B2B MARKETING

The B2B Marketing Global Agencies Benchmarking Report

2025



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A step towards commercial growth



KAVITA SINGH,
Head of Growth Solutions Content,
B2B MARKETING

Welcome to our second ever Global Agencies Benchmarking Report! Coming off of the success of our UK and US instalments, we're proud to release our 2025 global version of this report, which is jam-packed with insightful league tables, leader's commentary and much more.

In a competitive industry where becoming a commercial marketer is imperative, the insights from this report are metrics that do ultimately matter. When you get into a boardroom, you want to be armed with a compelling case on why an agency fits your criteria, whether that means turning to the league tables to showcase significant growth, highlighting award wins, or pointing out a value proposition in an agency profile.

Now, with two years of data to reference, we're beginning to uncover broader global trends. These early insights lay the groundwork for deeper takeaways in future editions. So what did the global agency landscape look like this year? Using data from 15 different global agencies, we saw that the average gross income totalled in at $58.01 million which is a 12.9% increase in total gross income compared to the previous financial year. This steady growth signals positive momentum in the agency landscape and suggests that agencies operating at a global scale may be better positioned for long-term success.

Curious how we defined "global" agencies? See page 4 for our methodology.

In addition to our league tables, we also feature commentary from three agencies around hot-button topics from the balance between AI and the human touch to making your brand unforgettable and the five delusions to watch out for in B2B marketing. And because we're looking at agencies operating at a global scale, we have also included a map which outlines where agencies are scattered throughout the world.

If you're feeling inspired after reading our report, we highly recommend heading to our community intelligence platform, Propolis. A global community where B2Bers come together, Propolis gives you access to insights to make decisions, connect with experts and unlock actionable guides and content - all of this to enable your company to develop and thrive.

We hope you enjoy this report and here's to many more.

How did we determine who made the cut?

Each year, B2B Marketing produces league tables showing the biggest B2B agencies in the UK and US. Whilst these reports remain useful tools for marketers looking for agencies in those specific regions, we have recognized the need to provide tables showing those agencies who operate on a truly global scale, with offices and people on the ground in multiple territories.

With that in mind, this table shows the largest B2B marketing agencies in the world, ranked by their global gross income (which is derived by deducting external media and production costs from the billed total, and which includes income from all above-the-line and below-the-line activity).

Whilst agencies included in this table don't necessarily exclusively serve B2B clients, all agencies presented here have confirmed that 50% or more of their agency's gross income comes from B2B activity.

In order to qualify for this table, the agencies in question must have offices in at least two countries, with at least five full-time employees in each location. In order to qualify, the agencies included must also, of course, generate gross income in multiple locations (i.e. billed to those offices). In order to present the most accurate ranking, all figures submitted have been converted to dollars using the exchange rate as it stood during the point of this table's creation.



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League tables

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Top 15 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 Gross Income in $m in most recent financial year	YoY change in Global GI as a %	Global GI headcount 2024	Global GI headcount % change YoY	Rank in 2024
1	Dentsu B2B	152	-1.60%	828	-3.16%	2
2	Gravity Global	117	3.54%	413	-14.14%	4
3	BBN International Ltd.	115	-15.44%	1323	-0.37%	3
4	VCCP Business	79.4	-2.00%	421	-14.08%	5
5	Bray Leino + MX	54.5	-5.65%	375	10.07%	6
6	ROI•DNA, a Hotwire Global Company	50.4	-5.64%	221	-6.00%	*
7	Transmission	37.1	-3.74%	235	-6.75%	8
8	Ledger Bennett	18.8	67.86%	98	44.12%	12
9	Luxid Group	17.9	7.83%	146	1.39%	13
10	Tangent	11.4	32.52%	70	9%	*
11	Fox Agency	9.9	51.69%	67	11.67%	*
12	Fifth Ring	6.9	2.38%	47	-4.08%	16
13	Velocity	5.4	-22.52%	37	-31.48%	17
14	Realm B2B	3.7	87.43%	21	10.53%	19
15	MWJ	0.16	268.96%	10	233.33%	*

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Top 5 Fastest Growers Globally

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	YoY Global Gross Income % change	Global headcount	Global YoY headcount % change	Rank in 2025 main league table
1	Ledger Bennett	7.6	18.8	67.86%	98	44.12%	8
2	Gravity Global	4	117	3.54%	413	-14.14%	2
3	Fox Agency	3.4	9.9	51.69%	67	11.67%	11
4	Tangent	2.8	11.4	32.52%	70	9%	10
5	Realm B2B	1.7	3.7	87.43%	21	10.53%	14

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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	Global headcount	Global YoY headcount % change	Rank in 2025 main league table
1	Realm B2B	87.43%	3.7	21	10.53%	14
2	Ledger Bennett	67.86%	18.8	98	44.12%	8
3	Fox Agency	51.69%	9.9	67	11.67%	11
4	Tangent	32.52%	11.4	70	9%	10
5	Luxid Group	7.83%	17.9	146	1.39%	9

© B2B Marketing

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	Global Gross Income in $m inmost recent financial year	YoY change in Global GI as a %	Global GI headcount 2024	Global GI headcount % change YoY
1	Dentsu B2B	152	-1.60%	828	-3.16%
2	Gravity Global	117	3.54%	413	-14.14%
3	BBN International Ltd.	115	-15.44%	1323	-0.37%
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5	Bray Leino + MX	54.5	-5.65%	375	10.07%
6	ROI•DNA, a Hotwire Global Company	50.4	-5.64%	221	-6.00%
7	Transmission	37.1	-3.74%	235	-6.75%
8	Ledger Bennett	18.8	67.86%	98	44.12%
9	Luxid Group	17.9	7.83%	146	1.39%

Global Content Marketing and 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	Global Gross Income in $m in most recent financial year	YoY change in Global GI as a %	Global GI headcount 2024	Global GI headcount % change YoY
1	VCCP Business	79.4	-2.00%	421	-14.08%
2	Ledger Bennett	18.8	67.86%	98	44.12%
3	Luxid Group	17.9	7.83%	146	1.39%
4	Fox Agency	9.9	51.69%	67	11.67%
5	Fifth Ring	6.9	2.38%	47	-4.08%
6	Velocity	5.4	-22.52%	37	-31.48%
7	MWJ	0.16	268.96%	10	233.33%

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We turn simple into smart.

We transform business performance by unleashing the power of smart marketing.

Smart marketing combines strategy, platform adaptation, data analytics and creative thinking to take brands beyond simple ABM and sales models. Achieve better results, for less.

And once we've developed your smart strategy, we embed it into your organisation. So, success becomes the new standard.

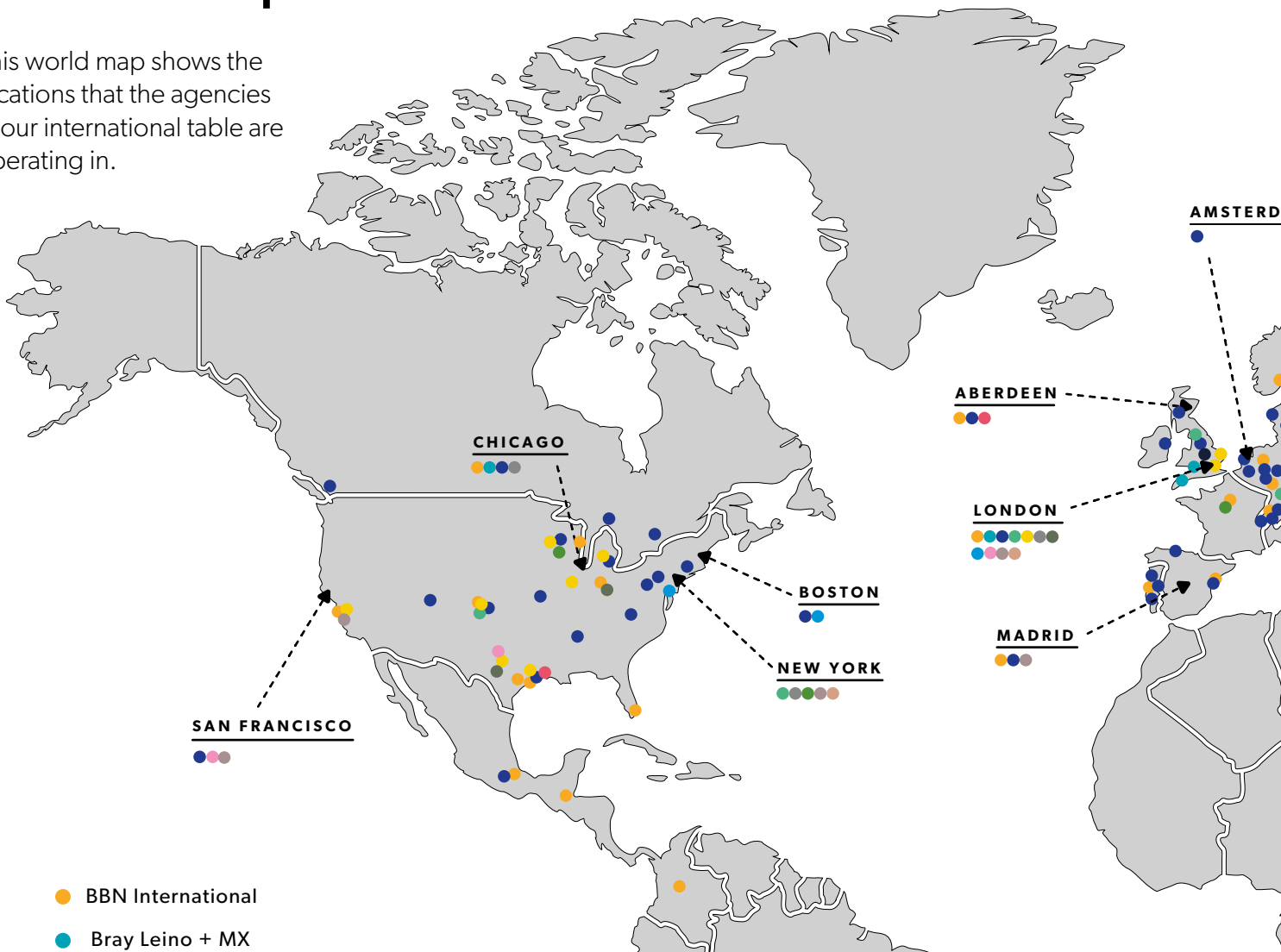
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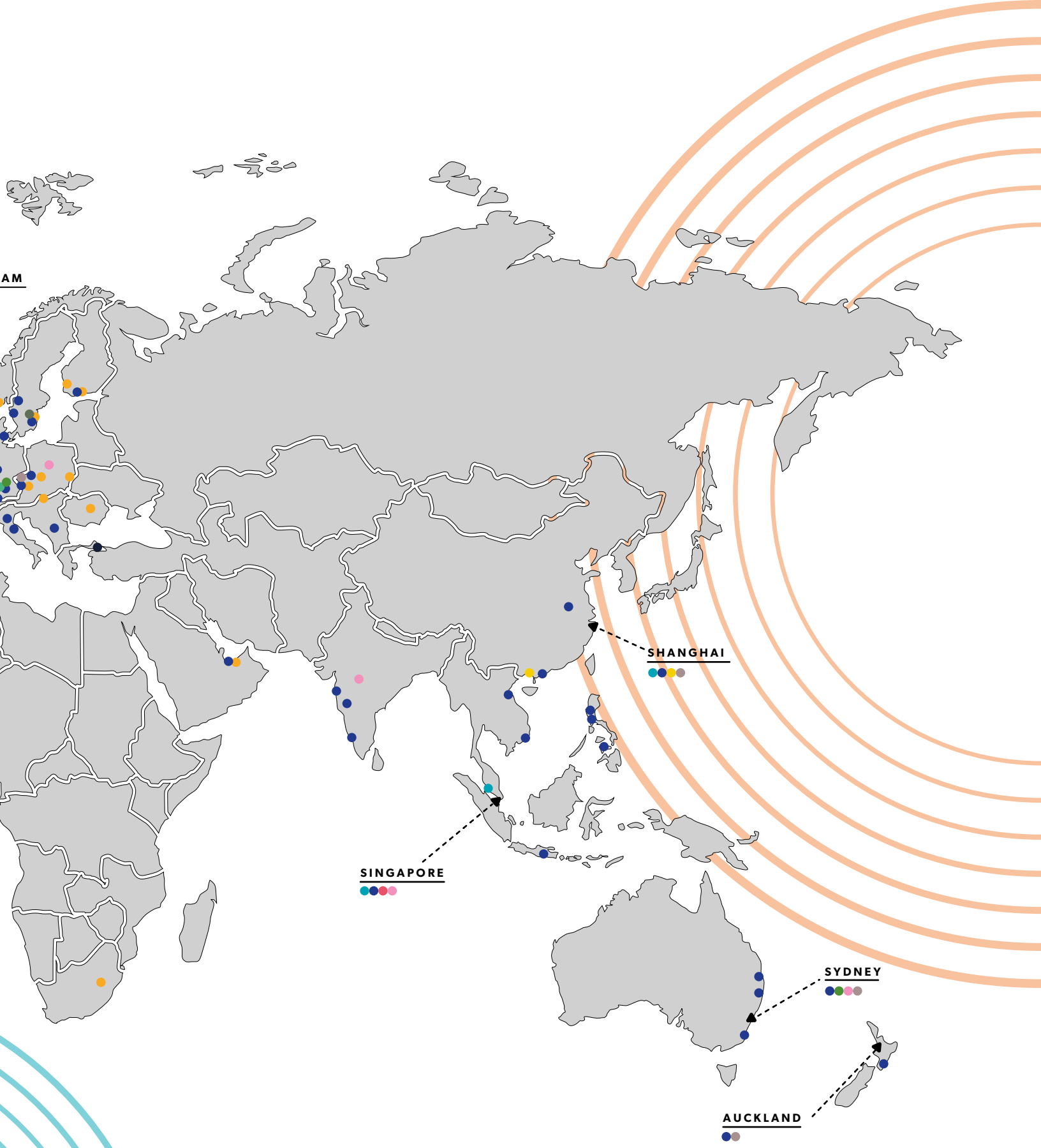
World Map

This world map shows the locations that the agencies in our international table are operating in.



- BBN International
- Bray Leino + MX
- Dentsu B2B
- Fifth Ring
- Fox Agency
- Gravity Global
- Ledger Bennett
- Luxid
- MWJ
- Realm B2B
- ROI•DNA, a Hotwire Global Company
- Tangent
- Transmission
- VCCP Business
- Velocity

© B2B Marketing


AM
SHANGHAI
SINGAPORE
SYDNEY
AUCKLAND

EFF*UP B2B

So, what the 'eff' is marketing effectiveness? It's the difference between generating noise and delivering outcomes. It's about moving beyond efficiency metrics like CPLs and ROI to prove marketing's true value—directly to the bottom line.

Too much of B2B marketing is stuck in a cycle of short-term thinking—relentless targets, squeezed budgets, and a fixation on quick wins. But here's the truth: focusing on leads and click-through rates doesn't grow businesses. **Effectiveness does.**

Effectiveness is about aligning marketing with business goals. It's about generating tangible outcomes like revenue growth, market share gains, and increased profitability. It ensures that marketing isn't treated as a cost centre, but as a critical driver of business success.

At True, effectiveness is more than a buzzword—it's our mission. We are the creative and media agency who are not just doing great work but seeking to change perceptions and practices in B2B.

We're the only B2B agency with an IPA Effectiveness Accreditation and winners of the first-ever IPA Effectiveness Award for B2B. We know how to turn your marketing into a growth engine that delivers real business outcomes, not just a pipeline full of maybe.

If you're ready to stop chasing metrics that don't matter and start proving marketing's value to your bottom line, let's talk.

trueagency.com

Beyond ROI:
Moving from Bullsh*t Metrics to Business Metrics

EFFECTIVENESS ACCREDITED 2023-25 IPA

true
a BBN partner

SECTION 2 :

Agency profiles and market analysis

BBN	16
Bray Leino & MX Group	20
Luxid Group	24



DONE WITH BUSINESS AS USUAL? SO ARE WE.

At BBN, we've reimagined the agency-client relationship with BBN | Agency X—a pioneering concept that puts your business at the centre of every decision. No templates. No cookie-cutter solutions. Just a tailored, global-first approach built entirely around your goals.

We blend strategic depth with tactical scale through carefully curated teams from our specialist agencies across the world. With a challenger mindset, we push past the status quo to deliver fresh thinking and real business impact. And from strategy to creative, media to optimisation, we execute seamlessly across markets, languages and cultures.

READY TO EXPERIENCE BBN | AGENCY X?

BBN THE WORLD'S B2B AGENCY

Whether you're exploring international expansion, streamlining global operations, or tackling complex marketing challenges, partner with BBN, and let's take your brand across borders.

bbn-international.com/x

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Entrepreneurial delusion: When vision needs a reality check in B2B startups



ED DAVIS,
International Client Relationships,
BBN Limited

Let me be honest—entrepreneurs need a bit of delusion. Without it, we'd never have breakthroughs, bold moves, or the kind of confidence it takes to change an industry. But in my work with BBN, advising B2B startups around the world, I've seen firsthand how unchecked optimism can quickly become a liability.

I've worked with founders who are full of potential—but who fall into the same five traps again and again. If you're a startup leader, especially in the B2B space, here are the most common delusions you need to watch out for.

1. The "All We Need to Do Is Launch" Delusion

There's always this buzz around launch day. But the truth is, going live isn't the endgame—it's just the beginning. Too many founders assume that once the product is out there, customers and investors will come running. In reality? That's when the real work begins. A strong post-launch plan—marketing, sales enablement, customer feedback loops—is where your strategy truly gets tested.

2. The "We Don't Need Marketing" Myth

I've lost count of how many times I've heard a founder say, "We'll grow organically" or "Our product speaks for itself." Sure, there are exceptions—but they're rare. In B2B especially, you need sustained, strategic marketing to build awareness and trust. Good marketing isn't a luxury. It's the engine that drives demand, conversion, and retention.

3. The "We Have No Competitors" Claim

Love your idea, by all means—but don't assume it's a category of one. Even if you don't see direct rivals, your audience always has other ways to solve their problems. That's indirect competition, and ignoring it won't make it go away. I always tell founders: embrace your competitors. Learn from them, and use what you find to sharpen your positioning.

4. The "Founders Must Do It All" Trap

Been there, done that. It's hard to let go of the hands-on stuff—coding, pitching, designing, you name it. But trust me, there comes a time when growth demands that you step back and lead from a higher altitude. Hiring great people and empowering them isn't giving up control—it's building capacity.

5. The "We Must Be Profitable Immediately" Delusion

Profitability is great—but it's not the only measure of success early on. I've seen founders focus so much on staying in the black that they miss chances to scale. Investors know the game. They're often more interested in metrics like recurring revenue and CAC than immediate profits. Don't be afraid to invest in growth where it matters.

My takeaway?

Stay passionate. Be bold. But check your assumptions. Delusion gets you started—but it's reality checks that keep you going. That's how we turn big ideas into businesses that last.

BBN International Ltd

PHILOSOPHY

BBN: Unified Thinking, Global Impact

At BBN, we believe in the power of collective intelligence to transform B2B marketing. We're not a loose network—we're a connected partnership of the world's best independent agencies. With shared tools, values, and a unified approach, we're able to act as one, while respecting the local expertise that gives campaigns cultural relevance.

Our philosophy is simple: when bold thinking meets seamless collaboration, great things happen. We foster a culture of openness and accountability—because trust isn't just a nice-to-have, it's how we do business. It's why clients trust us to deliver consistent, high-quality marketing across borders, and why agencies choose BBN not just to grow, but to grow together.

Through BBuNified, our shared governance model, and tools like Navigator and Agency X, we've created a global infrastructure that's scalable, agile, and measurable. We don't just promise integration—we deliver it.

BBN is proof that when you combine entrepreneurial drive with global scale, and back it with commitment and community, you create something uniquely powerful. That's not just our model—it's our mindset.

AWARDS

B2B Marketing Agency of the Year	*Campaign Asia, 2024, Winner*
Industry Sector Spotlight Award: Business and Professional Services	*ANA B2 Awards, 2024, Gold*
B2B Agency of the Year	*ADWEEK, 2024, Winner*

CLIENTS

- KPMG
- MANN + HUMMEL
- Fleetguard
- C-Job Naval Architects
- Dell
- Seaboard Foods

SECTORS

- Industrial, manufacturing, engineering
- Pharmaceuticals and life services
- Professional services
- Technology and SaaS

YEAR FOUNDED:
1987

WEBSITE:
bbn-international.com

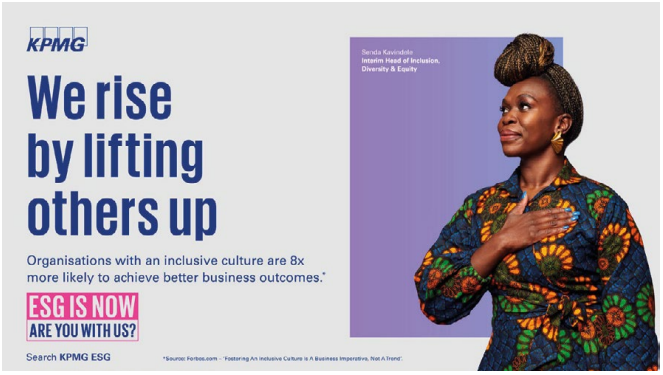
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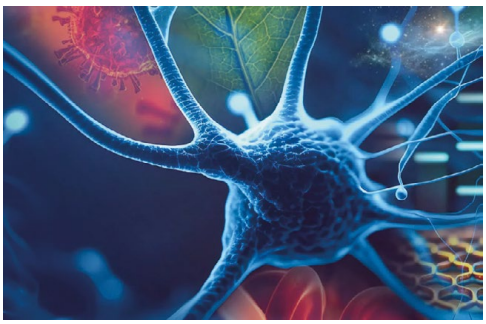
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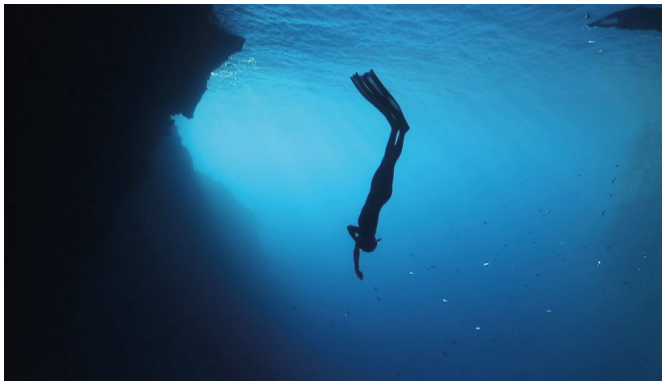
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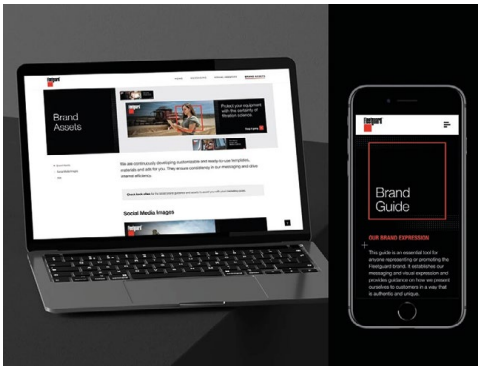




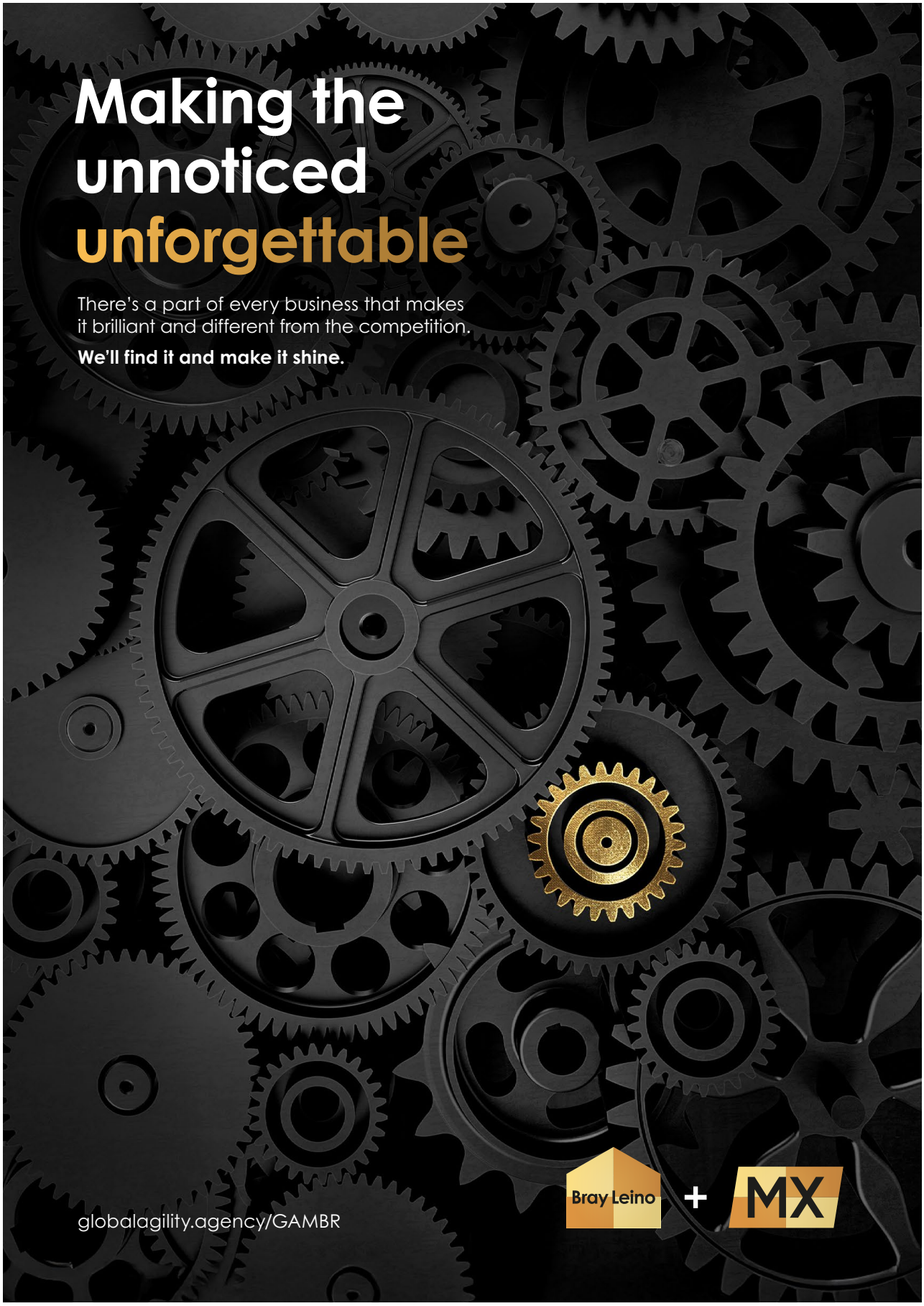








A selection of BBN partners' award-winning work clockwise from top left: KPMG, Dell, Fleetguard, Seaboard Foods, MANN + HUMMEL



© B2B Marketing

How to make your unnoticed *unforgettable*

SAM CROCKER,
Managing Partner,
Bray Leino



Incredible things are happening in your business. And yet, too often, important achievements go unsung. There's real power in revealing, leveraging and celebrating the victories in production, process or distribution - large and, especially, small - that your audience needs to know about. Finding ways to elevate the genius in the overlooked details.

How do you get there? Typically, it means getting in the weeds to understand how to make the hard-to-explain easy-to-buy. It means walking factory floors, interviewing employees and customers, pinpointing buyers' pain points and doing the homework. It's this kind of hands-on approach that leads to bespoke strategies that will resonate with your audience and amplify your brand's presence globally.

What's the distinctive molecule in the oil used to improve the performance of the rubber in tyres? How can the story of partnership at the heart of a 100-year-old business inspire its brand identity? What's the impact of transforming the global farming community on supply chains? Or why does a better expressed purpose change market perception of ID security systems?

From impactful media campaigns and tailored sales enablement to cutting-edge digital experiences, it's so important for the full spectrum of B2B marketing to work in concert, to ensure that your brand is not only seen, but celebrated.

Getting this right works for brand, it works for sales, it works to keep every associate in the enterprise and beyond—in those larger ecosystems clients operate in—aware of all the carefully considered efforts being made for customers and end users, and why it all matters.

For your brand to reach new heights, it's really a matter of helping it achieve the recognition it already deserves. The stories exist, they're just waiting to be told. So find yourself an agency that can take your unnoticed and turn it into something truly unforgettable.

Bray Leino + MX

PHILOSOPHY

There had to be a better way. After years in B2B, we've learned that marketing and sales success hinges on a seamless client experience and the freedom to craft tailored solutions for every market and challenge. This is what the traditional global agency model falls short on.

Our first-of-its-kind **Global Agility** model gives you the imagination, understanding and commercial focus you need to offer tight integration and local insight at significant cost-efficiency. Bray Leino + MX is one progressive, pragmatic team assembled to make every component of marketing success perform and mesh, across every audience, channel and market, with intelligence, impact and speed.

We've demonstrated it working with world-leading B2B businesses, from technology and chemicals to food ingredients and power generation, finding ways to amplify their unseen brilliance in every market. Let's make it better, together.

AWARDS

B2B Agency of the Year	*B2B Marketing Awards, 2022, Gold*
Innovation Award	*Conference News Awards, 2024, Winner*
Best Agency	*Conference and Event Awards, 2025, Winner*

CLIENTS

- **Croda**
- **Cummins**
- **Fujifilm**
- **ofi**
- **Okta**
- **WHOOP Unite**

SECTORS

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

DATE FOUNDED:
Partnership established in 2019

WEBSITE:
globalagility.agency/GAMBR

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Bray Leino: +44 1598 76700

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hello@brayleino.co.uk

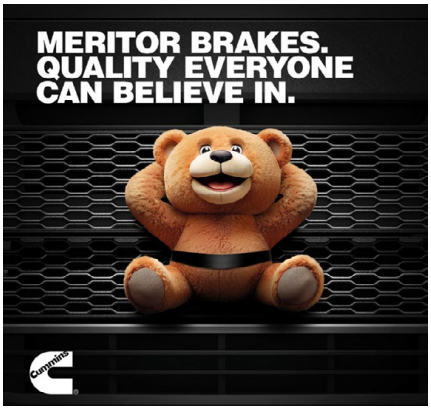
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linkedin.com/company/bray-leino-limited/

ADDRESS:
Bray Leino,
The Old Rectory,
Filleigh, North Devon,
EX32 0RX, UK

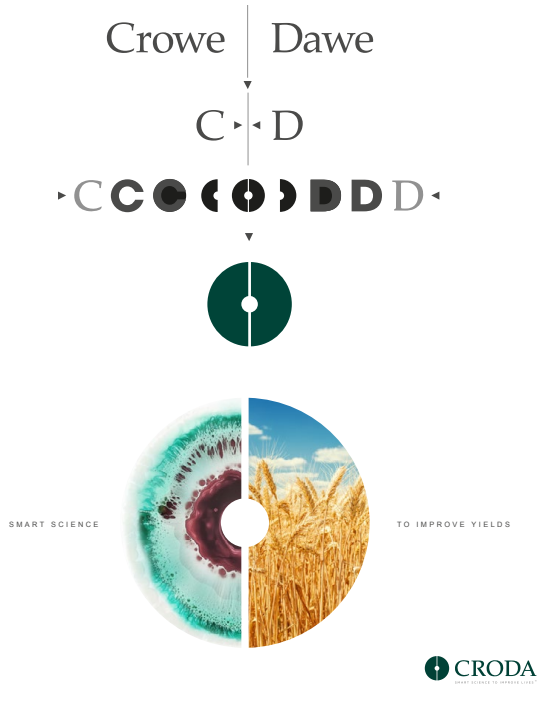
The MX Group,
7020 High Grove
Blvd, Burr Ridge,
IL 60527, USA

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OOH concept for **Okta**'s biggest ever brand awareness campaign; Campaign for **Cummins**' Meritor braking systems; **Croda** brand evolution – inspired by connection; Choices for Change – global identity for **ofi**'s sustainability value proposition.

Precision,
I'd like you to meet
Emotion.

We've arrived. Data can reach people with more precision than ever before. Matched with fearless ideas that deliver emotion, we can advance human progress.

Bring precision and emotion together at luxidgroup.com.

luxid

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Fulfilling the unmet need for authenticity

CHRIS EIFERT,
Managing Director,
Luxid Group US



With the continued acceleration of self-service sales and artificial intelligence (AI) adoption in B2B, will a new (old) opportunity emerge for B2B marketers?

As millennials begin to dominate the landscape in B2B (and Gen Z'ers exert more influence), these digital-native decision makers are shunning traditional sales interactions in favor of self-service, with many preferring not to interact with sales professionals. B2B marketers and sellers have been changing models to adapt, focusing on self-service tools and frictionless digital buying processes.

Now AI has emerged, leaving executives drooling over the potential to produce and create what's needed to accelerate the self-service model with unprecedented efficiency.

This is a great opportunity for B2B marketers to bring value to their businesses in new and exciting ways, working closely with sales to elevate the customer buying experience with data and insights about these self-service journeys.

But I'm left wondering whether the collective focus on self-service, data and efficiency is putting the quality, and even the availability, of authentic business interactions at risk. Here's why I think this matters.

Buyers are humans, and humans like feeling happy. Common sense, right? Numerous scientific articles confirm human contact is vital to happiness and physical health, often citing evidence that reliance on digital experiences threatens the authentic interactions that keep us positive and healthy.

We remember stuff better when we connect socially. While our educational experiences might lead us to believe that reading, taking notes and studying help with memory, nothing works better than when we experience things socially. I often cite cognitive neuroscientist Matthew Lieberman who contends that businesses and institutions would perform better if they put more effort into capitalizing on our social nature.

In-person connections can't be replaced. Although digital communications might fulfill some of our physiological needs for social interaction, researchers have proved on-screen interactions pale in comparison to physical encounters. Our minds seek physical cues to feel completely satisfied with interpersonal communications, and these can't be delivered digitally.

Can unexpected, tactile media fill a marketing void? I think so. As business leaders are lured toward maximizing AI and the self-service digital model, science tells us there's an opportunity to take advantage of the holistic, physical aspects of human interaction. As marketers, can we create unexpected, physical, authentic experiences that allow customers to feel happy, remember what they experienced, and be more fulfilled?

I imagine the marketers behind activations like Apple TV's promotion of Severance in Grand Central Station, the Smack for Heinz Ketchup dispenser campaign, and Liquid Death's Sell Your Soul membership drive were looking to capture the magic of authentic, physical connections.

And for B2B marketers, we should be thinking the same. There's no better time than the present to re-examine our relationships with customers and prospects — not only what we understand about them from a data perspective, but what we know about them from a human perspective.

Luxid Group

PHILOSOPHY

Keeping good businesses in business.

Luxid is an international digital agency dedicated to ensuring your marketing efforts go further, faster. As an agile team of technologists, creatives and strategists, we understand the art and science that fuel marketing, combining analytics and automation with creativity and craft.

Focused on your growth.

We're ready to join you as your growth partner, empowering company champions just like you with end-to-end marketing solutions that elevate brands and accelerate sales.

Ready for the power of creatively led data-driven marketing? Let's talk.

AWARDS

Corporate Identity Program	*ANA B2s, 2024, Gold*
Best long-term strategic use of social media	*Global Social Media Awards, 2024*
Best Lead Management	*Markie Awards, 2022*

CLIENTS

- **Copeland**
- **Cummins**
- **Visa**
- **Fujitsu**
- AWS
- **Crocs**

SECTORS

- Energy and utilities
- Industrial, manufacturing, engineering
- Pharmaceuticals and life services
- Technology and SaaS

YEAR FOUNDED:
1992

WEBSITE:
luxidgroup.com

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+358 20 7919300

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Finland

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Clockwise from top left: Outokumpu Supra 316plus™ stainless steel campaign; AWS x Kloia animation; Copeland Cargo Solutions video; Fujitsu EMEA Private GPT campaign



Propolis helps B2B marketers confidently build the right stratgies and skills to drive growth and prove their impact.

Full of relevant experise and tools, it cuts straight to the answers and advice marketing leaders and teams need to overcome their biggest challenges.

Learn how to join the community

b2bmarketing.net/propolis | linkedin.com/company/propolisb2bmarketing

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
FROM B2B MARKETING

PROPOLIS LEADERS FORUM
FROM B2B MARKETING

THE B2B MARKETING PODCAST
FROM B2B MARKETING


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