B2B MARKETING

The B2B Marketing US Agencies Benchmarking Report

2024



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PROPOLIS
FROM B2B MARKETING

Want to learn how to drive growth in your own organization Why not check out Propolis?

Propolis is our exclusive community for B2B marketers to come together, learn from our handpicked industry experts, benchmark what great marketing looks like, and access our very best content.

“

Through Propolis, we were able to tap into the expertise of Robert Norum - Propolis's Growth & ABM Expert - and our sales and marketing teams now have a robust and repeatable way of delivering exception performance for our ABM strategy

Gary Hurry
SVP, Circana

”

The last few years have been a huge catalyst for change, and in 2020 the B2B marketing community asked us to create a place where they can access strategic support, industry intelligence and resources to strengthen their team's capabilities. This is delivered through a year-round strength and conditioning programme called Propolis, which combines shared experiences, training and access to expertise to empower marketers. Through Propolis, we can help to shape strategic thinking, benchmark your capabilities, meet growth targets and overall, demonstrate the value that marketing brings to B2B organisations.

Contact propolis@b2bmarketing.net for further information on how you can be a part of the evolution of B2B marketing.

Ready, steady, grow



Kavita Singh,
Senior Content Editor, B2B Marketing

2024 hasn't been the most predictable year so far. *We certainly didn't have a TikTok ban on our bingo card*. And yet, the US agency space has had no choice but to roll with the tide. All of that to say, despite the ever changing market, the publication of the US Agencies Benchmarking Report is back and we were keen to see how agencies were performing.

Our report reveals the agency landscape and how each one is adapting to the marketplace in the most recent financial year. We highlight everything from the US fastest growers to top global agencies and a slew of thought leaders' commentary.

So what's in store for US agencies? Gross income has increased 5.14% from $12.84 million to $13.5 million. While this might seem miniscule, it's good to see a slight increase towards growth. Back in 2021, the average gross income was $17.15 million - we haven't seen that number return to that *quite* yet but it's good to know we're heading in the right direction. When it comes to headcount, we're also seeing a slight increase rising to 69.39 compared to the previous year - 67.5.

On the other hand, 28 out of the 33 agencies we surveyed (84.8%) are finding pressure on client budgets to be the most significant challenge. In addition, despite agencies saying they were excited and enthusiastic about the potential of AI , it was the second biggest challenge indicating a pressure to keep up with its implementation and advancements. We also saw flexible working, diversity initiatives and external training seemed to be a priority among agencies in terms of staffing. And all this information? Just the tip of the iceberg when it comes to the current state of the US agency marketplace.

To read our full analysis, which breaks down the changes in gross income, headcount, recruitment and more, while dissecting the current challenges cited by agencies and how they're winning new business these days - head 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.

Along with the current state of the marketplace, this report also highlights some commentary from our partners - to tease a little - you can expect thought leadership, data intelligence and the key to managing relationships.

We hope you enjoy this report.

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League tables

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Top US B2B Marketing Agencies

This table shows the largest US B2B marketing agencies ranked by US gross income (GI) in their most recently closed financial year. Agency networks and groups are not included in this table.

Rank	Agency	US GI in $m in most recent financial year	YoY change in US GI as a %	US headcount 2023	US YoY headcount % change	Rank in 2023	Rank change
1	Bader Rutter *(p.40)*	43	-5.1	250	-3.8	1	–
2	Gravity Global	41.3	16.3	240	9.1	2	–
3	Fahlgren Mortine	39.2	-0.7	245	-4.7	3	–
4	Walker Sands	29.4	-7.3	157	-12.3	5	↑
5	The MX Group *(p.56)*	27.8	-3.9	135	3.1	4	↓
6	Mower	25	-5.6	140	-6	8	↑
7	The Marketing Practice *(p.54)*	21.8	-21	130	-15	9	↑
8	Transmission	19.4	-12.7	76	-15.6	10	↑
9	RAB2B	19.3	26.3	71	9.2	15	↑
10	Ledger Bennett, a Havas company	18.1	92.6	23	-4.2	21	↑
11	Stein IAS	15.6	3.3	50	0	16	↑
12	CG Life	14.4	0	72	2.9	17	↑
13	Gelia	12.5	-20.6	110	-8.3	14	–
14	Godfrey	9.5	16.5	67	-12.5	23	↑
15	JDA Wordwide	9.5	35.2	40	25	N/A	*
16	COMM	8.9	-9.4	49	-2	N/A	*
17	Park & Battery *(p.52)*	8.7	180.6	32	77.8	36	↑
18	The Motion Agency	8.7	15.3	70	40	N/A	*
19	DeSantis Breindel	8.3	2.5	24	-14.2	24	↑
20	Intelligent Demand	8.2	10.8	54	1.9	11	↓
21	LoSasso Integrated Marketing *(p.46)*	7	-12.8	25	-11.1	26	↑
22	MarketReach *(p.48)*	5.9	18.9	29	-6.5	31	↑
23	TriComB2B *(p.58)*	5.7	-14.3	41	-10.9	27	↑
24	Fiction Tribe	5.1	24.9	25	13.6	N/A	*
25	Crossbow Group	4	-5.9	27	-15.6	32	↑
26	ER Marketing	2.9	12	16	14.3	38	↑
27	Pepper Group	2.5	3.6	25	13.6	42	↑
28	Velocity Partners	2.4	17.3	6	0	40	↑
29	Barrett Dixon Bell *(p.44)*	2.2	19.5	0	N/A	N/A	*
30	EvolveBPM	2.1	75	8	300	N/A	*
31	oneninefive *(p.50)*	2.1	10	6	100	N/A	*
32	Position : Global	1.5	15.4	10	42.9	N/A	*

Key: * New entry: Included in the survey for the first time ↑ Moved up rankings ↓ Moved down rankings – Stayed the same

***Qualifiers**: In order to appear in this table, at least 50% of each agency's GI must come from US activity (by which we mean billed from the US). GI figures were dervied by deducting external media and production costs from the billed total. They include income from all above-the-line and below-the-line activity. This table does not include any agency groups or networks.*

The World's Largest B2B Marketing Agencies

This table shows the largest B2B agencies in the world. In order to qualify for this table, the agencies in question must have offices in at least two countries, with at least five FTEs in each location. In order to qualify, the agencies included must also, of course, generate gross income in multiple locations. This list demonstrates agencies with a global presence on the ground, but other agencies included within our report do, of course, work with global clients. All figures have been converted to dollars using the exchange rate as it stood during the point of this table's creation (03.19.24)

Rank	Agency	Global GI most recent FY in $m	Global GI previous FY in $m	Global GI change YoY	Global GI headcount 2022	Global GI headcount 2023	Global headcount % change YoY
1	Harte Hanks	214	201.9	6	2785	2844	2.1
2	Merkle B2B	172.60	152.8	13	858	855	-0.3
3	BBN International *(p.42)*	136	113.6	19.5	1096	1328	21.2
4	Gravity Global	113.00	104.8	7.8	400	509	27.3
5	VCCP Business	81	68.6	18.6	558	490	-12.2
6	Bray Leino/The MX Group*	57.2	58.7	-2.6	368	417	13.3
7	The Marketing Practice *(p.54)*	56	77.4	-27.6	473	385	-18.6
8	Transmission	39	43.4	-11.2	295	252	-14.6
9	Brands2Life	30.2	26.1	15.6	191	186	-2.6
10	Agent3 Group	28.7	25.8	11.6	197	171	-13.2
11	Stein IAS	25.1	25	0.4	115	106	-7.8
12	Ledger Bennett	19	11	67.9	54	67	24.1
13	Luxid Group	18.3	13.4	35.8	105	122	16.2
14	Infinite Global Consulting	11.20	8.7	28.2	56	61	8.9
15	Earnest	8.3	8.7	-5	6121293	5014745	-18.1
16	Fifth Ring	7	4.6	40.3	48	45	-6.3
17	Velocity Partners	6.5	7.4	-15.1	70	64	-8.6
18	EvolveBPM	3.3	2.2	50	18	186	933.3
19	Realm B2B	2.1	1.3	60.4	16	14	-12.5

*Combined figures from Bray Leino and The MX Group, who have jointly serviced global clients through a strategic partnership since 2019.

This table reflects a range of entities (with varying ownership structures) which operate under a consistent brand at scale across multiple territories, or via multiple subsidiaries within the same territory, or the a combination of the two. Various subsidiaries or member companies of the larger companies listed here may be listed separately within the US and/or international tables. Three different types of organizations are included here:
(i) Agency groups: where the larger entity wholly owns various subsidiaries, which typically trade under a separate brand identity.
(ii) Networks: where members are wholly independent, but pay a subscription to be part of the network OR are part owners of the network by virtue of membership.
(iii) Global agencies: where a single entity operates in multiple territories trading under its own brand, potentially as well as subsidiary brands.

Top 10 Fastest Growers

This table shows the US agencies that reported the largest $ increase in US gross income year-on-year. As with the main league table, this table does not include any larger agency groups or networks.

Rank	Agency	US GI YoY change abbrievated in $m	US GI in $m in most recent financial year	YoY US GI % change	Rank in 2023 main league table	US YoY headcount % change
1	Ledger Bennett, a Havas company	8.7	18.1	92.6	21	-4.2
2	Gravity Global	5.8	41.3	16.3	2	9.1
3	Park & Battery *(p.52)*	5.6	8.7	180.6	36	77.8
4	RAB2B	4	19.3	26.3	15	9.2
5	JDA Wordwide	2.5	9.5	35.2	N/A	25
6	Godfrey	1.3	9.5	16.5	23	-12.5
7	The Motion Agency	1.2	8.6	15.3	N/A	40
8	Fiction Tribe	1	5.1	24.4	N/A	22.7
9	MarketReach *(p.48)*	0.9	5.9	18.9	31	-6.5
10	EvolveBPM	0.9	2.1	75	42	300

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Top 10 Rising Stars

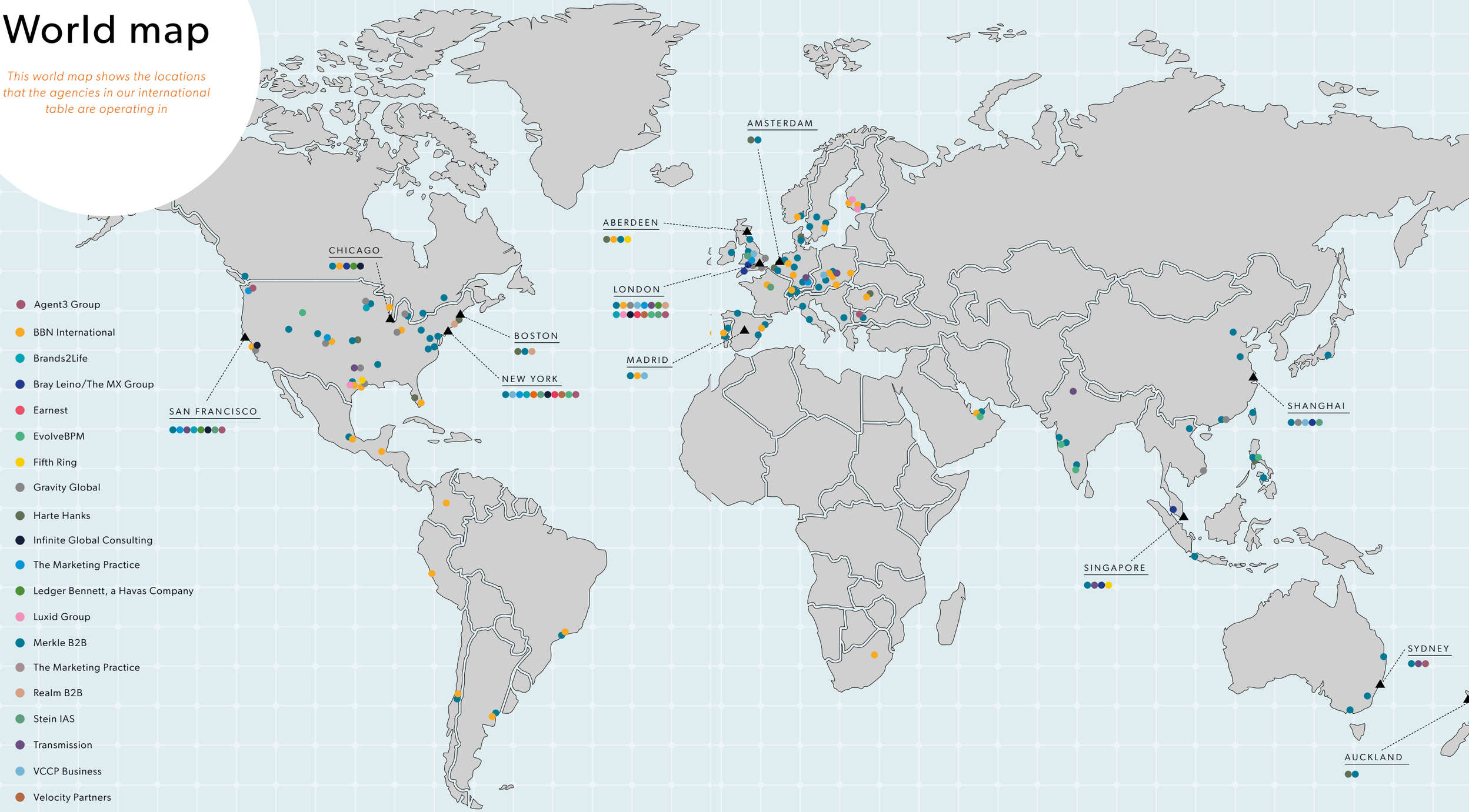
This table shows the US agencies that reported the largest percentage increase in US gross income. As with the main league table, this table does not include any larger agency groups or networks. In addition to this, certain agencies have not been included in this table, due to the fact that they were founded within the last two years, hence their year-on-year growth is extremely high.

Rank	Agency	YoY change in US GI as a %	US GI in $m in most recent financial year (abbreviated number)	US headcount 2023	US YoY headcount % change	Rank in 2023
1	Park & Battery *(p.52)*	180.7	8.7	32	77.8	36
2	Ledger Bennett, a Havas company	92.6	18.1	23	-4.2	21
3	EvolveBPM	75	2.1	8	0	42
4	JDA Wordwide	35.2	9.5	40	25	N/A
5	RAB2B	26.3	19.3	71	9.2	15
6	Fiction Tribe	24.4	5.1	27	22.7	N/A
7	Barrett Dixon Bell	19.5	2.2	0	N/A	N/A
8	MarketReach *(p.48)*	18.9	5.9	29	-6.5	31
9	Velocity Partners	17.3	2.4	6	0	40
10	Godfrey	16.5	9.5	67	-12.5	23

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World map

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



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Looking ahead for B2B marketers

DAVID JORDAN,
President, Bader Rutter



As marketers, we deploy more high-tech tools and better metrics than ever. But information does not equal persuasion. B2B marketers must engage audiences. Here are five focus points our agency leaders identified as the key to success today:

1. Customers seek positivity: As contentious polarization continues to foul social media, people want trusted brands to support them, or at least provide a calming voice. Stronger brands exemplify our shared humanity through optimism and certainty.
Why this matters: PwC's research says 76% of people surveyed will stop buying from companies that treat their employees, the local community or the environment poorly. As clickbait and rage sully media platforms, brands that reflect our better qualities – optimism, kindness, caring – will shine brightest.

2. The customer, the customer, the customer: Customer first. Customer-obsessed. Customer experience. B2B marketing has long touted knowing the customer, but economic pressures have eroded that focus. Budgets are down, prices are up and field force cutbacks compromise the customer experience. More to the point, does our work truly engage them? A recent WARC survey showed that 78% of respondents feel "neutral" about B2B advertising — that's a lot of "meh."
Why this matters: Brands must make themselves relevant, particularly as new generations enter the workforce. Though younger decision-makers value results, they also want transparency, experiences and relationships. They want to feel positive about their brand partners. Look for a fresh resurgence for meaningful account-based marketing, along with inspirational storytelling and individualization.

3. A shift in authentic personalized content: As AI-generated mediocrity overwhelms channels, original data, research and content will grow increasingly valuable. Personal – not just personalized – brand messages will win. While lead generation remains critical, marketing that creates brand awareness through human connection will resonate more authentically with customers inundated by attribute-based messaging.
Why this matters: A Deloitte study showed that brand authenticity drives 92% of brand trust, so we must avoid over-reliance on data-driven marketing. Without the balance of human-centric storytelling, we promote information, not persuasion. Authentic emotion and connection drive behavior.

4. In a distracted market, engagement is everything: If data is king and customization is queen, engagement is the emperor that rules them all. Marketers must move beyond basics and leverage data into tailored customer experiences across multiple touch points. This requires a deeper understanding of customer buying journeys and preferences.
Why this matters: Firsthand experiences are key to building deeper connections and brand loyalty. Delivering resonant interactive content and immersive experiences highlights product differentiation. By wrapping customer experiences in learning we ingrain our B2B brands.

5. Balancing budgets and ROI: Leaner budgets will make proving B2B advertising effectiveness ever more crucial. That's both a problem and an opportunity, particularly since Boston Consulting Group contends that every brand dollar cut requires a future spend of $1.85 to regain lost market share.
Why this matters: Despite the economic pressures, this is brand building's moment. Without breakthrough, there's no awareness. And without awareness, there's no conversion. Supporting ideas that break through, earn attention and inspire customers makes brands noticed, remembered and understood. And delivers the ROI brand marketers seek.

TL;DR: A good rule of thumb for success in B2B marketing is to NOT think of it as business to business but rather business to business PEOPLE. Because no matter if it's at work or home, people make every buying decision.



The old rules no longer apply. It's time for marketers to break free from convention, reshape industry standards and shatter the status quo.

Our extensive global reach, spanning 60 offices across 29 key markets worldwide, provides clients with an unparalleled network of experts and insights, empowering them to lead the charge in this B2B revolution.

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DeJa Vu all over again

ED DAVIS,
International Client Relationships, BBN International



A recent survey showed that CFOs express greater confidence in marketing's revenue-generating potential compared to CMOs by a 30% margin. Are you as surprised by this as I am? You should be if you're not. In fact, I can't believe I am writing about this in 2024 because I wrote about this in 2005, 2009 and again in 2012. Frankly, if you are a marketing leader reading this and you don't believe in marketing's ability to generate revenue—I have questions.

This growing gap highlights the urgency for marketing leaders to re-assert their influence on the organization. Yet, the breakdown is reflective of where marketing leaders find themselves due to a lack of courage in managing their leadership, their organizations, their agencies, their technology, and their destinies.

Don't get me wrong, the executive team has some growing up to do too. Far too many in the C-Suite look at marketing when there is a need to generate sales and shoulder them with the same expectations as they do the actual sales team. In far too many companies, marketing leaders are often considered super-sellers who can flip a switch and generate opportunities. This is a fallacy.

Marketing is meant to operate on a different timeline that is measured in years, while sales typically work on a quarterly or annual fiscal cycle. Therefore, senior management should not rely solely on senior marketers for immediate top-line results.

To secure a seat at the senior management table, marketing leaders must evolve into adept economists and strategists. Yeah, I know that is scary for a lot of us who went into marketing to get away from the logical, rational math part of our education - but we need to get over that.

We need to demonstrate to senior management that marketing serves as a strategic driver for revenue growth through the creative expression of the brand. Rather than using esoteric terms like "attributes" and "conversions", marketing leaders must converse in the language of business, offering investment-like analyses of our brand and advertising programs that the C-Suite will not only understand but unquestionably rally behind as a core growth driver of the business.

Providing insights and demonstrating the impact of marketing investments - while not always yielding a precise percentage - will command respect and influence within the management team. By speaking the language of business, forging alliances, and championing long-term strategies, marketing leaders can bridge the gap between CFOs' confidence in marketing's potential and the industry's current perception. It's time for marketing managers to embrace their role as revenue generators, confidently guiding their organizations toward sustainable success in a rapidly evolving marketplace.

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The smart way to differentiate: How to achieve thought leadership with impact



HOLLY MAIR,
Associate Board Director, BDB

Thought leadership needs a reappraisal. For too long it has been tacked onto marketing campaigns as an afterthought, without any investment into the very thing that makes thought leadership such a valuable tool for B2B brands – thoughts.

Thought leadership should be about doing something that truly leads from the front. But so often, thought leadership campaigns fall flat because they don't stand for anything other than inflating egos or sharing superficial insights that fail to say anything new or interesting.

To achieve real thought leadership with meaningful impact, you need to impart information or inspiration. Either is valid, but it's important to know which works best for your brand.

Be the go-to people

Whatever buyers want to know about your field of expertise, make sure they can get the answer from you. Informational thought leadership often involves guides, glossaries, and explanatory content. You might seek to define industry terms, explain principles, and help customers to understand technologies and concepts. It tends towards the factual, but setting out to achieve informational thought leadership is itself a bold, strategic move.

By becoming the place where people go to find information, you make it clear that you are the go-to expert in your field – and when buyers start drawing up their list of suppliers, your name goes at the top.

Be the what-if people

Are you restlessly curious about different ways to help customers? Is your organization driven by the desire to innovate? If you are, you're well placed to offer inspirational thought leadership. You don't need to have an answer for everything. But you do need to have an opinion on it. Demonstrate knowledge of your industry by suggesting new angles of thought and fresh perspectives. Be bold, be interesting, be original.

Inspirational thought leadership comes from asking yourself inspirational questions. What if our industry did things a different way? What effect will a certain trend have in five years' time? If you address the longer-term issues in your thought leadership, it shows not just your expertise but your authority within the industry. Be part of the big discussions, and you'll be a key part of the buying conversations too.

Indulge your customers. Not yourself.

Establishing a position of thought leadership requires a customer-centric approach. The key is to address your customers' biggest concerns and pain points and add a layer of insight to explain what it means for them and their customers too. For example:

- An article on a new piece of technology? Explain how your customers might use it to save money.
- A series of blog posts on emerging trends in your industry? Tell customers how to see them as opportunities for success.
- A guide to the four different ways to achieve a certain goal? Help your customers decide which one will bring them a business advantage.

Making thought leadership a reality

The essence of great thought leadership lies in strength of thought. Ultimately, if an organization wants to present itself as a thought leader, it needs to encourage original thinking and creativity from within. So, start by creating the right environment and letting creative freedom flourish – you may find you've had a team of thought leaders in front of you the whole time.



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B2B brand trackers: The secret weapon for securing C-suite investment in branding



LOUISE RASMUSSEN,
Strategic Planning Director, LoSasso Integrated Marketing

In B2B marketing, securing executive buy-in and budget for brand building remains a formidable challenge. However, there's a powerful tool from the B2C arsenal that can help: brand trackers. This tool has significantly benefited our clients, providing insights that led to more effective campaigns and executive support for brand initiatives.

What is a B2B brand tracker?

It is a quantitative survey designed to measure a brand's awareness, perception and performance against competitors. Typically conducted annually, it allows marketers to track brand health and make data-driven decisions over time. This is crucial for identifying trends, informing strategy and demonstrating the value of branding efforts to the C-suite.

Setting up for success

Implementing a robust brand tracker requires a credible research partner. They need expertise in B2B markets, but also to understand the nuances of your industry and target audiences. As an agency, we help our clients find the right partner and ensure the research is designed to deliver actionable insights and support strategic brand decisions. Upon completion, we serve as a liaison, helping interpret the results and develop strategic plans to address the findings, ultimately enhancing the effectiveness of brand campaigns.

To sell to the C-suite, you have to speak their language.

Marketers love marketing, executives love results. To get buy-in and budget, highlight how a brand tracker addresses business goals, provides insights into customer behavior, identifies market opportunities, uncovers cross-sell opportunities and validates brand positioning. All tangible business intelligence that will resonate strongly with the C-suite, and create consensus and confidence in future brand initiatives.

The right research partner is critical.

Conduct thorough research when selecting your partner. Treat the process like an agency pitch and request RFPs. Look for a strong track record in B2B and the ability to reach niche audiences. A thorough process can help identify a partner that offers methodological expertise and best aligns with your budget and strategic goals.

Quality recruitment is vital.

In B2B research, engaging with high-caliber respondents from targeted industries and roles ensures the data's relevance and accuracy. This is especially important when your executives need assurance that the research encompasses key accounts and decision-makers.

Great brand trackers tell a story.

With the right partner, you can uncover a powerful story about your business and access actionable insights to drive growth. Beyond simply showing key statistics, you can identify where your brand has strengths and weaknesses across audiences and throughout the marketing funnel. These insights enable strategic, informed decision-making, empowering brands to adapt and thrive.

While securing C-suite support for branding in B2B sectors is challenging, brand trackers offer a compelling solution. By demonstrating how branding efforts translate into measurable business benefits, marketers can more effectively argue for the resources needed to support their initiatives.

If you're looking to leverage brand trackers for your business, we can help guide you through the process and unlock the full potential of your brand.

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Crafting and managing award-winning marketing tools, projects, and events, resulting in outstanding experiences for our clients and their customers

Let's create together.

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mreach.com Nashua, NH, USA

Same-same, but different

GREGORY HOOVEN,
President, MarketReach



Early on in my career I worked for a computer trade magazine. My job on a weekly basis was to comb through the hundreds of emails and printed press releases that we received regularly to find the five to six solutions that stood out from the rest. Once identified, I'd spend a couple of hours cutting those down to a paragraph or two for that month's tech update section of the publication.

Occasionally I'd get to go on the road to attend an industry conference or join a local company for the internal launch of their latest product. I remember the feeling the first few months on the job reading every release like that was the solution that was going to be the next big thing. Graphics cards, animation software, large format printers, eloquently described with passion to explain how they were going to revolutionize the tech industry.

Truth be told, a few did. The majority, however, never lived up to the hype. After the newness of the job wore off a little and I learned to read between the lines, I started to see that most of the product pitches that we received were almost identical. They all had their nuances of course. The speeds, the feeds, and the tech specs that separated them all so slightly, most of which wasn't relatable to the average consumer.

Fast forward 25 years + and I still see this almost daily. The last several months it has been in the consistent onslaught of emails, phone calls, and LinkedIn messages about how company x's unique (and in a few cases actually stated as "revolutionary") outbound solution will net us 40-50 leads per month. Over the last several weeks I have answered almost every inquiry with a very similar response. "What makes your solution different?"

Surprisingly I often do not get a response at all, which if that question stumped you why bother reaching out in the first place? A couple have followed up with information that was well thought out and provided a unique perspective on their approach, not necessarily their solution. But the rest…same-same.

I understand people get excited about their products and services and they believe that labeling them "best in show" will help differentiate them. In my experience, consumers read right through the smoke and mirrors causing it to have the opposite effect. Worse still, in many instances I have found the people pitching the labels cannot validate them and often don't believe the hype themselves.

As marketers, we are challenged regularly to create ways to help our clients, and our own organizations stand out from the crowd. In many instances we're tasked with taking similar messages, similar solutions, similar value props and crafting unique storylines to target similar audiences. No small feat by any stretch, but try not to oversell it.

Engage your buyer at every stage of the buying cycle.

Harnessing audience insights and buyer intent, coupled with targeted social and paid media, content syndication, and strategic telemarketing, we deliver a potent blend of account-centric, demand gen solutions.

Our approach pivots on converting the right audience from "identified" to "permission to market" and finally to "sales-ready" using a mix of first-party data and third-party insights. This focus ensures we target the industries, companies, and roles most aligned with your goals, maximizing the relevance and impact of your campaigns.

This streamlined, multi-channel execution not only accelerates the sales cycle but also enhances your ROI, delivering predictable results through precision targeting and personalized engagement.

oneninefive

AGENT3.COM

Redefining B2B engagement: The convergence of data intelligence and human insight



BRIAN DUDLEY,
SVP GTM, North America, oneninefive

In the dynamic world of B2B sales and marketing, the convergence of data intelligence and human insight is not just an emerging trend; it's a revolution. As the landscape evolves, understanding and leveraging this synergy becomes crucial for businesses aiming to thrive.

Advanced audience modeling: A new era

Gone are the days of broad-stroke marketing. Today's B2B environment demands a nuanced approach to audience modeling. Sophisticated data analytics have paved the way for a deeper understanding of buyer behavior, enabling marketers to tailor their strategies with unprecedented precision. This evolution in audience modeling is more than a technical advancement; it's a paradigm shift that allows for more effective, targeted, and results-driven marketing campaigns.

Data enrichment and personalization

The heart of modern B2B marketing lies in its ability to personalize. Data enrichment transcends basic demographics, delving into the psychographics and behaviors of target audiences. This enriched data equips marketers with the tools to craft highly customized messages, resonating with the audience on a more profound level. Personalization, fueled by detailed data insights, is not just about reaching the audience; it's about engaging them in meaningful, relevant conversations. When you've identified intent, and it comes to persuasion, it's a case of understanding who wants to hear what, and how to speak to them. Indeed, oneninefive has seen double, if not triple, efficacy from programs executed focused on reaching target individuals based on personality, rather than job title or location, for example.

Tele-strategies: Reinventing lead qualification

In the realm of lead generation, the blend of tele-strategies with data analysis is proving to be a gamechanger. Tele-qualification and tele-research bring a human touch to the data-driven process, creating a more personalized approach to lead generation. This synergy of human interaction and data insights forms a powerful tool for not only identifying but also engaging potential leads, setting the stage for successful conversions and long-term business relationships. While no one is in any doubt that personalization is key to delivering engagement, most organizations nevertheless struggle to achieve it at scale, or in a way that doesn't feel obviously automated. At oneninefive, we've made a specialism of having late-funnel, unscripted, free-flowing, peer-to-peer, personalized discussions with senior decision makers over the phone. Our team of experienced IT sales professionals who know and understand the market context and the day-to-day pressures facing the decision makers that they're speaking to, can elevate the conversation and uncover non-public domain insights by behaving as 'trusted advisors' rather than just 'sales reps.'

Conclusion: The key takeaway about the B2B landscape?

The integration of data intelligence with human insight is not just a trend; it's the future of B2B sales and marketing. It represents a balanced approach where technology and human expertise coalesce to create more effective, engaging, and successful marketing strategies.

As the B2B landscape continues to evolve, this convergence will be the cornerstone of successful sales and marketing strategies, driving businesses towards growth in an increasingly competitive market.

let's talk honestly &

admit the truth that most people don't give a damn about our stuff & that virtually no one ever wakes up in a cold sweat thinking, "I need your SaaS thingamajig or your enterprise whozeewhatzit or your AI-driven doohickey" & that's because research says only one in five buyers is actively buying at any given time & and that means "brand" shouldn't be a dirty word & that content really does mean more than ever & that's especially true when both Gartner and Forrester say it could be 20+ interactions before a purchase decision & so, what if we could focus on creating value instead of bowing to the all mighty MQL & instead we created strategies that truly differentiate us & messaging that really connects with our customers & ideas that inspire action instead of apathy & content people actually wanted to read and watch & we took ourselves to market with real precision and efficiency & we used our martech as a competitive advantage instead of a crutch & jumpin' gee willakers doesn't it feel great to say it out loud & if you're picking up what we're putting down & you're looking for a real agency partner who bleeds B2B & you believe that in a world where we can choose to be anything, we should choose to be kind & that being smart, fun and wildly effective aren't mutually exclusive, then...

let's definitely talk.

ParkandBattery.com

ADWEEK B2B AGENCY OF THE YEAR

AGENCY OF THE YEAR
THE B2B MARKETING ELEVATION AWARDS 2023

ANA AGENCY OF THE YEAR 2023

Park & Battery

The power of persuasion: Aesop's "The North Wind and the Sun" in the age of AI marketing



TED KOHNEN,
CEO, Park & Battery

In 1947, legendary creative director Bill Bernbach famously wrote that, "Advertising is fundamentally persuasion." These words ring as true today as when Bernbach and his peers ignited the creative revolution that shaped our industry for decades to come. But now, as artificial intelligence (AI) places us on the precipice of a radical evolution in B2B marketing (and humankind, really), a more distant voice echoes in my memory...

Aesop's fable "The North Wind and the Sun" is a timeless tale that encapsulates the essence of persuasion. For those who may not be up on their Aesop, here's the abridged version: the fable pits two powerful forces against each other in a contest to determine which is stronger. "The North Wind and the Sun" decide that whoever can compel a traveler to remove his cloak first will be declared the victor. The north wind attempts to blow the cloak away with its fierce gusts, but the traveler only clutches the garment tighter. In contrast, the sun gently radiates warmth, causing the traveler to willingly remove his cloak.

This fable finds resonance in the dichotomy between traditional, forceful B2B marketing and advertising tactics and the more subtle, personalized and creative approaches facilitated by AI. The north wind represents brute force – a metaphor for traditional advertising methods characterized by mass marketing, intrusive tactics, and overt sales techniques. This approach relies on bombarding audiences with messages, often interrupting their experiences with irrelevant or unwelcome content.

Too much so-called "modern" B2B marketing reinforces this paradigm of intrusion and disruption, which can create resistance from B2B buyers. In fact, LinkedIn B2B buyer research shows that only one in five buyers are in active buying mode at any given time. The four inactive buyers clutch their cloaks tighter!

Conversely, the sun embodies a more nuanced approach to persuasion – one grounded in empathy, relevance, and personalization. This aligns closely with the principles of AI-driven marketing, where sophisticated algorithms analyze vast amounts of data to deliver tailored experiences that resonate with individual preferences and behaviors. By understanding and addressing the unique needs and interests of each individual, AI can foster trust and rapport, influencing the traveler to willingly shed his cloak.

So, how do we best use AI to persuade B2B buyers to act? From our perspective and experience at Park & Battery, two elements are critical.

First and foremost, marketers must exercise caution to ensure ethical and responsible use of AI technologies. Transparency, consent, and respect for consumer privacy are paramount – as is the need to guard against algorithmic biases and unintended consequences.

And, while AI excels at tasks such as data analysis and optimization, human creativity remains fundamental and indispensable in delivering breakthrough ideas that resonate with audiences on an emotional level. The AI shines the light; creativity generates the heat.

So, who's ready to spread a little sunshine?

Don’t just attract attention.
Get results.



Where marketing means more

More impact.
More revenue.
More shareholder value.

The Marketing Practice

Scan to see our impact

The growth engine: Fact or fiction?

MATT HARPER,
CEO, The Marketing Practice



Forrester claims that to win the increasingly challenging competition for growth, B2B organizations need a “customer-obsessed growth engine”. Sounds great, but what is a growth engine, and how do you build one?

Shaking up the system

There’s a fundamental flaw in the way we’ve designed companies to support growth. We silo our customer communication into channels: sales (human/AI) and marketing (digital/visual). And then we split marketing teams even further into brand, social media, demand generation, and so on; and sales into direct and indirect.

Growth starts and ends with the customer. Not the channel. The growth engine is a way of flipping the old system and organizing skills and investment around the audience and its needs.

The Formula 1 approach

Average growth rates of B2B tech companies have dropped from 25% in 2021 to 14% in 2024, according to Meritech Capital. To grow in today’s environment, we need to work smarter, not harder.

Think of it like designing a Formula 1 car. Years ago, it was all about power: the better the engine, the faster the car. Today, manufacturers know that hundreds of factors can influence speed. Every decision matters in a game of marginal gains—from the mental health of the driver, to the speed of the wheel guns. If your aerodynamicists aren’t talking to your mechanical engineers, you have a fatal problem.

Every growth engine looks different, but there are principles that apply across the board.

Data is the fuel

The single most important element of the growth engine is data—or more specifically, customer insight. Not just the quality and breadth, but the ability to analyze and interpret it real-time with the support of AI. Data is the fuel of the engine—without it, nothing moves.

MQA scores are the filters

Marketing qualified account (MQA) scores are a way of analyzing data to prioritize effort and energy. Without them, the engine is highly inefficient and needs more and more investment to succeed.

Levers and dials

Constant review, measurement, optimization and prioritization are vital. Experimentation allows for learning that helps the engine constantly adapt to the conditions it’s presented with.

Culture at the heart

The engine is nothing without the humans driving the car. Processes, technology and data can only get you so far - you need a culture across departments and responsibilities that thrives in uncertainty. This bit is not to be underestimated! It’s a lot of work to build that culture.

Creativity provides the ignition

Creativity isn’t an afterthought. One of the most important and hardest dials to get right is brand. Creativity brings the necessary art to the science of building a growth engine.

Make marketing mean more

All of this might sound overwhelming. It is - any organization with the ambition to create a growth engine is signing up to a long-term undertaking; one which reaps significant reward.

Start small. Take one practice or component, like account-based marketing, and use that as your test ground. Build the small house, and move everyone into it over time.

Companies Run on Passion and Inspiration.

Relationships Do Too.

The connections we make drive the results we post.

B2B Like It Oughta Be.

mxagency.com

Manage relationships, not agencies

TONY RILEY,
President and CEO, MX



Recently, I've witnessed an increased emphasis on the transactional aspects of work between clients and agencies — the "deliverables," "services," "rates," etc. In an environment like this, the idea of "managing the agency," distracts team members from managing the relationship — the very thing that drives the growth these team members are responsible for achieving.

It's increasingly evident the scope of responsibility for CMOs continues to expand across the customer and employee experience. Brands must resonate externally and internally. Pipelines need to deliver positive ROI at a velocity that meets business needs, regardless of sales cycles. There is an expectation to use data to increase relevance and drive business intelligence. Technology and innovation continue to compete against compliance and policy, requiring careful thought and judgment.

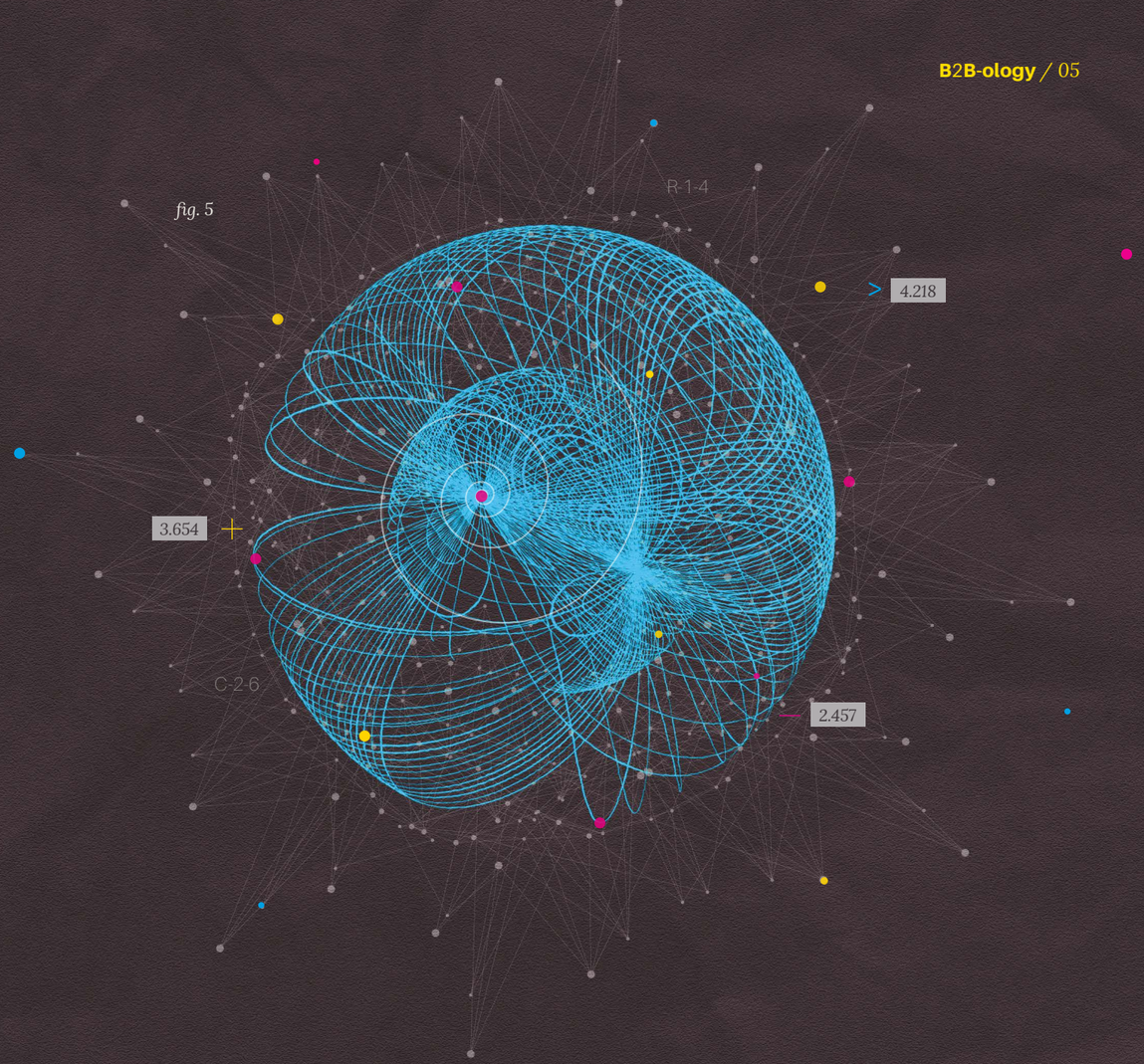
As a marketer, you need to rely on partners who understand the experience you are creating and are invested in your growth. If you have the right partner, you can move beyond "managing the agency" to cultivating relationships with people who understand your business, are passionate about the vision and are willing to go the distance with you.

If this makes sense, then get heavily involved in agency evaluations. Agencies are people businesses. Your ability to achieve success is dependent on the chemistry and connections you form with the agency. Taking the time to get to know the people within the agency is necessary for you to judge their commitment and make decisions based on your confidence in them and your desire to work with them.

When you trust the people you work with, then benefit from their perspectives. After all, you are buying the experience of the people within the agency. Structure your relationship in a way that breaks down the silos of "client" and "agency" to create a team environment where proactive thinking is encouraged and it's everyone's responsibility to be inspirational.

The marketers I've seen succeed are those who invest in talent — which is ultimately the most effective way to control costs. They know the value of what isn't listed on a rate card, like transparency and proactivity. They know one idea can change the trajectory of a brand. Most importantly, they understand the best way to evaluate an agency is to compare the investment made to the impact created — and the experience of making that impact. And by building relationships with reliable people, they achieve a level of accountability that others won't.

The type of marketers agencies want to work with know and trust the people within the agency, value their perspectives and are willing to invest in the relationships beyond the deliverables. And the agencies worth investing in are the ones who build relationships rather than sell services. The reward for both partners is personal and organizational growth.



Decisions are never solitary.

B2B buying decisions are complex. Driving them requires a balanced approach to brand and activation.

Balance brand with demand at TriComB2B.com.

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TRICOMB2B

User-centric B2B: A shift from landing pages to memorable experiences



ANDREW HUMPHREY,
Senior Director, Media Strategy, TriComB2B

Imagine stepping into your neighborhood convenience store. But its once familiar décor has transformed into a cavernous, barely recognizable space. Only one aisle shelves a handful of unfamiliar items. A pushy bouncer hovers around you, pointing a finger toward an unattended cash register. Signage everywhere screams "buy now".

This may sound bizarre in a real-world scenario. Yet, many landing pages we visit from B2B campaigns often feel remarkably similar: stand-alone pages, sanctioned off from the rest of a functioning website, with context lacking — maybe just a headline, a curt paragraph, a contact form, and a barrage of CTAs.

Traditional wisdom alleges this approach emphasizes the conversion (i.e., a form submission) and offers a simple solution for tracking where those conversions originated. This is rarely the outcome, however. Instead, prospects question if your brand could ever solve the complex challenges they face in their work. It hurts their abilities to get to know, trust and remember you.

Instead of "landing pages", let's think "memorable experiences". But what might they look like? Here are some key aspects and tips to consider.

Interconnectivity

Think about where your audiences are coming from and what they may (or may not) already know. Then think beyond your website: social media, email and press releases all can serve as extensions of your presence, not separate, compartmentalized entities. How a user begins and ends interacting with those different realms should feel as seamless as possible. Conversely, if a user wants to stay in their current location, that's OK too. Not every touchpoint should force a click someplace else unless there's a clear purpose driving it.

Interactivity

User experiences should feel as inviting as possible. Opportunities to incorporate unexpected animations or videos can go a long way toward achieving this. Similarly, ensure your design aligns with user expectations. If a user expects something to happen when they click on a page element, that "something" had better happen. Heatmaps can uncover disconnects between design intention and user behavior.

Personalization

Don't you love how Netflix customizes movie recommendations based on your streaming habits? Thanks to the increasing accessibility of AI, it's possible to offer similar experiences in B2B websites. And the same goes for email. Segment audiences, automate your nurture streams, and ensure your recipients aren't all receiving the same generic messages.

Exceptional service

When it comes to getting a user's questions answered, is someone available to assist them? If not, what is the protocol to ensure that a user knows their concerns will be addressed quickly? Features like live chat, confirmation emails, simple navigation or even custom 404 pages can help let users know they matter to you — even if things go awry.

Landing pages might seem practical under the duress of conversion goals or tracking needs, but they're often dead ends for audiences and campaigns. Instead, focus on a user's holistic experience and how best to serve them at any given moment. This is how you can build stronger, longer-lasting and unforgettable relationships with audiences.

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FROM B2B MARKETING

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

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Learn how to join the community

b2bmarketing.net/propolis

www.linkedin.com/company/propolisb2bmarketing



Bader Rutter

PHILOSOPHY

We're Bader Rutter: the #1 US B2B agency for four of the past five years. We believe in work that's B2Braver, B2Bolder, B2Better. And we always put our client's B first.

Headquartered in Milwaukee with a Chicago office and employees working across 18 states, we're a full-service agency of around 250 professionals who dream big and plan meticulously. While our biggest clients have global footprints, we are undeniably Midwestern. Our heritage lies in agriculture; in fact, we've topped AgriMarketing magazine's rankings 27 times in the past 30 years. But over time, we've navigated that world's complexities, audiences and channels so well, we've grown into adjacent categories such as pet care, and food and beverage. Today, our client partners span everything from insurance to the Milwaukee Bucks.

We are also proud partners of BBN International, a coalition of independent B2B agencies with 60 offices in 29 countries.

Our philosophy is to know the business, honor the audience and keep our promises. Simple? Yes. But it's how we won 'B2B agency of the year' in 2023. So, how can we help?

AWARDS

Agency of the Year	*B2B Marketing: Elevation Awards, 2023, First*
Emotion-Driven B2B	*The Drum Awards: B2B, 2023, First*
Lead Generation	*ANA B2s, 2023, Gold*

CLIENTS

- Corteva Agriscience
- Zoetis
- John Deere
- Tyson/Cobb
- McCain Foods
- Tetra Pak

SECTORS

Food, drink and ingredients

Industrial, manufacturing and engineering

Pharmaceuticals and life sciences

Agri-business, Petcare

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1973

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BBN International Ltd

PHILOSOPHY

A different global agency model, BBN is unique. As independent business owners ourselves, we are opportunity-over-problem thinkers who choose to work together as part of the BBN partnership to apply this thinking and mindset to our clients' businesses. Yes, we have robust systems and some neat marketing tools, but our real strength is in the seamless integration of the humans that deliver them.

Like many B2B businesses in today's technology-driven world, agility is not just a theory for the owner-managed agencies that compose BBN. Instead, it's how we think, act and perform in practice – every day. We've survived and succeeded in this shifting environment by responding to change and embracing it, so we'll apply that same thinking to your marketing challenges.

We understand that you need complete alignment of your business to your marketing and sales strategy and the provision of seasoned strategic counsel forms a core part of our philosophy and no small part of our success. Because we have an extensive global talent pool and hundreds of discipline experts to draw from, we can deliver an end-to-end solution through a one-agency experience; you never feel like you are dealing with several disparate partners.

AWARDS

Best Product Launch (Acora)	*ANA B2 Awards, 2023, Gold*
Award for most efficient & effective communication solution – Print Magazine (Warema)	*Fox Awards, 2023, Gold*
GEM Award (TEMPO)	*ANA B2 Awards, 2023, Gold*

CLIENTS

- KPMG
- Zoetis
- Korn Ferry
- Acora
- HPE
- Expro

SECTORS

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

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Magazine for WAREMA Renkhoff SE (wob - BBN Germany)



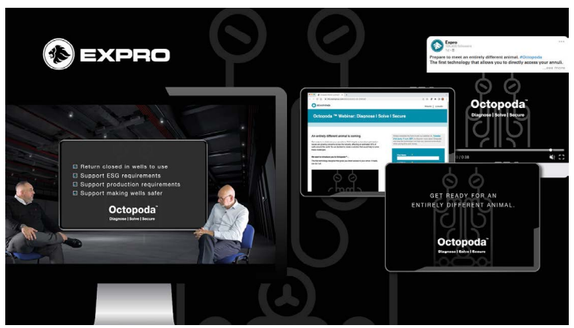
Award winning documentary "Direct Positive" for TEMPO (Bader Rutter - BBN USA)



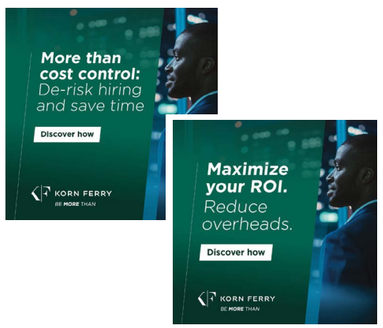




Integrated campaign for KPMG Consumer Consulting (True - BBN London)



Content campaign on LinkedIn for Expro webinar series (Fifth Ring - BBN Scotland)



ABM-at-scale campaign for Korn Ferry (GreenHat - BBN Australia)

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Barrett Dixon Bell (BDB)

PHILOSOPHY

We're BDB. A fully integrated B2B marketing agency.

Through collaborative consultancy we ideate, implement and optimize global marketing campaigns for multinational ingredients and advanced materials brands to help them achieve more impact.

In an increasingly competitive market, connecting, driving progress and innovating is paramount. But to achieve this, brands need more than appetite and ambition.

Having navigated the complex and challenging B2B landscape for decades, we're well-versed in the recipe for success.

With unrivalled technical B2B expertise and a legacy of consultative execution, we combine inspiration, information and ingenuity to turn complex challenges into commercial opportunities; breaking through the perceived limitations of what's possible in B2B communications.

Headquartered in the UK and with on-the-ground presence in Italy, our 65-strong team manoeuvres seamlessly across the entire marketing spectrum, offering our clients with unparalleled end-to-end support and delivering transformative B2B communications for global impact.

We don't just know B2B. We are B2B.

CLIENTS

- Balchem
- DSM-Firmenich
- FrieslandCampina Ingredients
- Kuraray
- Lonza Greenwood
- Roquette

SECTORS

- Food, drink and ingredients
- Health and beauty
- Advanced materials
- Pharmaceuticals and life sciences

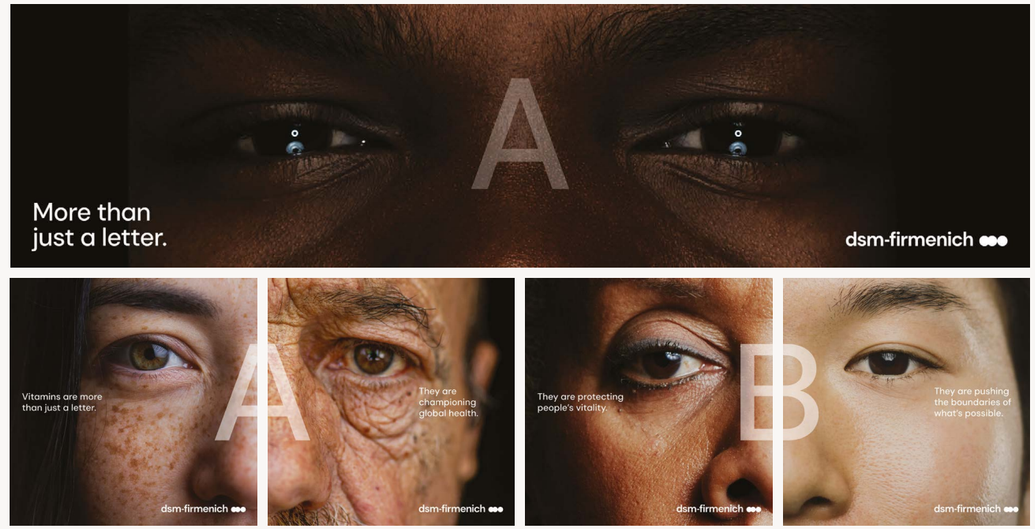
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We ideate and execute integrated B2B marketing campaigns for multinational Ingredients and Advanced Materials brands.

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LoSasso Integrated Marketing

PHILOSOPHY

Marketing that moves you. We believe marketing has the power to drive growth and meaningful change – in business and in people. All it takes is the right combination of curiosity, insight and creativity. We pride ourselves on helping our clients transform their marketing, evolve faster and outperform their competitors. Together, let's simplify your most complex business challenges and design solutions that make a greater impact for all.

Our deep experience with B2B and high-consideration consumer brands means we dial in quickly to complex products and buyer's journeys, activating deep, in-house capabilities to complement your team and drive results.

Founded in and independently owned since 1989, we've been around the block a few times and on every trip, we notice something new. From evolving channels and elevated consumer expectations to new opportunities for integration of data and technology, changes affecting marketing continue to accelerate. If you're pushing for smart evolution, we'd love to share a fresh perspective and help you leverage change to keep you one step ahead.

AWARDS

Integrated Marketing	*AMA Chicago BrandSmart, 2023, Gold*
Best Use of Media	*B2B Elevation, 2023, Gold*

CLIENTS

- Xylem Water Solutions
- Automate Show/ Association for Advancing Automation (A3)
- North American Association of Food Equipment Manufacturers (NAFEM)
- CNA Insurance
- HEIDENHAIN Corporation
- Jayco and Starcraft RVs

SECTORS

- Energy and utilities
- Financial services
- Industrial, manufacturing and engineering
- Professional services

YEAR FOUNDED:
1989

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MarketReach, Inc.

PHILOSOPHY

Founded in 1994 as an integrated creative marketing services company, at MarketReach, we have always had a client-centric philosophy. We got our start offering event management and partner marketing services. And as our clients morphed and grew so did we.

From the beginning, we've made a point of listening to our clients intently and adapting as their needs changed. We consistently invest considerably in our relationships—gaining a deep understanding of each client's unique solutions, services, processes, likes, and dislikes to become a true partner.

Today, at MarketReach we create marketing solutions that span the gamut, helping technology leaders educate, enable, nurture, engage, and connect with their target audience.

Our company has been shaped by our clients' industry. Because they move quickly, we do too. Every client is unique, but there are challenges common to all technology marketing. With our longstanding familiarity with tech marketing project types, terminology, solutions, and channels, we are always ready to help conquer the next B2B marketing challenge.

AWARDS

Digital Marketing | Content Marketing	*AVA Digital Awards, 2024, Gold*
Commercials | Broadcast / Non-Broadcast / Web Commercials	*Viddy Awards, 2023, Platinum*
Electronic/Social/ Interactive Media	*Hermes Awards, 2023, Platinum*

CLIENTS

- Amazon Web Services
- Dell Technologies
- GlobalLogic
- Hewlett Packard Enterprise
- NetApp
- VMware by Broadcom

SECTORS

- Business services
- Pharmaceuticals and life sciences
- Professional services
- Technology and telecoms

YEAR FOUNDED:
1994

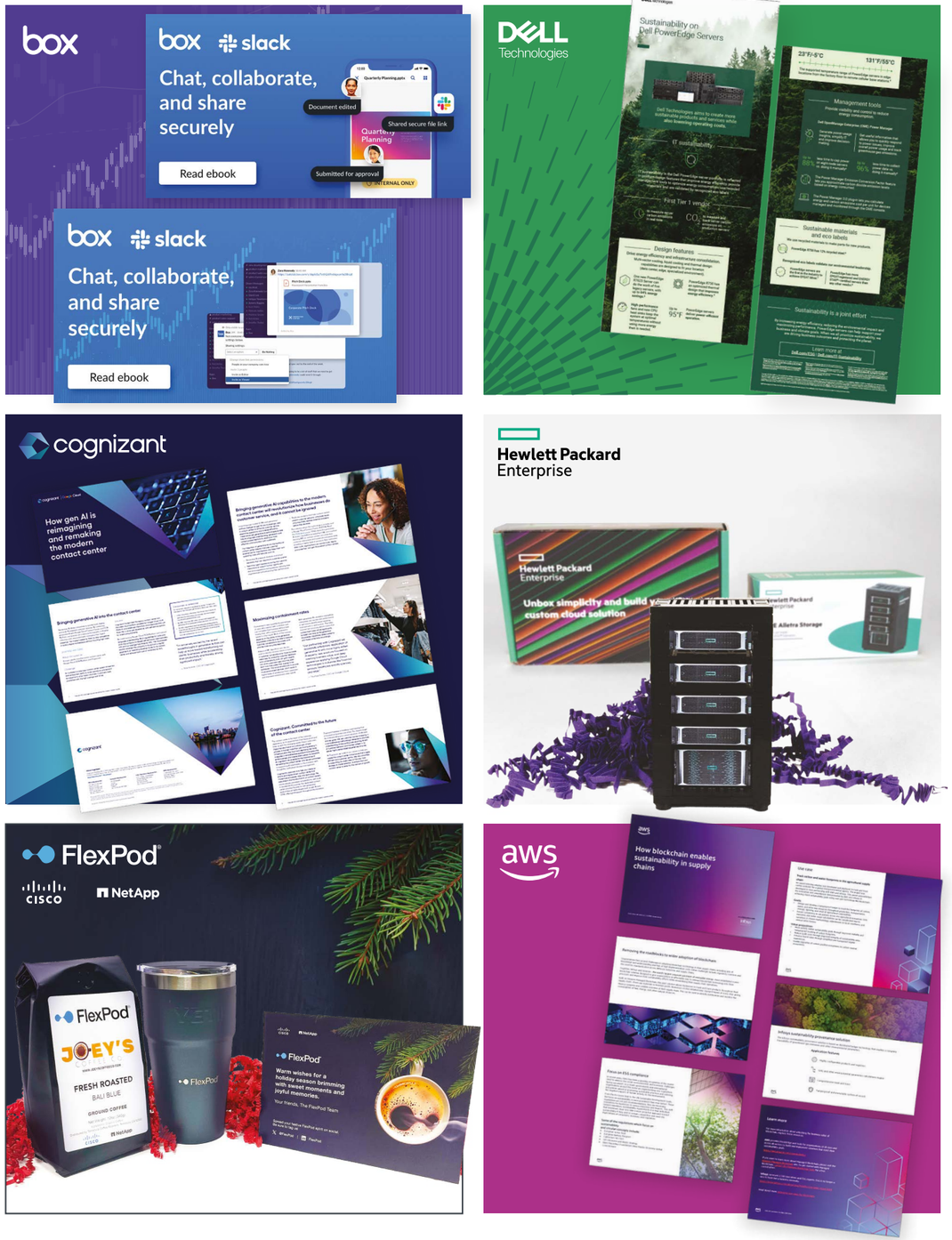
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oneninefive

PHILOSOPHY

At oneninefive, we redefine B2B demand generation with a philosophy that merges a data-first approach with human-centric outreach and authentic engagement. In a landscape where shortcuts fall short, we delve into data to understand market dynamics and buyer behavior, ensuring our strategies are precisely targeted and deeply impactful.

We recognize that at the heart of every business interaction is a human influencer or decision-maker. Our commitment to human-centric outreach means we prioritize genuine connections, understanding the unique needs of our clients' audiences. This approach transforms prospects into partners, fostering relationships that drive meaningful action.

Authentic engagement is our cornerstone, guided by the belief that real connections arise from a thorough understanding of the audience's challenges and aspirations. Our global outreach, spanning all 195 countries, is tailored to resonate with B2B buyers in their language, ensuring our clients not only capture attention but also build loyalty and accelerate growth.

As part of the Agent3 family, oneninefive is dedicated to delivering high-value outcomes through strategies that are insightful, efficient, and devoid of fluff. Our promise is simple: impactful results, driven by data intelligence and genuine engagement. This is the essence of our philosophy and our pledge to every client.

CLIENTS

- Expereo
- Freshworks
- HPE
- McDonalds
- Salesforce
- Zscaler

SERVICES

- Demand & Lead Generation
- Paid & Social Media
- Market Research
- Email Marketing
- First Party Data
- Telemarketing
- Recruitment
- Intent Data
- ABM

YEAR FOUNDED:
2021

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oneninefive helps some of the world's most respected B2B brands build thoughtful demand generation programs that increase account engagement and accelerate pipelines.

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Park & Battery

PHILOSOPHY

If we know one thing, it's rare for anything to be any one thing. Our world doesn't ascribe to absolutes. Answers live in the gray. The ambiguous. The messy and the complex. Especially in B2B advertising and marketing. This is a game of and not or – and that's where we come in.

Park & Battery harnesses perspectives to create value for brands and businesses globally. Headquartered in Oakland, CA with hubs in New York City, Salt Lake City, Miami and the UK, Park & Battery specializes in creating brands, launches, and experiences that deliver impact, from strategy and messaging through to creative/design, content, and media/go-to-market.

Strictly speaking, Park & Battery is a brand, marketing and content agency. But if you ask our clients why they come to us, it's for our rare ability to connect strategy, creativity and tenacity for complex businesses; we are close brand consultants, advocates and activators for organizations figuring out who they are and how to best express their role in the world. It's no wonder that some of our sweet spots have been with F500 innovators, hyper-growth technology disruptors (many of them AI-driven companies), and biotechnology and finetch leaders.

AWARDS

B2B Agency of the Year	*ADWEEK, 2024*
B2B Agency of the Year	*ANA B2 Awards, 2023, Gold*
B2B Agency of the Year	*B2B Marketing Elevation Awards, 2023, Silver*

CLIENTS

- Thermo Fisher Scientific
- UBS
- Esquire Bank
- Oakland Roots Football Club
- WilliamsMarston
- Maravai LifeSciences

SECTORS

- Financial services
- Pharmaceuticals and life sciences
- Professional services
- Technology and telecoms

YEAR FOUNDED:
2022

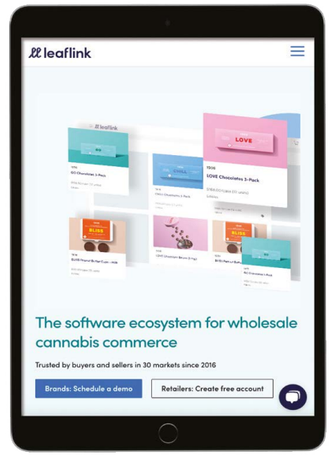
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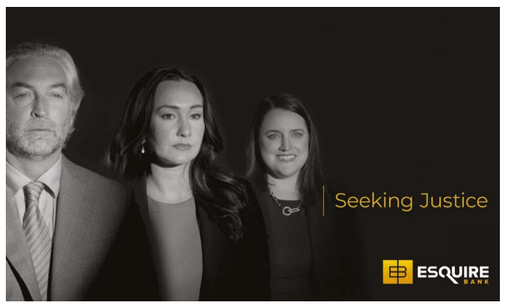
















A selection of work from Park & Battery

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The Marketing Practice

PHILOSOPHY

We're reshaping the B2B marketing industry, based on these three beliefs about how B2B marketing works.

We believe:

1. The best marketing is an investment in sustainable growth, not a cost to be cut. It can and should be the growth engine for your business, known for delivering valuable outcomes.

2. The best marketing happens when diverse teams and skills work together. It's why we've brought creative, media, data, strategy, digital experience, client services and sales activation experts together into small teams that work as an extended team to focus on solving your most important marketing challenges.

3. People do their best work when they are trusted, valued, and feel safe to experiment.

We partner with clients who feel the same way. Together, we're in the business of making marketing mean more.

More revenue, more market share and, ultimately, more shareholder value.

AWARDS

Most Commercially Successful	*B2B Marketing Awards, 2022, Gold*
Buyer focused content	*Killer Content/Finnys, 2024, Winner*
Channel Partner Program	*B2 Awards, 2023, Bronze*

CLIENTS

- ServiceNow
- Microsoft
- AWS
- Nutanix
- SAP
- Boeing

SECTORS

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

YEAR FOUNDED:
2002

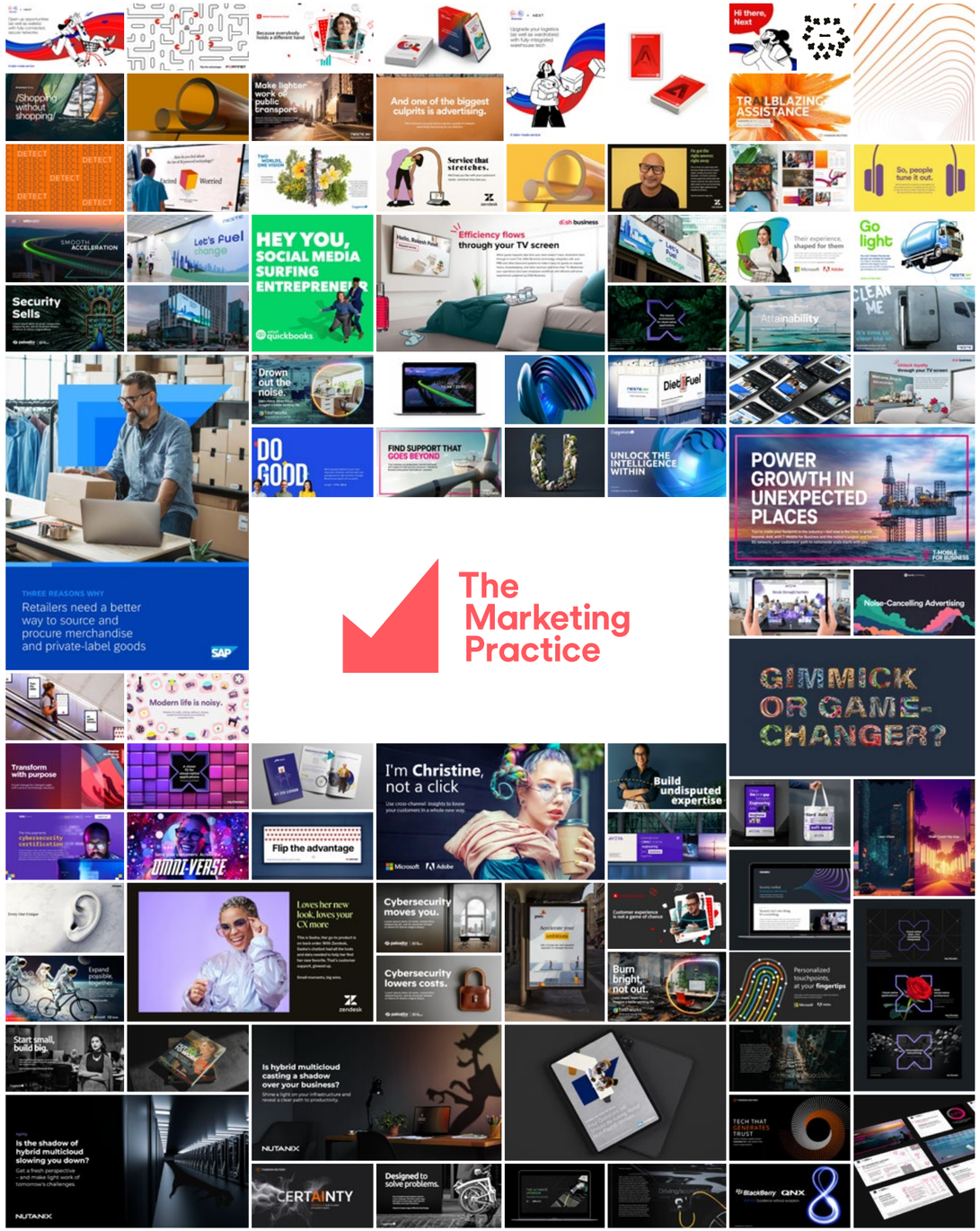
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The MX Group

PHILOSOPHY

MX is one of the largest independent B2B agencies in the country, with a mission to impact the marketplace for companies that impact the world. We do it by helping our clients connect the dots across the Market Experience through integrated lifecycle marketing that elevates brands, drives demand and increases loyalty. We've been purely B2B for the last 35 years and know it inside and out. But that's the cost of entry in our view.

What really makes or breaks an agency is the people. After all, when you hire an agency, you're making a decision about augmenting your team — to bring in fresh perspectives, to access experience and capabilities that you don't have or don't have at scale. It's the people and partnership that are important. MX is a team of low-ego, high-talent individuals ready to lock hands with you. To understand what you want to achieve. And to push and support you on your path from where you are to where you need to go. Because it's only by making each other better that we deliver results.

Let's talk about what we can do together.

AWARDS

B2B Agency of the Year	*B2B Marketing, 2022, Gold*
Killer Content Awards (The Finnys) — Audio Content	*B2B Marketing Exchange, 2024, Gold*
Best and Brightest Companies to Work For In the Nation	*Best and Brightest, 2023, National Recognition*

CLIENTS

- Cox Automotive
- Discover
- HF Sinclair
- Lysol Pro
- Project Management Institute
- Okta

SECTORS

- Energy and utilities
- Industrial, manufacturing and engineering
- Financial services
- Technology and SaaS

YEAR FOUNDED:
1989

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B2B Like It Oughta Be.

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TriComB2B

PHILOSOPHY

TriComB2B is unabashedly devoted to industrial and technical B2B marketing, helping clients design optimized marketing strategies that drive decisions in complex considered purchases.

Group dynamics, extended buying cycles and human behavior add complexity to the decisions that drive business. We've studied the emotion, trust, motivation and brain science behind these decisions and apply this collective expertise in ways that 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 helping clients understand that trust and authenticity are B2B imperatives; that emotion drives decisions; and that communicating platitudes they don't have to defend is a waste. It means delivering big ideas, 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. 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

Agency of the Year	*BBN International, 2023*
CM200 Top Agency	*Chief Marketer, 2023*
Best Place to Work	*Dayton Business Journal, 2022*

CLIENTS

- Atmus Filtration Technologies
- BioLife Solutions
- Copeland
- Cummins
- Fleetguard
- Flowserve

SECTORS

- Energy and utilities
- Industrial, manufacturing and engineering
- Pharmaceuticals and life sciences
- Material handling and logistics

YEAR FOUNDED:
1984

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Clockwise from top left: Fleetguard branding campaign; Verisk 'With Verisk, I Can' campaign; Cummins 'Walk-Around' product launch support video; Vilter by Copeland 'First/Next' product launch support video

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© B2B Marketing

TOP 20
B2B MARKETING
US Agencies Benchmarking Report 2024

If your b2b agency were doing its job, you wouldn't be scouring sites like this one for advice.

It's SMART to browse for b2b marketing insights.
It's SMARTER if you have an agency doing it for you.

Motion was named **B2B Marketing's #8 Fastest Growing US Agency 2024** because we're uncommonly committed to results. Client growth is more than a mindset here, it's a mission.

Get your brand in Motion. Scan and browse here instead.

AgencyInMotion.com

motion

ABOUT

B2B Marketing and Propolis

B2B Marketing was founded in 2004, starting life as a print magazine. It has since evolved into the world's go-to resource for B2B marketers looking to become best-in-class at what they do, and place themselves at the forefront of marketing evolution.

B2B Marketing produces a number of products, including: insight reports; interviews with the best minds in the business; The B2B Marketing Podcast; webinars; conferences; and even Awards programs.

In 2021, we launched Propolis – an exclusive Community Intelligence for B2B marketers. Propolis gives you instant access to unbiased experts, training, technical resources, research and peer-to-peer learning, all supported by a dedicated customer success manager.

Want to learn more about B2B Marketing or Propolis specifically? Just get in touch using the contact details below and start your journey with us today.

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B2B MARKETING