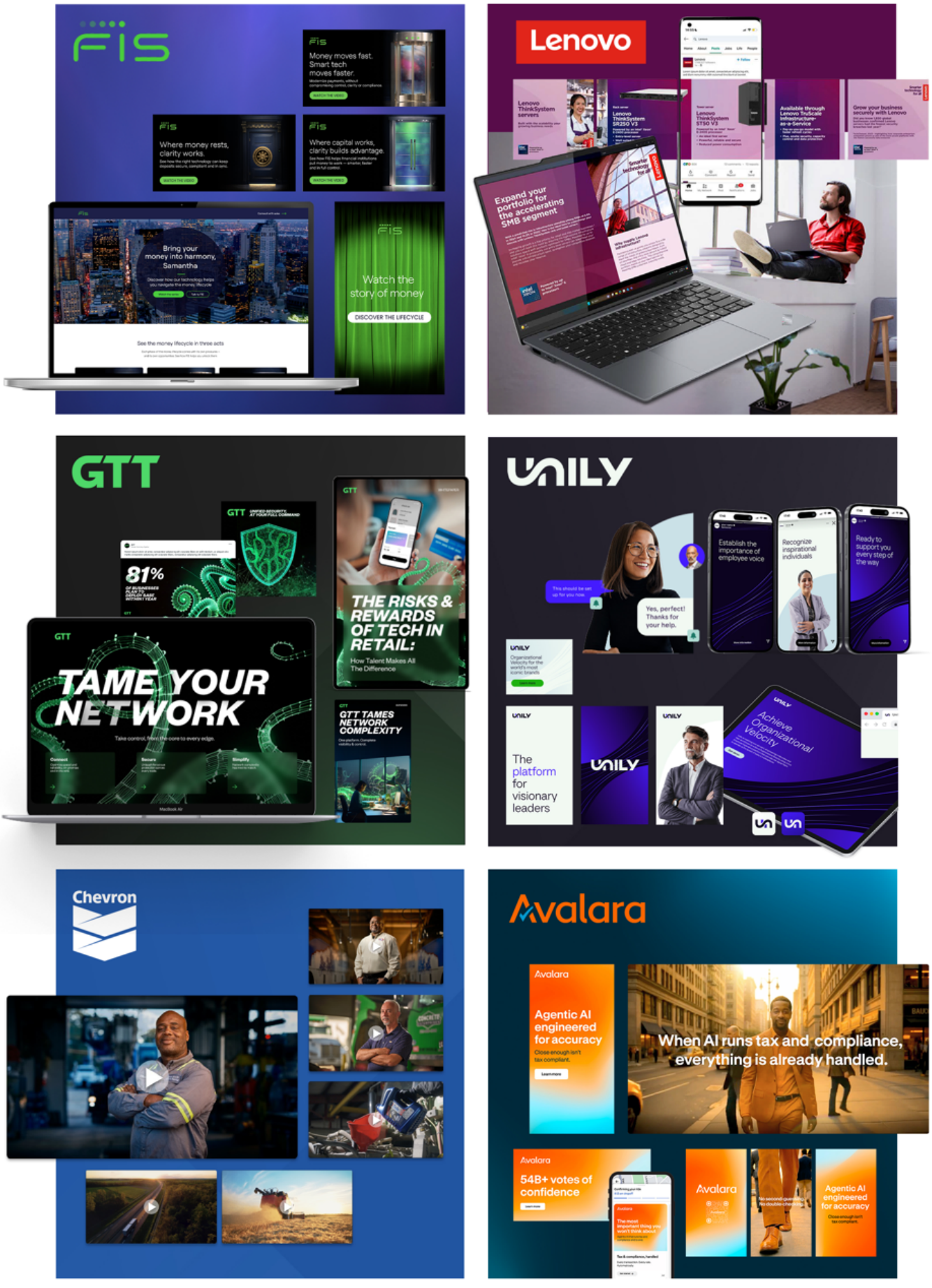
Date founded: 1991

Phone number: (240) 752-1800

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Contact email: growth@marketbridge.com

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A selection of agency work by Marketbridge, the Growth Company for Business



FAME IS A CHOICE.

Most B2B brands don't make it.
They play it safe.
They follow category conventions.
They optimise what is easy to justify.

Blending in is a choice.
Being compared on price is a choice.
Being forgettable is a choice.

Fame rewrites the rules.

It lowers resistance.
It creates preference before comparisons begin.
It makes your brand the answer before a shortlist exists.

Fame isn't luck.
It's built. Deliberately.

Some brands choose that ambition.
Others don't.

We work with the ones who do.

trueagency.com

true
a BBN partner

Stop buying invisible reach: The multi-billion dollar waste in B2B media



Cos Mingides
Co-Founder &
Head of Effectiveness
True

Billions of dollars are wasted every year on B2B media that no one remembers. Marketing departments and CFOs alike chase "reach," but what's the point if your audience doesn't even notice you?

Every unremembered ad is not just wasted budget, but a lost opportunity to be first in mind when buying decisions are made. In the scramble for scale, we've lost sight of the true goal: to be seen, felt, and remembered. Because in B2B, where purchase cycles are long and touchpoints are few, being noticed isn't a luxury. It's the foundation of commercial impact.

The illusion of equal reach

B2B marketers are hooked on cheap impressions, fooled by the belief that every impression has equal value. It's simply not true. Glancing past a banner ad on a crowded site is counted the same as a deep, engaged view of a bold video, but only one of those drives results. When we optimize for the lowest cost-per-thousand, we're buying proximity — not focus — funnelling budgets into low-attention channels that fail to create real impact.

Attention is the only currency that matters

It's tempting to think that cheap reach is the best way to maintain share of voice, especially during budget squeezes. But this is a false economy. Attention isn't a vague concept; it's measurable in seconds of active engagement. And those seconds matter: there's a direct, proven link between attention and uplift in brand awareness, consideration, and purchase intent. High-attention environments and creative formats are required to encode your brand into buyers' memories. Without them, your spend vanishes into invisibility.

The shift to creative-led media

The solution isn't to spend more—it's to spend smarter. Effectiveness demands a shift toward Creative-Led Media, where media and creative strategies are inseparable from the start. In this model, context is the foundation. Media shouldn't just deliver a message; it should provide the stage that makes the creative unmissable. When placement, format, and message are architected as one, attention becomes the guiding metric, and impact multiplies.

At True, this isn't just theory. Our IPA Effectiveness Accreditation proves that a creative-led approach to media bridges creative brilliance with measurable business results.

Stop settling for less

CFOs aren't adversaries when they question media ROI—they're demanding proof that investments actually work. It's time to move beyond the illusion of visibility. Empty impression counts on dashboards don't prove value; only active engagement does.

Stop wasting your budget on low-attention channels. Invest in media that commands attention and amplifies creativity. Embrace Creative-Led Media, prioritize engagement, and transform your marketing strategy into a true engine of commercial growth.

True

Philosophy

Fame is a growth strategy. We help B2B brands deliver it.

Many B2B brands are known. Few are remembered. Fewer still are chosen instinctively when it matters.

Fame isn't luck. It's engineered. At True, we turn ambitious brands into the ones buyers remember and prefer. We're not here to play it safe or pad pitch decks. We exist to make brands impossible to ignore, and first in line when decisions get made.

We combine standout ideas with media designed to make them unmissable — turning brand investment into commercial return, and making our clients the obvious choice before the shortlist is even written.

We don't optimize for what's easiest to measure. We focus on what drives growth. Our approach is governed by the Effectiveness OS: an operating discipline that connects marketing investment to revenue, margin, and enterprise value — aligning brand and demand to deliver sustainable growth.

As the only B2B agency with IPA Effectiveness Accreditation, we measure success in business terms, not platform metrics. Our work has delivered measurable outcomes across numerous B2B sectors — increasing market share, strengthening pricing power, and growing marketing's contribution to revenue.

We work with brands that refuse to blend in.

Ambition required.

Awards

IPA Effectiveness Accreditation	*2025-2027*
Agency of the Year	*The Golden Bees, 2025*
Manufacturing and Industrial	*The Drum Awards, 2025, Gold*

Clients

- iManage
- Mondi Group
- KPMG
- Yell
- Rockwool

Sectors

- Business services
- Financial services
- Professional services
- Technology and telecoms

Date founded: 2012

Phone number: +44 207 952 2120

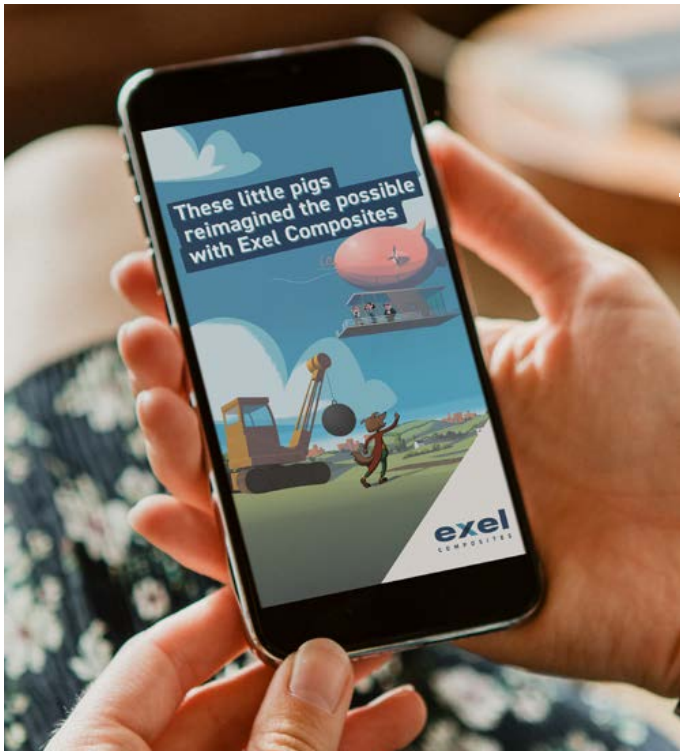
Website: trueagency.com

Contact email: info@trueagency.com

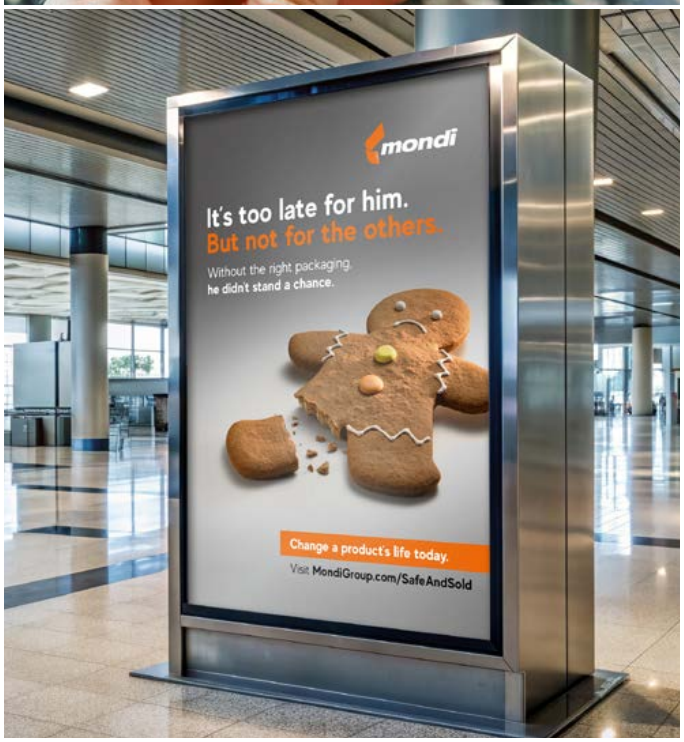
Address: 104 Oxford Street, London, W1D 1LP









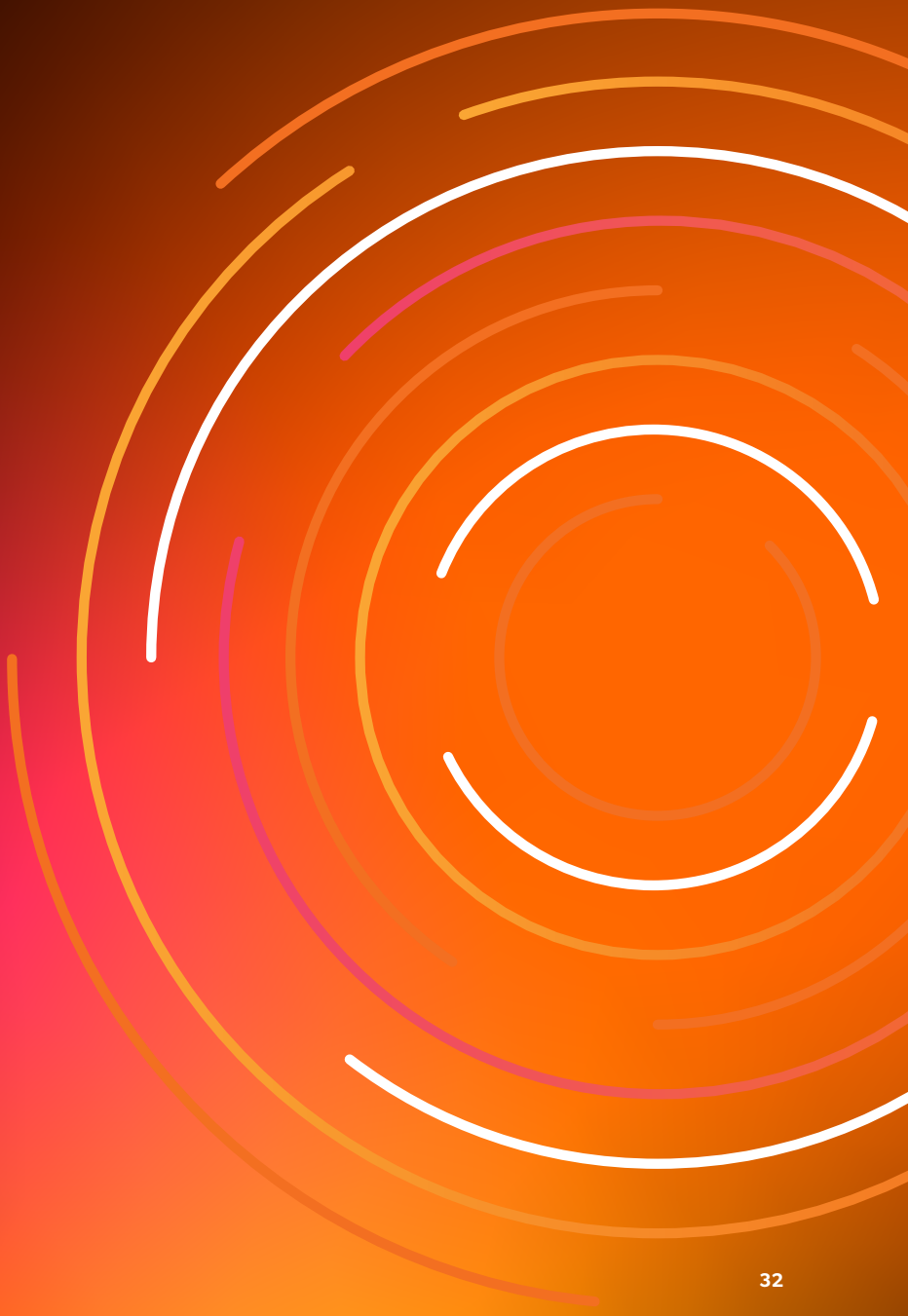




A selection of agency work by True

SECTION FOUR

Client Satisfaction



SPONSORED

Agency X

Client retention in the last 12 months in percentage: **83%**
Average deal size: **Over $250K**
Average value of a single order: **$51K – $100k**
Pitch rate win: **40%**

> *The team continues to exceed our expectations and we are appreciative of the relationship we have built in the last year. All the things you said that would change and improve, actually have. We are now looking forward to our efforts moving the business forward."*
>
> Basjan Faber, *CFO and Owner*, **C-Job Naval Architects**

SPONSORED

Global Agility

Average deal size: **Over $250K**
Average value of a single order: **$30,000 – $49,999**
Pitch rate win: **50%**

SPONSORED

Gravity Global

Client retention in the last 12 months: **80%**
Average deal size: **Over $250K**
Average value of a single order: **$50,000+**
Pitch rate win: **80%**

SPONSORED

Marketbridge

Client retention in the last 12 months in percentage: **80%**
Average deal size: **Over $250K**
Average value of a single order: **$50,000+**

> *In B2B, trust is the new currency. And trust has to be earned. To earn the attention of top fintech decision-makers, we embedded deep FIS executive thought leadership where they seek insights—in the world's most trusted business media. The result? Engagement was off the charts, and trust in FIS soared double digits. Working with Marketbridge on this campaign has helped FIS set a new standard for what branded thought leadership should look like in B2B financial technology marketing."*
>
> *SVP, Head of Marketing*, **FIS**

Dentsu B2B

Client retention in the last 12 months in percentage: **90%**
Average deal size: **Over $250K**
Average value of a single order: **$50,000+**

> *Dentsu have been instrumental in implementing our operating model with our media agency. From a local model to a centralized model, we have gained efficiencies, higher performance, stronger strategic input.... Our performance activities are now managed from two hubs enabling us to capitalise on teams based in the most innovative advertising markets in the world."*
>
> *Global Paid Media Director*, **Sage**

Entourage BD

Client retention in the last 12 months in percentage: **80%**
Average deal size: **Over $250K**
Average value of a single order: **$50,000+**
Pitch rate win: **80%**

> *Working with Entourage has been an outstanding experience. They are a trusted partner with differentiated offerings and a global reach we can't find elsewhere. We rely on them to connect and engage with our network of dozens of partners on our behalf. They think strategically alongside us, bringing innovative approaches to reach new customers and deepen relationships with prospects. We keep coming back to find new ways to work with them."*
>
> Emily Montgomery, *Principal Partner Marketing Manager*, **AWS**

Fifth Ring

Client retention in the last 12 months in percentage: **85%**
Average deal size: **$26K – $50K**
Average value of a single order: **$15,000 – $29,999**
Pitch rate win: **70%**

> *Our company had never done a marketing campaign before, and we chose to do one on a service we are not well known for. Fifth Ring went beyond simple support, it took our hand and guided us through the whole process, from strategy and ideation to execution and optimization, to conversion and lead follow up.*
>
> *The campaign itself was highly successful, comfortably beating every industry KPI we could find, and generating over 130 qualified leads, with some turning into opportunities worth hundreds of thousands of pounds each.*
>
> *But the value went beyond that, Fifth Ring helped our team grow and change how we speak about our products and services, which much simpler messaging and clearer value propositions designed for particular target audiences. We are currently working on our follow up campaign and I can't wait to see the brand building and the leads come in."*
>
> Roberto Estaba, *Head of Marketing*, **Score**

Fox Agency

Client retention in the last 12 months in percentage: **92%**
Average deal size: **$101K – $250K**
Average value of a single order: **$50,000+**

> *The Fox Agency team has become an extension of the OneStream family. They have helped to elevate our brand and the team is dedicated, positive, impactful, and an absolute pleasure to work with."*
>
> Sarah Gallo, *Global Brand Marketing Leader*, **OneStream**

MWJ B2B Marketing Agency

Client retention in the last 12 months in percentage: **90%**
Most recent NPS score: **+90 reported May 2025 based on 15 responses**
Average deal size: **Less than $10K**
Average value of a single order: **Less than $5,000**
Pitch rate win: **30%**

> *With years of hands-on marketing experience supporting a Global ISV like Veripark, strong Microsoft Ecosystem know-how, and a clear focus on B2B Tech and ISV marketing, Ceyhun & MWJ are well-positioned to help organizations execute effective and ISV-ready marketing programs."*
>
> Ozkan Erener, *CEO*, **Veripark**

Pretzl

Client retention in the last 12 months in percentage: **90%**
Average deal size: **Over $250K**
Average value of a single order: **$30,000 – $49,999**

> *Pretzl's partnership with ServiceNow in the Americas is driving outsized impact. We are closing deals 2.8× larger and 163 days faster than non-ABM accounts."*
>
> Tamara Marx, *Director & Head of ABM, AMS,* **ServiceNow**

RAB2B

Client retention in the last 12 months in percentage: **60%**
Average deal size: **$101K – $250K**
Average value of a single order: **$15,000 – $29,999**
Pitch rate win: **30%**

> *Our work relationship with the RAB2B team extends over a decade, and the whole team have helped us tackle our most strategic, urgent, and important projects. Whether it's a program that requires deep original research and benchmarking. I trust RAB2B and its capable team to come through for us, and they always do. We share candid feedback with one another regularly and push each other (and help one another) to be better. Growing is always more fun when you do it with a trusted friend, partner, and colleague!"*
>
> Rob Armstrong, *CMO*, **Zebra Technologies**

Realm B2B

Client retention in the last 12 months in percentage: **75%**
Average deal size: **Over $250K**
Average value of a single order: **$50,000+**
Pitch rate win: **90%**

> *Realm has been a game changer for us. Their agility, B2B expertise, and ability to move quickly without bureaucracy set them apart. Their partnership has built genuine trust and made them a seamless part of our integrated media team."*
>
> Chris Drago, *Head of Global Media*, **NetApp**

tmp

Average deal size: **$101K – $250K**
Average value of a single order: **$50,000+**
Pitch rate win: **50%**

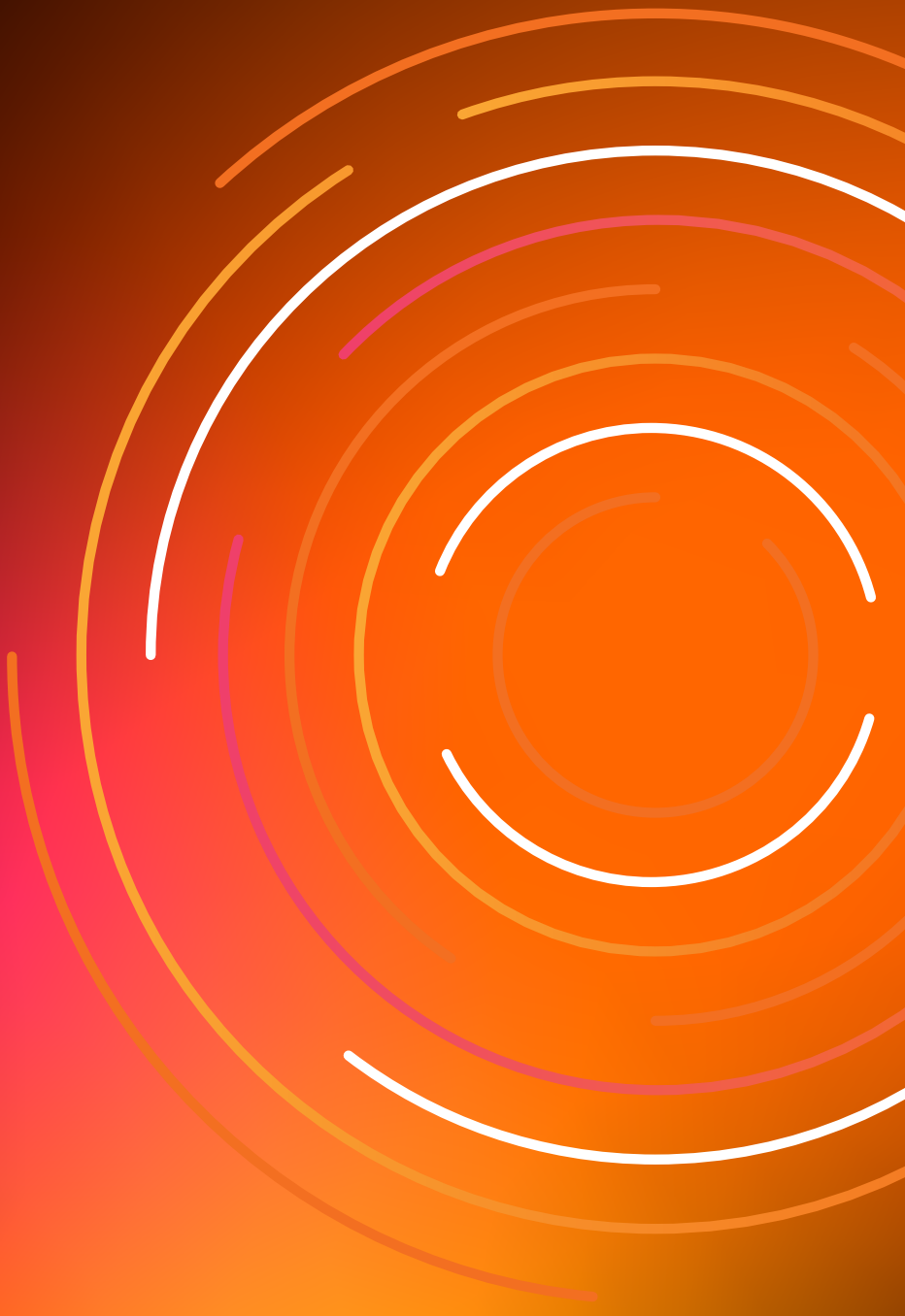
> *I'm blown away by the channel marketing engine we've built at T-Mobile for Business within a year - both in terms of the commercial impact on our business right now and the platform it represents for future growth."*
>
> Leslie Gipple, *Senior Segment Manager, Channel Partner Marketing*, **T-Mobile for Business**

VCCP B2B

Average value of a single order: **$50,000+**
Pitch rate win: **60%**

SECTION FIVE

World Map

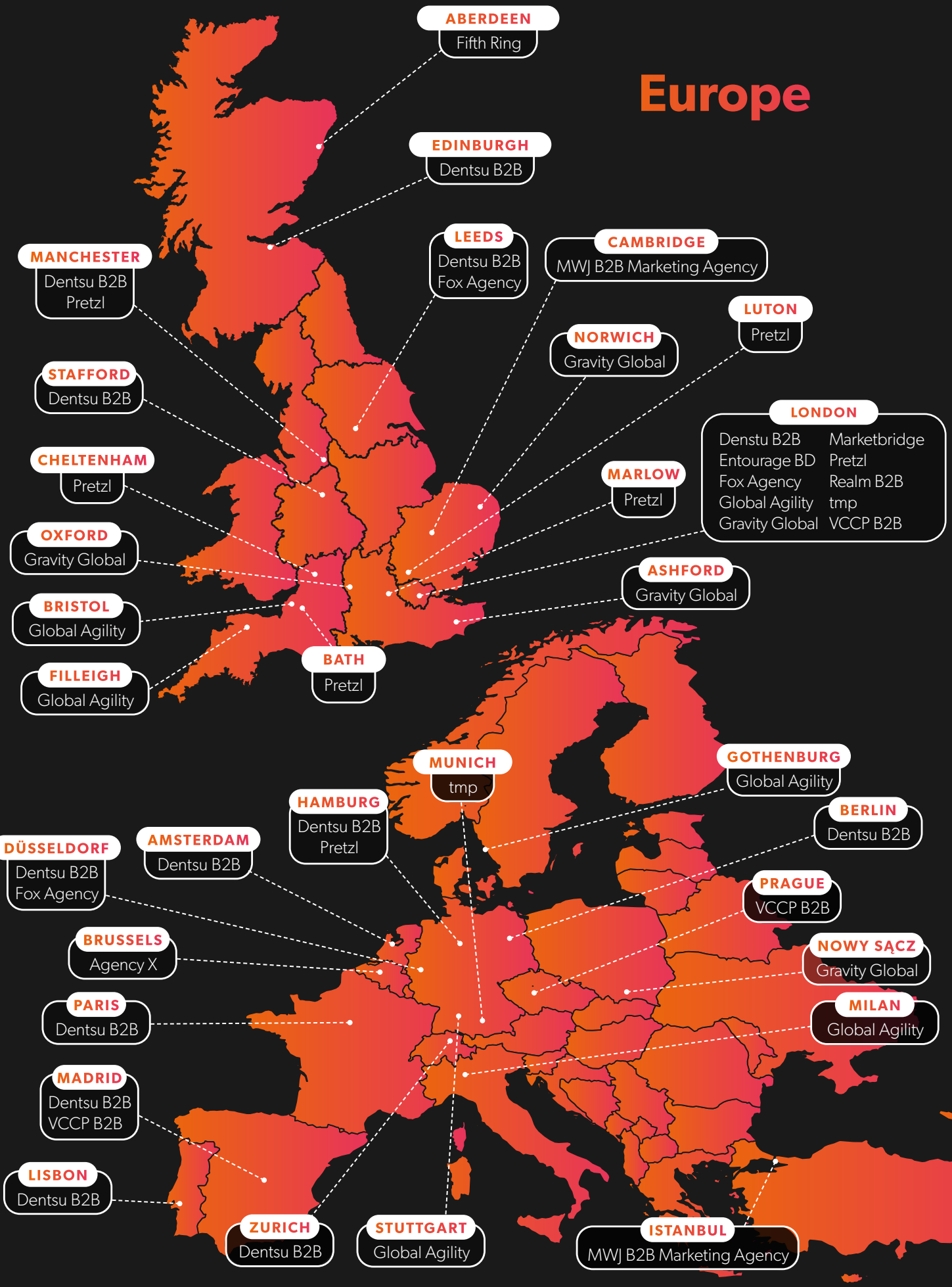


B2B Marketing's Agency World Map

This map highlights the office locations of the agencies featured in our international agency table. It shows where each agency has a physical presence, rather than every market in which they deliver work.
In our interviews with client-side marketers, we found that an agency's location can play an important role in the selection process. Many buyers value having an agency with offices in specific regions or markets, making geographic presence a useful factor when evaluating potential partners.



Europe


ABERDEEN
Fifth Ring
EDINBURGH
Dentsu B2B
LEEDS
Dentsu B2B
Fox Agency
CAMBRIDGE
MWJ B2B Marketing Agency
MANCHESTER
Dentsu B2B
Pretzl
LUTON
Pretzl
NORWICH
Gravity Global
STAFFORD
Dentsu B2B
LONDON
Denstu B2B
Entourage BD
Fox Agency
Global Agility
Gravity Global
Marketbridge
Pretzl
Realm B2B
tmp
VCCP B2B
CHELTENHAM
Pretzl
MARLOW
Pretzl
OXFORD
Gravity Global
ASHFORD
Gravity Global
BRISTOL
Global Agility
BATH
Pretzl
FILLEIGH
Global Agility
MUNICH
tmp
GOTHENBURG
Global Agility
HAMBURG
Dentsu B2B
Pretzl
BERLIN
Dentsu B2B
DÜSSELDORF
Dentsu B2B
Fox Agency
AMSTERDAM
Dentsu B2B
PRAGUE
VCCP B2B
BRUSSELS
Agency X
NOWY SĄCZ
Gravity Global
PARIS
Dentsu B2B
MILAN
Global Agility
MADRID
Dentsu B2B
VCCP B2B
LISBON
Dentsu B2B
ZURICH
Dentsu B2B
STUTTGART
Global Agility
ISTANBUL
MWJ B2B Marketing Agency

Africa & APAC


SHANGHAI
Dentsu B2B
Gravity Global
VCCP B2B
DELHI
Dentsu B2B
BEIJING
Dentsu B2B
TOKYO
Dentsu B2B
DUBAI
Dentsu B2B
HONG KONG
Global Agility
Gravity Global
NHA TRANG
Gravity Global
RIYADH
Dentsu B2B
MUMBAI
Dentsu B2B
AUCKLAND
VCCP B2B
PUNE
Global Agility
SINGAPORE
Dentsu B2B
Fifth Ring
Global Agility
VCCP B2B
SYDNEY
Dentsu B2B
Entourage BD
Pretzl
tmp
VCCP B2B
MELBOURNE
Dentsu B2B

About B2B Marketing

B2B MARKETING AWARDS
FROM B2B MARKETING

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

Deliver your marketing content and proposition to the right audience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

Our products

PROPOLIS
FROM B2B MARKETING

B2B IGNITE
FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

B2B MARKETING AWARDS
FROM B2B MARKETING

ELEVATION AWARDS
FROM B2B MARKETING

PROPOLIS TRAINING
FROM B2B MARKETING

PROPOLIS INDEX
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PROPOLIS LEADERS FORUM
FROM B2B MARKETING

THE B2B MARKETING PODCAST
FROM B2B MARKETING

B2B MARKETING