B2B MARKETING

The B2B Marketing US Agencies Benchmarking Report

2025

2025 US

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Agencies on the Rise— But Not Without Resistance And Uncertainty



Kavita Singh,
Head of Growth Solutions Content, B2B Marketing

Our US Agencies Benchmarking Report is back and guess what? It's another edition of jam-packed insights and interesting takeaways. This edition includes league tables highlighting gross income, headcount, and areas of specialism, alongside in-depth agency profiles and thought leadership commentary to help you make informed decisions when selecting a partner.

Before we start - it's worth acknowledging that the data you're about to see comes from 29 US agencies. Last year, we surveyed 33 agencies so it is definitely worth taking in every insight with this in mind. *Now let's dive right in*.

First off, the average gross income among US agencies was $17 million which is a 25.9% increase YoY. To give context, last year's data showed an increase of 5.14% YoY from $12.8 million to $13.5 million. The last time our average gross income was this high was back in 2021, where the average gross income sat at $17.15 million.

So while this certainly indicates a positive signal for the industry, we'd be silly not to acknowledge that economic conditions have changed since our survey closed. After all, those looming tariffs add another layer of uncertainty for future planning. Additionally, according to our data, agencies said their biggest challenges far and away were the growing pressure on client's budgets and harnessing AI to improve processes - two obstacles that can't be solved overnight.

On the bright side, when we took a closer look at some other stats, we saw agencies were prioritizing mental health, wellbeing and external staff training so there does seem to be a positive shift in work culture and employee growth. So despite the internal and economic roadblocks that possibly lie ahead, the data suggests a sector that, while tested, remains adaptive and determined to grow. Want more insights against this report?

To read our full analysis, which breaks down the changes in gross income, headcount, diversity and other current challenges flagged by agencies - 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.

Enjoy this report!

AGENCY
PROFILE
PAGE 42

marketbridge
Reinvent growth



BUSINESS STRATEGY MEET MARKETING ACTIVATION

To drive outsized growth, GTM leaders must connect big-picture strategy to real-world execution. But for many, the divide between the two is real and growing. That's a problem—for your buyers, your brand and your bottom line.

We're Marketbridge. Part consultancy, part agency and all about reinventing growth. With deep expertise in GTM strategy, data and analytics, martech, brand-to-demand marketing and public relations, our award-winning global team helps Marketing and Sales leaders accelerate performance—with no signal loss from strategy through execution.

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SECTION 1:

League tables

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Top 29 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.

	Agency	US GI in $m in most recent financial year (abbreviated)	YoY change in US GI as a %	US headcount 2025	US YoY headcount % change	Rank in Main 2024 League Table	Rank change
1	Dentsu B2B Americas	79.8	29.73	712	103.43	N/A	*
2	**Marketbridge** (p.42)	**56.3**	**47.02**	**232**	**8.41**	**N/A**	*
3	Gravity Global	43.9	6.04	254	5.83	2	↓
4	Fahlgren Mortine	39.1	0.34	211	-13.88	3	↓
5	**Bader Rutter** (p.34)	**38**	**-11.63**	**225**	**-10**	**1**	↓
6	ROI·DNA	38	-23.69	153	-14.53	N/A	*
7	**The MX Group** (p.46)	**24.3**	**-12.55**	**108**	**-20**	**5**	↓
8	Mower	23.9	-4.47	135	-3.57	6	↓
9	**Ledger Bennett** (p.38)	**23**	**27.07**	**47**	**104.35**	**10**	↑
10	Transmission	18.4	-5.60	75	-1.32	8	↓
11	Rabinovici & Associates, Inc	13.8	17.65	64	-1.54	9	↑
12	The Motion Agency	12.8	47.97	75	50	18	↑
13	**Park & Battery** (p.48)	**11.9**	**36.78**	**69**	**115.63**	**17**	↑
14	Godfrey	8.9	-7.08	67	0	14	–

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	Agency	US GI in $m in most recent financial year (abbreviated)	YoY change in US GI as a %	US headcount 2025	US YoY headcount % change	Rank in Main 2024 League Table	Rank change
15	DeSantis Breindel	7.4	-10.84	24	0	19	↑
16	WHM Creative	6.5	0	18	-10	N/A	*
17	**Luxid Group** (p.40)	**6**	**4.47**	**40**	**-2.44**	**23**	↑
18	SCHERMER	5.6	63.96	23	35.29	N/A	*
19	Obility B2B	4.9	-5.19	28	-33.33	N/A	*
20	Crossbow Group, LLC	4.9	21.25	32	18.52	25	↑
21	Littlefield, Inc	4.7	18.13	24	0	N/A	*
22	Fiction Tribe, Inc.	4.6	2.23	19	-9.52	24	↑
23	David James Group	3.1	-9.11	22	0	N/A	*
24	Keys & Kites Inc	3	11	10	11.11	N/A	*
25	Pepper Group	3	18	25	0	27	↑
26	Velocity Partners	2.8	-11.18	5	-16.67	28	↑
27	**Fox Agency** (p.36)	**1.8**	**N/A**	**9**	**N/A**	**N/A**	*
28	Position : Global	1.4	-10	8	-11.11	32	↑
29	Marketing Trailblazer	0.5	151.42	2	100	N/A	*

Top 10 US 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 2025	US YoY headcount % change	Rank in 2025 main table
1	SCHERMER	63.96	5.6	17	-5.56	19
2	**The Motion Agency** (p.44)	**47.97**	**12.8**	**75**	**50**	**13**
3	**Marketbridge** (p.42)	**47.02**	**56.3**	**232**	**8.41**	**2**
4	**Park & Battery** (p.48)	**36.78**	**11.9**	**69**	**115.63**	**14**
5	Dentsu B2B Americas	29.73	79.8	712	103.43	1
6	**Ledger Bennett** (p.38)	**27.07**	**23**	**47**	**104.35**	**9**
7	Crossbow Group, LLC	21.25	4.9	32	18.52	21
8	Littlefield, Inc	18.13	4.7	24	0	22
9	Pepper Group	18	3	25	0	26
10	Rabinovici & Associates, Inc	17.65	13.8	64	-1.54	12

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Top 10 US 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 in $m	US GI in $m in most recent financial year	YoY US GI % change	US headcount 2025	US YoY headcount % change	Rank in 2025 main league table
1	Dentsu B2B Americas	18.28	79.8	29.73	712	103.43	1
2	**Marketbridge** (p.42)	**17.99**	**56.3**	**47.02**	**232**	**8.41**	**2**
3	**Ledger Bennett** (p.38)	**4.9**	**23**	**27.07**	**47**	**104.35**	**9**
4	**The Motion Agency** (p.44)	**4.15**	**12.8**	**47.97**	**75**	**50**	**13**
5	**Park & Battery** (p.48)	**3.2**	**11.9**	**36.78**	**69**	**115.63**	**14**
6	Gravity Global	2.5	43.9	6.04	254	5.83	3
7	SCHERMER	2.19	5.6	63.96	17	-5.56	19
8	Rabinovici & Associates, Inc	2.07	13.8	17.65	64	-1.54	12
9	Crossbow Group, LLC	0.85	4.9	21.25	32	18.52	21
10	Littlefield, Inc	0.73	4.7	18.13	24	0	22

US 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 specialise in above all others. This table presents those agencies which selected brand as one of these options, ranked by US gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency	US GI in $m in most recent financial year (abbreviated)	YoY change in US GI as a %	US headcount 2025	US YoY headcount % change
1	**Marketbridge** (p.42)	**56.3**	**47.02**	**232**	**8.41**
2	Gravity Global	43.9	6.04	254	5.83
3	ROI·DNA	38	-24	153	-14.53
4	**The MX Group** (p.46)	**24.3**	**-12.55**	**108**	**-20**
5	Mower	23.9	-4.47	135	-3.57
6	Transmission	18.4	-5.60	75	-1.32
7	**The Motion Agency** (p.44)	**12.8**	**47.97**	**75**	**50**
8	**Park & Battery** (p.48)	**11.9**	**36.78**	**69**	**115.63**
9	Godfrey	8.9	-7.08	67	0
10	DeSantis Breindel	7.4	-10.84	24	0
11	WHM Creative	6.5	0	18	-10
12	Luxid Group	6	4.47	40	-2.44
13	SCHERMER	5.6	63.96	17	-5.56
14	Fiction Tribe, Inc.	4.6	2.23	19	-9.52

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Rank	Agency	US GI in $m in most recent financial year (abbreviated)	YoY change in US GI as a %	US headcount 2025	US YoY headcount % change
15	David James Group	3.1	-9.11	22	0
16	Keys & Kites Inc	3	11	10	11.11
17	Pepper Group	3	18	25	0
18	Velocity Partners	2.8	-11	5	-16.67
19	**Fox Agency** (p.36)	1.8	N/A	9	N/A

US 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 specialise in above all others. This table presents those agencies which selected content marketing and thought leadership (including copywriting, storytelling, video and editing) as one of these options, ranked by US gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

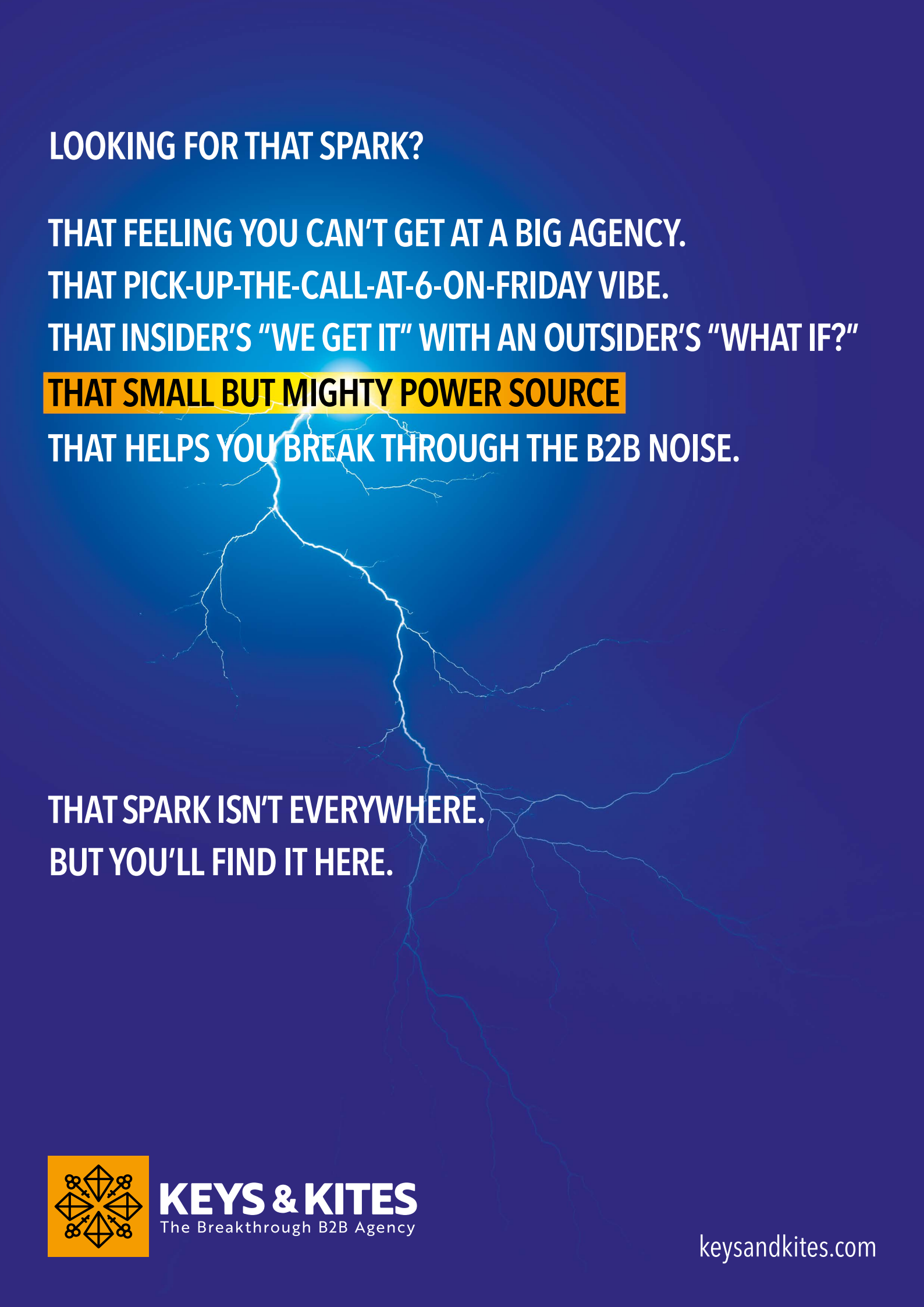
Rank	Agency	US GI in $m in most recent financial year (abbreviated)	YoY change in US GI as a %	US headcount 2025	US YoY headcount % change
1	Dentsu B2B Americas	79.8	29.73	712	103.43
2	Fahlgren Mortine	39.1	0.34	211	-13.88
3	**Bader Rutter** (p.34)	**38**	**-11.63**	**225**	**-10**
4	ROI·DNA	38	-23.69	153	-14.53
5	Rabinovici & Associates, Inc	13.8	17.65	64	-1.54
6	**Park & Battery** (p.48)	**11.9**	**36.78**	**69**	**115.63**
7	Godfrey	8.9	-7.08	67	0
8	WHM Creative	6.5	0	18	-10
9	Keys & Kites Inc	3	11	10	11.11
10	Velocity Partners	2.8	-11	5	-16.67
11	**Fox Agency** (p.36)	**1.8**	**N/A**	**9**	**N/A**
12	Position : Global	1.4	-10	8	-11.11
13	Marketing Trailblazer	0.5	151	2	100

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US Demand generation 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 specialise in above all others. This table presents those agencies which selected demand gen as one of these options, ranked by UK gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency	US GI in $m in most recent financial year (abbreviated)	YoY change in US GI as a %	US headcount 2025	US YoY headcount % change
1	**Marketbridge** (p.42)	56.3	47.02	232	8.41
2	**The MX Group** (p.46)	24.3	-12.55	108	-20
3	**Ledger Bennett** (p.38)	23	27.07	47	104.35
4	**The Motion Agency** (p.44)	12.8	47.97	75	50
5	WHM Creative	6.5	0	18	-10
6	Luxid Group	6	4.47	40	-2.44
7	SCHERMER	5.6	63.96	17	-5.56
8	Crossbow Group, LLC	4.9	21.25	32	18.52
9	Obility B2B	4.9	-5.19	28	-33.33
10	Pepper Group	3	18	25	0
11	**Fox Agency** (p.36)	1.8	N/A	9	N/A


LOOKING FOR THAT SPARK?
THAT FEELING YOU CAN'T GET AT A BIG AGENCY.
THAT PICK-UP-THE-CALL-AT-6-ON-FRIDAY VIBE.
THAT INSIDER'S "WE GET IT" WITH AN OUTSIDER'S "WHAT IF?"
THAT SMALL BUT MIGHTY POWER SOURCE
THAT HELPS YOU BREAK THROUGH THE B2B NOISE.
THAT SPARK ISN'T EVERYWHERE.
BUT YOU'LL FIND IT HERE.
KEYS & KITES
The Breakthrough B2B Agency
keysandkites.com

SECTION 2:

Market analysis

"Safe" B2B marketing costs you more than you think
Bader Rutter 17

Creating opportunity for B2B technology brands
Fox Agency 19

How can B2Bs win over more buyers? Research says it's time to invest in brand
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Fulfilling the unmet need for authenticity
Luxid Group 23

Bridging the growth gap
Marketbridge 25

Bridging the gap between sales and marketing
The Motion Agency 27

Embrace the complexity
MX Group 29

Escaping cringe, embracing change and moving B2B forward
Park & Battery 31

What is the cost of being dull?



A lot more than you'd think. In fact, you'd need 10 times more budget to stand out (like the very un-gray color above). And even with all that extra spend, you'd still have a hard time gaining ground. Because your brand would have nothing that truly distinguishes it (brand impact) from the competition. The irony of all this isn't lost on us. That being dull (safe) is one of the riskier, more costly things a marketer can do.

But for those who want to upend their category, make their cash register sing and transform their brand into THE brand, we embrace this with both arms outstretched. This is where we thrive. We're a big-think, big-do agency for big-think, big-do clients. The only thing we don't do is dull.

bader rutter
a BBN partner

"Safe" B2B marketing costs you more than you think

DAVID JORDAN,
CEO, Bader Rutter



For too long, we've been lying to ourselves about the state of B2B marketing. And the truth isn't flattering.

A study from LinkedIn's B2B Institute and System1 asked customers to rate 1,600 B2B ads for creative effectiveness. The results? A staggering 77% of those ads received a 1-star rating—or worse. One star. Out of five. That's not just bad; it's embarrassing. It's proof that the work we're producing isn't resonating with our audience.

So, where are we going wrong?

A fundamental flaw in B2B marketing is the assumption that business decision-makers think and behave differently than consumers. Too often, we equate "serious" with boring, believing that highly factual, corporate-toned ads are the safest way to appeal to business buyers. But what we call "safe" is, in reality, just uninspired. It's not persuasive; it's ineffective.

People don't become robotic, hyper-logical versions of themselves when they enter the workplace. They are still human. The difference between a consumer and a business customer is context, not cognition. If something doesn't engage them, they move on, scroll past, or click away—just as they do in their personal lives.

As we often say at our agency, B2B should stand for "business to businesspeople." No one has ever had a conversation with an org chart. *We're marketing to people, not job titles.*

Historically, B2B marketing was built on an outdated definition of safety. Decades ago, when companies controlled the flow of information, audiences had no choice but to seek out product details from brand materials. Back then, a dry but comprehensive approach may have been acceptable. But today, with data instantly available at every buyer's fingertips, uninspired marketing is worse than ineffective—it's costly.

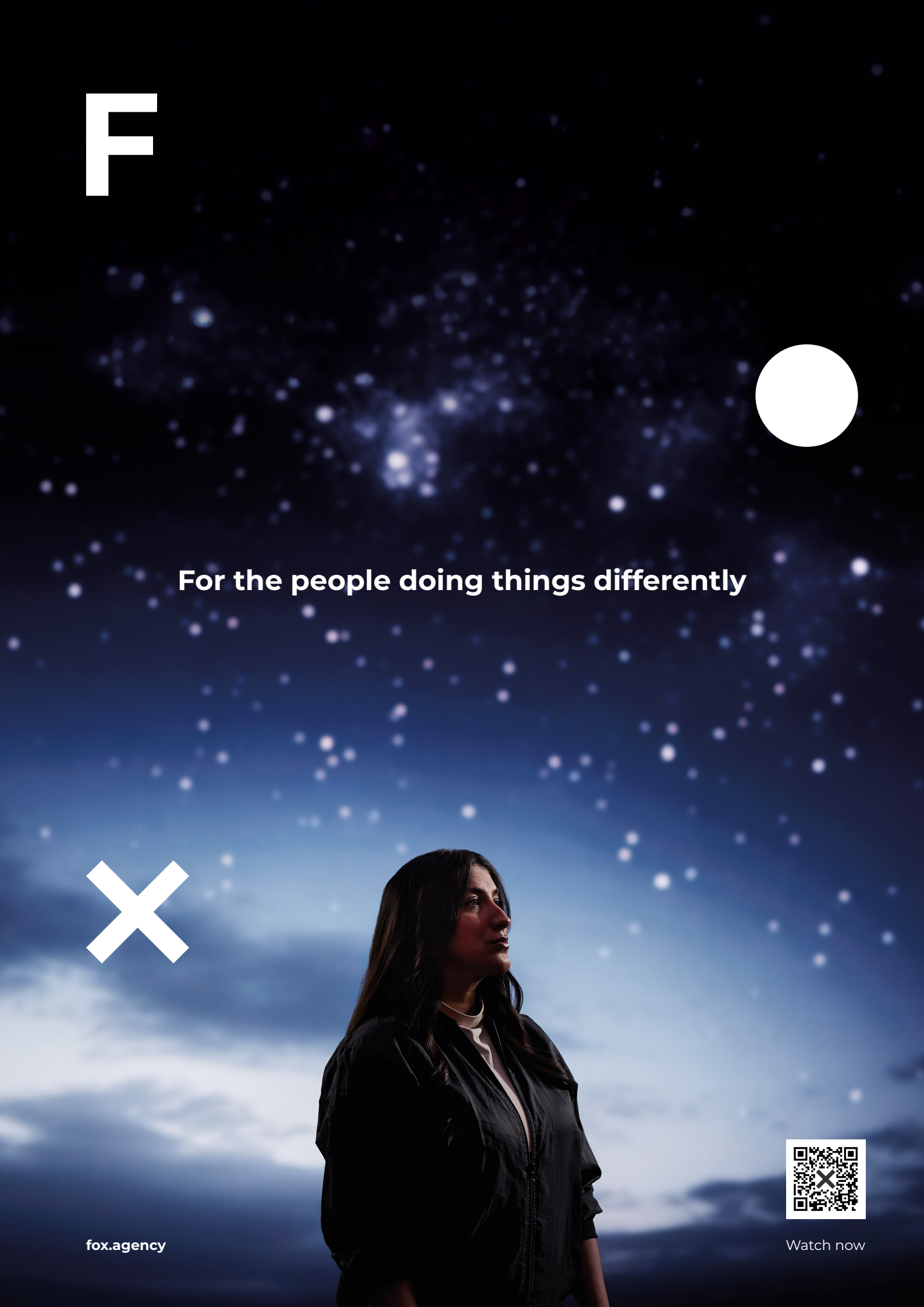
Dull marketing is like a grey Ferrari. Sure, it will get you from Point A to Point B, but it's a wasted opportunity. A Ferrari should turn heads, spark conversation, and generate excitement. Instead, too many B2B campaigns waste budget on media placements while failing to capture attention, drive engagement, or create demand.

So, how do we fix this? The answer is simple: If you want to be perceived as more interesting, start by being more interested in your audience.

Instead of talking endlessly about specs and features, talk about what matters to your customers. What are their challenges? What excites them? How do they make decisions? Research shows that 69% of B2B marketers plan to invest in video content in 2024, recognizing its power to captivate and inform in ways that static content cannot. (DBS Interactive, 2024)

Additionally, the rise of artificial intelligence offers unprecedented opportunities for personalization and engagement. In 2024, 85% of marketers reported that generative AI has transformed their content creation processes, allowing them to create more relevant and compelling messaging. (DBS Interactive, 2024)

Great B2B marketing isn't just about relaying information—it's about sparking emotion, creating connections, and ultimately driving action. If we stop clinging to outdated definitions of "safe" and start embracing creativity, we can move people. And when we move people, we move the market.


For the people doing things differently
fox.agency
Watch now

Creativity in Technology for B2B brands

JIM SAMPSON,
Senior Vice President & Partner, North America



Multiple platforms, multiple divisions, multiple regions, offices, and BUs. Multiple categories, products, solutions, innovations, teams, and silos. Multiple priorities, perspectives, and points of view. Multiple datasets, business models, buying committees, personas, sales teams, attribution models, and multiplying attrition.

Multiple challenges. Multiple choice. Multiple this. Multiple that. In a world of multiplying complexity, how about a multiplier of opportunity?

An agency that gets the world of B2B tech. And not just the world of B2B tech, but specifically your world, your markets, your business, your people. One that embraces your mission as our mission. That understands your vision – and knows how you've got to sell it to the investors, the C-suite, and the sales teams before it ever gets to market.

An agency with the experience and confidence to take problems away, give you a strategy, and stand behind the outcomes. An agency that sees every challenge as an opportunity to do something smarter, smoother, and more effective. An agency with the people and capabilities to make sense of the complexity, understand the different dynamics at play, and bring clarity to the scene. An agency that understands how data and creativity can combine to cut through the noise, speak to an audience, and connect with people.

An agency that ensures that the total of all your efforts - across your brand, marketing, sales, PR, channels, and ecosystems – add up to more, rather than less, than the sum of its parts. And an agency that sees true performance as a multiple of immediate impacts and long-term brand strength.

Fox Agency.

An integrated marketing agency for global B2B tech brands on a mission. Because we are a creative business, and at its heart we believe technology is a creative enterprise. One that's all about looking at the world, imagining how it could be better, and thinking differently - to transform the way people perceive and experience their lives.

We achieve this with great people who bring ideas and ambition at every point – a bigger vision, new tech, an original approach, smarter media plan, inspiring strategy, more efficient delivery. With a vertical approach built around technology sectors including SaaS, cloud and transformation, connectivity, industry 4.0, and mobility. By providing complete solutions (rather than selling services) that combine our core capabilities across media and performance, technology and data, creative, content, motion, strategy, research and insight, PR, events, and consultancy. And through ideas and campaigns adapted and delivered for local markets, from our offices in North America and Europe, and our presence worldwide.

Multiplying impact. Multiplying value. Multiplying the people you influence, and the number of things you make happen, that never happened before.

It's what we call *Creativity in Technology*.

JAMIE LIKES MANGO.

But you're still pushing pineapples.



The right insight is a powerful thing. And when you have a complete view of your target audience – who they are, where they are, and how to turn them into your biggest fans – it gives you the power to do more than appeal to their latest tastes.

It gives you the power to stop just thinking about prospects, leads, and buyers – and start finding your Forever Customers. The customers, present and future, who need what you do and keep coming back for more. The customers who love what you do and want to shout about it to the whole world.

They're the customers who give you maximum lifetime value. We'll help you find them.

LEDGER BE\\ETT
A Havas Company

How can B2Bs win over more buyers? Research says it's time to invest in brand



ERIN STUCKERT,
Chief Strategy Officer, Ledger Bennett

When you think about it, how could we live without them?

The clothes we wear, the food we eat, the electricity that powers our homes. These things are made possible by B2B brands. In a very real sense, they keep the world moving. And that matters to people.

So it was no surprise to find that reflected in Havas Media's 'Meaningful Brands' report, which we contributed to last year. In a survey of industry professionals, **81% said they'd care if B2B brands disappeared**. Respondents also reported high levels of trust, advocacy, and attachment to B2Bs.

This positive sentiment hints at the fact there's real value in creating a strong, recognizable brand identity. But there's more to the story.

The influence of brand on buying decisions.

A strong brand identity isn't just a nice-to-have — it's fundamental to influencing early buying conversations. And the research backs it up:

- Bain & Company and Google have found that 92% of B2B buyers already have a shortlist of preferred vendors before they start the buying process.
- LinkedIn has discovered that 81% of B2B buyers say the product they eventually buy was known by everyone in the buying group on day one.

This research also reveals something crucial: **a direct link between brand and revenue**. And as an industry, that message is starting to resonate.

The brand perception shift.

According to The B2B Institute, 80% of B2B marketing budgets are spent on "performance marketing". And it's easy to understand why.

Performance marketing offers the prospect of fast, measurable results (like leads and conversions). Focusing on brand builds awareness and salience — an inherently slower burn that is trickier to quantify.

But there are signs of a shift.

According to Forrester, in 2023, B2B organizations with 20% or more in revenue growth assigned significantly more value to brand building than companies that reported flat or declining growth. And from personal experience, I can testify that brand conversations with B2Bs are becoming easier.

But what I find interesting is how we can go beyond just making a brand known. Because we also need to make sure the target audience values a brand, believes in it, and ultimately, sees it as meaningful.

Attention that's hard-earned.

So how do we create that connection? It requires being intentional about where a brand shows up, who it speaks to, and how it speaks to them.

It requires appealing to emotions, telling memorable stories, becoming recognizable in a way that matters. To achieve that, B2Bs need to step up their creativity.

After all, they're not just fighting for attention with competitors. They're also fighting with countless consumer brands, often with stronger creative and more captivating messaging.

The goal, then? To be bolder, braver, and yes — take a page out of the B2C book.

It takes courage to make the shift.

None of the above is simple. Investing in brand can feel like a big leap for B2Bs, potentially requiring marketing strategies to be reworked and stakeholders to be convinced they should reallocate resources away from bottom-of-funnel activities.

But the research suggests it's an investment worth making. And B2Bs that can stay the course, that place value in both brand and demand, stand to win in the long term.

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

Fulfilling the unmet need for authenticity

CHRIS EIFERT,
Managing Director US, Luxid Group



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.

PROPOLIS

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Bridging the growth gap

JOHN SHOMAKER,
CEO, Marketbridge



With the inclusion of 'growth' in many new senior leadership role titles and the relatively recent invention of the CRO position, it feels like ambitious organizations are pivoting hard towards strategies and efforts to fuel growth. But there's an inherent problem to be resolved before this new intention becomes more than a hollow corporate mantra or sentiment to impress investors.

The real challenge is that to genuinely enable and drive growth across your organization, you require levels of collaboration and internal go-to-market clarity well beyond the current status quo. You must enact structural and behavioral change. Most organizations believe that they have their teams, regions and channels aligned, but here's the reality: in the process of execution, the divide begins and the gap continually widens.

A true orientation to growth requires all the fundamental functions within an organization to ruthlessly follow a single vision, to universally understand and adopt the same strategy. Unfortunately, this rarely happens. Executives share their vision, sales start to implement a commercially focused revenue strategy and marketing works to build a powerful brand. Everyone believes that they are connected, they all attempt to align but, in reality, they're each acting in isolation. Somewhere in the routine day-to-day translation from strategy to execution, the signal is lost in the race to deliver against their independent goals.

The next generation of (B2B) professional services providers has been born to address this embedded issue. There is now a world where business consulting and creative agency services are being integrated to ensure that an organization can achieve a unified growth ambition across its entirety, regardless of global footprint, channel complexity or the reality of internal power plays. In this new era, the big-picture corporate vision drives a powerfully aligned go-to-market strategy, which is delivered through an aligned sales model, branding strategy and in-market activation program, all of which are underpinned by a cohesive, integrated data/technology platform.

It sounds so simple, but it takes a new breed of professional services partner to support a business in transitioning from a growth ambition to a growth outcome, in removing the disconnects and the silos, in delivering a single strategy without a moment of signal loss.

Some firms have built their new capabilities by adding creative skills to a business consultancy; others have taken creative agencies and bolted on business consulting skills, but both models are challenged commercially and culturally. The alternative is a new type of professional services partner that is being built from the ground up, part agency and part consultancy but one company– like our firm, Marketbridge – with one connected team, seamlessly reinventing growth globally.

It's time to start bridging the gap. It's time to meet Marketbridge.


In a way, it *is* rocket science.
From launching a new brand to landing a new customer, successful b2b marketing depends on mastering the data. Motion's strategic, results-driven approach ensures you have the right trajectory, while our integrated, full-service agency teams give you enough force and momentum to go just about anywhere.
What worlds will we conquer today?
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agencyinmotion.com
STRATEGY
BRANDING
ADVERTISING
PR
SOCIAL MEDIA
CRM
A WBE-CERTIFIED AGENCY PARTNER

Bridging the gap between sales and marketing

MARK SHEVITZ,
Chief Strategy Officer,
The Motion Agency



At The Motion Agency, our clients often ask us to help them bridge the gap between sales and marketing within their organizations. However, we've found that typical approaches aren't enough to drive sustained growth. Here, we share some forward-thinking strategies that can radically transform the sales-marketing relationship.

1. Support each rep's approach

When considering the best way to enable sales to be successful, it's not about thinking of the salesforce as a whole. Rather, it's about marketing gaining a deeper understanding of how each rep operates. We get there by conducting discovery calls. We ask questions like, "Do you focus on building relationships or are you more data-driven?" Then we use those answers to develop highly specific strategies, versus something that's one-size-fits-all.

Insights from our discovery sessions have helped us to shape marketing strategies that align with each rep's style, while delivering valuable customer experiences.

2. Cater content to selling styles

Marketing needs to embrace a more dynamic content strategy that accounts for various sales styles. For example, if a sales rep uses storytelling, providing case study videos can be invaluable. If a rep leans on data and analytics, delivering statistical infographics will better support their process. In fact, a 2023 DemandGen Report found that **79% of top-performing salespeople use custom content created by marketing** that is aligned to their unique sales strategies. This tailored approach empowers reps to close more deals and helps strengthen the sales-marketing relationship.

3. Educate reps on the campaign strategy

To avoid siloed thinking we often take a moment to educate the reps on the 'what, why and how' of a campaign, including:

- What the goals are, contextualizing how each execution fits their unique sales process
- Why the campaign will resonate based on our combined knowledge of the target and pain points
- How it works to convert along every step of the buyer's journey

This way sales is able to see how marketing is prepping the prospect before they even meet with them, ultimately supporting sales' efforts from awareness to a done deal.

4. Develop cross-functional KPIs

Sales and marketing often measure different outcomes, with sales tracking closed deals and marketing focusing on metrics like CTRs. However, at Motion, we encourage shared KPIs tied to revenue goals.

For example, in addition to typical metrics, we look at the "customer acquisition cost (CAC) to customer lifetime value (CLV)" ratio, which directly ties both departments to the full customer lifecycle. By emphasizing outcomes like CLV, both teams have a common purpose with a focus on long-term revenue, rather than short-term wins – which in turn promotes shared ownership over the customer journey, fostering deeper collaboration between teams.

Conclusion

Bridging the gap between sales and marketing requires flexibility and alignment. By using direct feedback from the frontlines, marketing can better support sales, fostering stronger collaboration and better outcomes.



MX

B2B Like It Oughta Be.

Embrace the complexity

TONY RILEY,
President and CEO, MX



Stakes are high, growth is paramount, and "doing more with less" is reality. Marketers are carefully balancing strategy and speed to keep up with the pace of the businesses they operate. AI and technology are amplifying expectations of the "ideal" buying experience. Among this chaos (that's a fair description I think) it can be easy to lose focus.

Topics like "brand vs. demand" and "the role of emotion in creativity" or "the impact of AI on (insert any function of marketing and advertising)" are capturing our attention and could distract us from the aspects of our marketing efforts that drive growth, the commercial aspects. Take the "brand vs. demand" debate. Is that a topic worth debating when we all know the integration of the two into a seamless buying experience is what generates growth?

B2B businesses are complex and involve highly considered purchases. The extended evaluation cycle demands many orchestrated touch points. "Buying" requires engagement with sales teams and distribution partners that have their own segmentation based on vertical expertise, account ownership and territory mapping – who also need to be enabled to make positive brand impressions daily. Content must support the evaluation process of a buying group that ranges in perspectives from engineering to product, to finance – and explain the impact of complex concepts like adaptive load management, torsion control, etc. Campaigns have funnel stages and while the process of moving from one to the next is not linear, they were created in part to remind us of the jobs we have to do as B2B marketers to close a sale (unlike some of our consumer counterparts). It is this complexity that deserves our attention and where growth lies. It is this complexity that needs to be embraced now more than ever.

So if you are growth minded, get "commercial" quickly. If you're going to track MQLs, make sure you understand the impact of marketing on the organization's overall growth strategy. Do not get caught up in the label of tactics and initiatives as "brand," "demand," "ABM" or other, and instead lead the team to the ideal buying experience. If the customer doesn't think of sales, service and marketing as independent offerings, you shouldn't either – they are just aspects of the experience that make up the perception of your brand. Most of all, ensure your agencies embrace the complexity and commercial aspect of B2B marketing with the same level of excitement you and your team do, operating as an extension of your team – as a true B2B growth partner.

It's this commercial focus that will get us back to growth.

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

ANA AGENCY OF THE YEAR 2023 & 2024

Park & Battery

Escaping cringe, embracing change and moving B2B forward

MICHAEL RUBY,
President & Chief Creative Officer, Park & Battery



Every generation has its lingo. If you have kids or have just seen the content pervading most social networks, you've recently been inundated with terms like "skibidi," "rizz," "Ohio," and "mid." I like to think I can keep up – but "no cap," it's hard to make sense of it all.

One term my twelve-year-old son likes to throw at me is "cringe," typically describing when I try to eagerly speak his language like a tourist fresh off their first few Duolingo lessons. As you might intuit, cringe derives from cringeworthy, describing when something feels off in a way that makes people inherently feel uncomfortable.

B2B is currently in a state of cringe for many. We're in a new era, where creative disruption, data-driven personalization, and fresh, diverse and unexpected voices are redefining what it means to connect with businesses. It might feel a bit uncomfortable for a while, but ultimately, it's for the much better that this new generation of B2B hits different.

The rules have changed and a new playbook is being written (and rewritten) at breakneck pace. The acceleration of this transformation isn't coincidental; it's a direct response to a rapidly evolving business landscape. Buyers have changed. Digital-native decision-makers, raised on consumer-grade experiences, expect the same level of creativity, authenticity, and personalization in B2B that they encounter in B2C.

This is a good thing. No…this is an *insanely* great

Myopic, lower-funnel/performance-driven metrics that once defined success are giving way to new measures of brand value that reflect reputation, memorability, customer experience, ethical impact, emotional resonance, and true business value.

Artificial intelligence (AI) is now at the heart of accelerating and enhancing human creativity and marketing process automation, churning out content and marketing messages that are personalized, dynamic, and scalable to an extent that was unimaginable even a few years ago.

This new era of B2B isn't just about technology and metrics; it's about representation. For too long, the presence and voices of marginalized communities have been missing from the B2B narrative. Diversity, Equity, Inclusion, and Belonging are no longer nice-to-haves: they're imperatives when speaking to businesses and forming authentic connections with the humans at the heart of them.

Most of all, this new B2B landscape is (rightfully!) reprioritizing creativity and long-term brand building over short-term, decimal-driven thinking. The brands that win will be the ones that embrace bold, human-centric storytelling, invest in long-term brand equity, and leverage technology to deepen – not replace – human connection.

Getting away from what will ultimately be cringe in the future of B2B demands embracing change, negotiating ambiguity and thriving in the gray. As we say at Park & Battery, it's all about the "and" not "or." It's bold. It's inclusive. It's truly for the best. And it's just getting started.





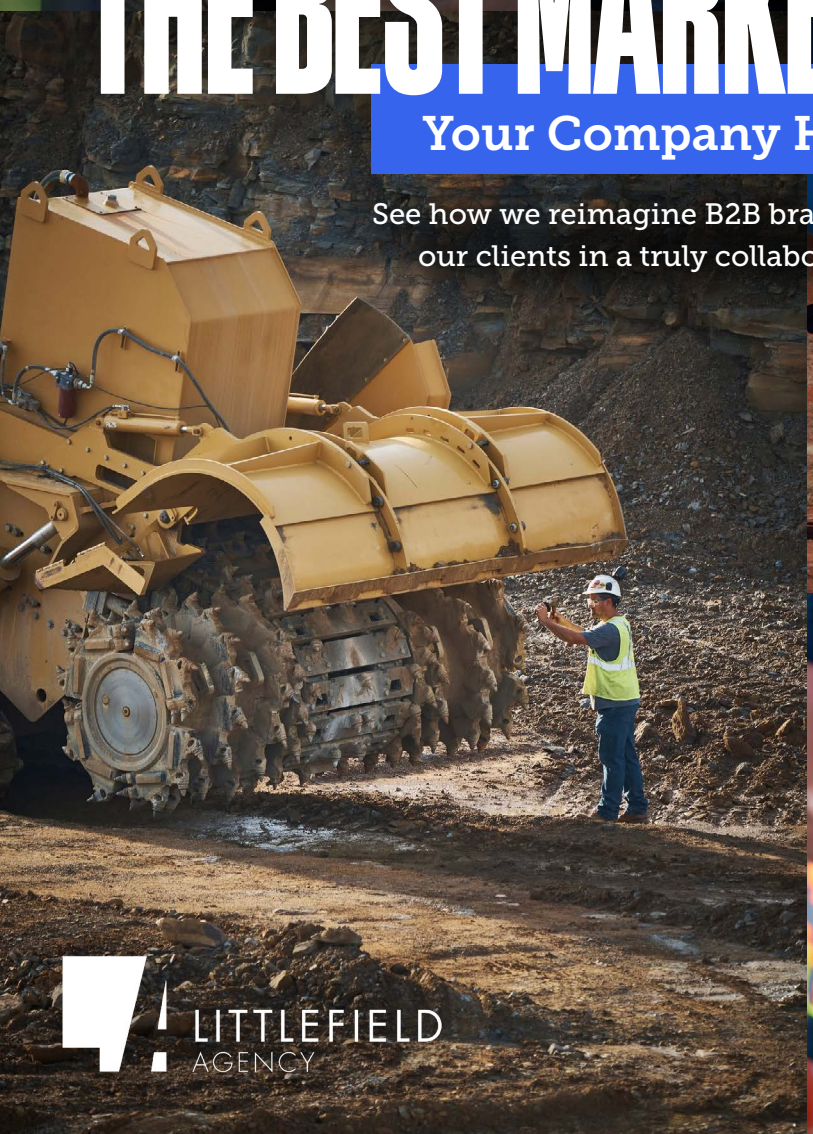


We'll Make You Look Like

THE BEST MARKETING DIRECTOR

Your Company Has Ever Hired.

See how we reimagine B2B brands and how we work with our clients in a truly collaborative, transparent way.







LITTLEFIELD AGENCY

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Bader Rutter

PHILOSOPHY

We believe in the kind of work that moves people to action. Through the audacious pursuit to actually *move* them. Yet, among the long list of B2B marketing objectives, this part often is forgotten. We believe it's the most important part of all. It takes a business growth chart off the charts. Turns an audience into advocates. Makes a brand become THE brand.

We got our start 50 years ago, determined to do exactly this kind of work for the agriculture and animal health industries. Through that determination, we grew two of our clients to #1 and #2 in their categories. And that determination continues today with all our clients.

We're a big-think, big-do agency for big-think, big-do clients. We have offices in Chicago and Milwaukee. And teammates across 18 states. We have a driven group of client partners, from Purina to McCain Foods and John Deere to Zoetis and the Milwaukee Bucks. We have a footprint that extends well beyond our midwestern offices through our partnership with BBN International, a group of independent B2B agencies with 71 offices in 30 countries.

So, if you've got big plans and want to move your brand by moving your audiences, this is just the kind of endeavor that moves us.

AWARDS

Event/Tradeshow Marketing	*International ACE Awards, 2024, Gold*
Non Broadcast Television	*Telly Awards, 2024, Gold*
Large Animal Campaign	*Vetty Awards, 2024, Gold*

CLIENTS

- Corteva Agriscience
- Zoetis
- John Deere
- McCain Foods
- Tetra Pak
- Nestle Purina

SECTORS

- Agri-business, Pet Care
- Industrial, manufacturing and engineering
- Pharmaceuticals and life sciences
- Food, drink and ingredients

YEAR FOUNDED:
1973

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A selection of agency work by Bader Rutter

Fox Agency

PHILOSOPHY

Fox Agency is an integrated agency for global B2B tech brands on a mission: To grow, expand, transform, accelerate, go-to-market, get investment. Or simply, get customers.

From insight to implementation, we use creativity to excite and make a difference – awareness, sentiment, engagement, demand. We call this Creativity in Technology.

Our approach is based on expertise, collaboration, and momentum – getting the best people, working together to define challenges, develop strategies, and build solutions. This takes open-ness, straightforward-ness, and willingness to adapt to change and different ideas.

By 'global B2B tech brands' we mean brands with a global footprint (or game-plan), and an ambition to change their world - including leaders in SaaS, fintech, transformation, IT & cloud, electronics, telco & IoT, industry 4.0, and automotive.

We have offices in New York, Denver, London, Leeds and Düsseldorf, and a network of international partners to support implementation in world-wide markets.

We believe in creating the best possible environment for good people to thrive. Respect, wellbeing and accountability are at the heart of all we do, and we are proud to be recognized as one of Campaign's Best Places To Work for the fourth year in a row.

As a B Corp Certified business, we have a commitment to sustainability and are on a journey towards Net Zero by 2030.

AWARDS

Best B2B Multi-Channel Campaign	*Les Cas d'Or, 2024, Winner*
Best B2B PR campaign	*The Drum Marketing Awards, 2024, Silver*
Best Places To Work	*Campaign Magazine, 2022-2025, Winner*

CLIENTS

- OneStream
- OVHcloud
- DataStax
- Digital Realty
- PHINIA
- Keysight Technologies

SECTORS

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

YEAR FOUNDED:
2011

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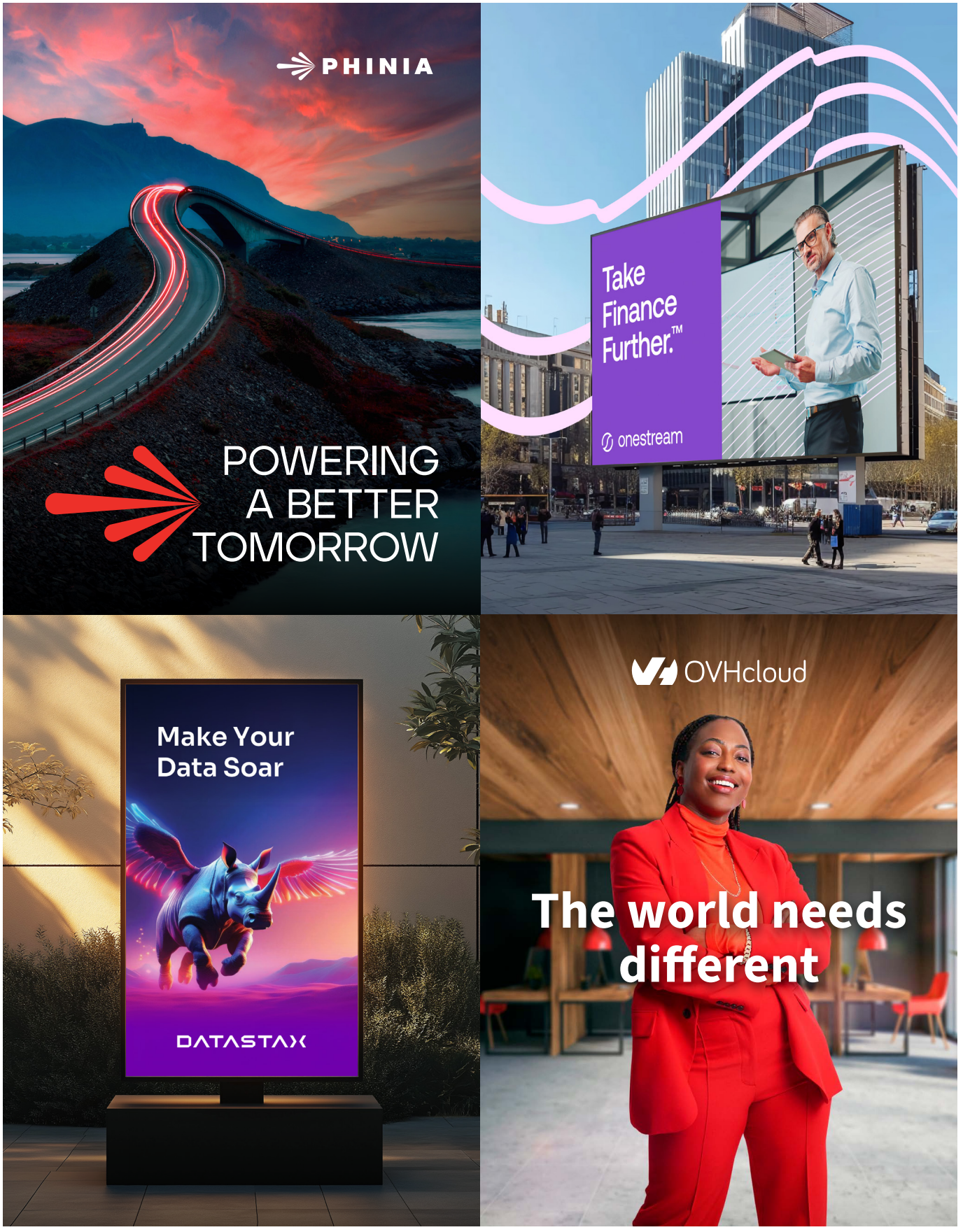
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FOX

Discover more work



Fox Agency - creativity in technology

Ledger Bennett

PHILOSOPHY

We're Ledger Bennett, the B2B marketing specialists in the Havas Media Network.

And the thing that gets us out of bed each morning is helping you find, nurture, and grow your Forever Customers.

How do we do it? Through real understanding.

Understanding the nuances of your different target audiences, how they act, what motivates them to buy, and how to keep them coming back.

Through our blend of quantitative and qualitative audience capabilities, we help you do more than turn prospects into customers. We help you take them all the way through to advocacy — where you become an essential partner to their business, and they become your biggest fans.

Whether it's through standout creative, high-performance media, laser-focused ABM, or even by strengthening your very own team with our B2B specialists, let us help you grow your business with our Forever Customer approach.

AWARDS

B2B Limited Budget	*Drum Awards, 2024, Bronze*
Best ABM Campaign	*B2B Marketing Awards, 2024, Shortlist*
Best Place to Work	*Engage B2B Awards, 2023, Gold*

CLIENTS

- LinkedIn
- Indeed
- GE Vernova
- Maersk
- American Express Global Business Travel
- AMD

SECTORS

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

YEAR FOUNDED:
1985

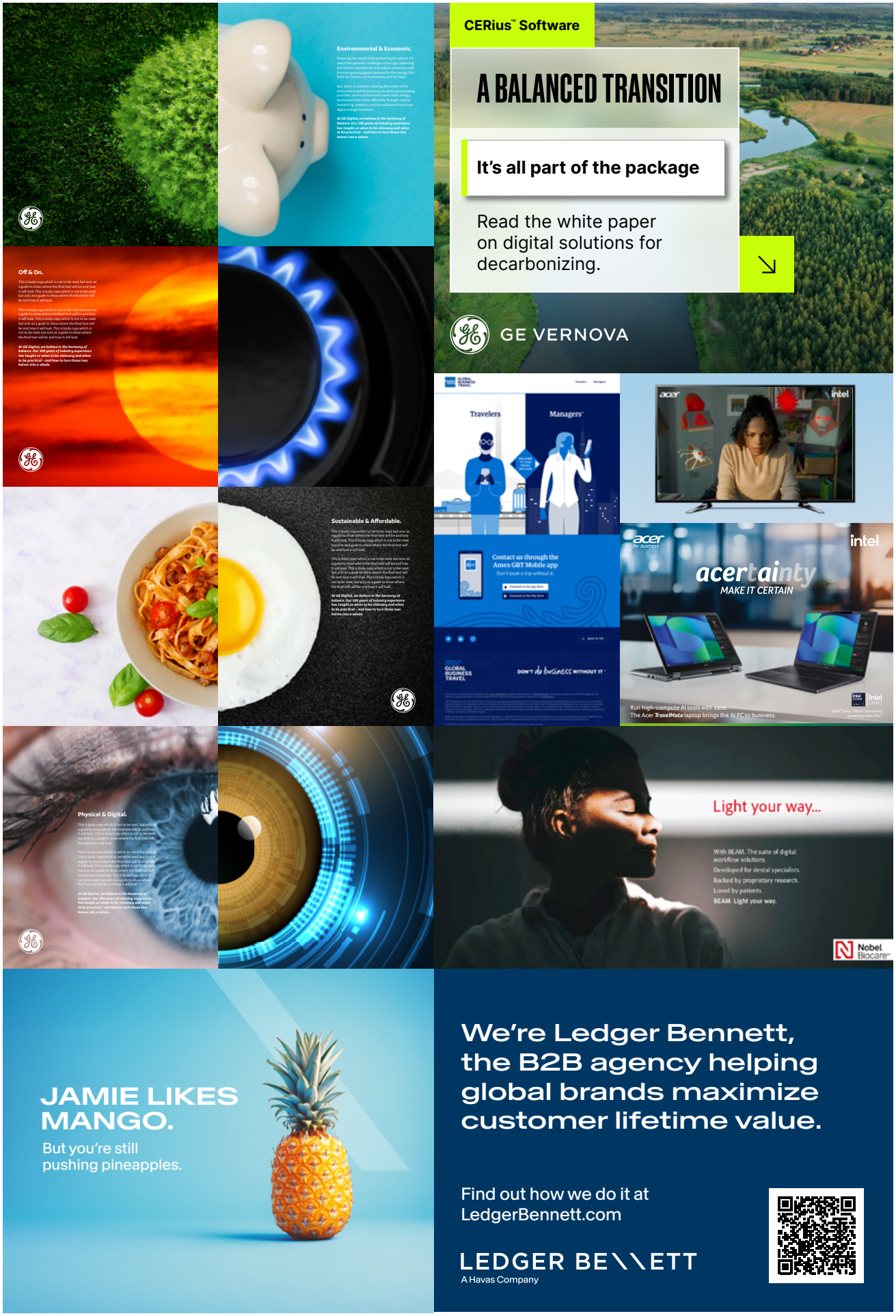
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A selection of agency work from Ledger Bennett

Luxid Group US

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*
Agency of the Year	*BBN International, 2023*
CM200 Top Agency	*Chief Marketer, 2024*

CLIENTS

- BioLife Solutions
- Copeland
- Cummins
- Fleetguard
- Franklin Electric
- Swisslog

SECTORS

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

YEAR FOUNDED:
1992

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Clockwise from top left: Fleetguard 'Macro Media' animation; Copeland Cargo Solutions video; Cummins MINExpo trade show animation; BioLife Solutions 'Ask the Scientists' campaign

Marketbridge

PHILOSOPHY

To drive outsized growth, GTM leaders must connect business strategy to marketing execution. But for many, the divide between the two is real and growing. That's a problem—for your buyers, your brand and your bottom line.

We're Marketbridge, the growth consulting and marketing firm that helps GTM leaders bridge the gap between big-picture strategy and real-world activation.

With deep expertise in GTM strategy, marketing analytics and data, brand-to-demand marketing and public relations, our award-winning global team helps marketing and sales leaders reinvent growth—with no signal loss from strategy through execution.

Part consultancy, part agency, hire our experts when you need to:

- Transform and rationalize your holistic GTM strategy and programs
- Uncover more actionable market and customer insights
- Find and express your Unique Buying Proposition®, positioning and messaging
- Design and launch new brands and digital experiences
- Plan strategies to build brand and demand (incl. ABM)
- Create and activate brand-to-demand campaigns (incl. paid media)
- Earn greater media/analyst attention and coverage
- Integrate, scale, operate and optimize modern martech
- Measure and optimize marketing performance
- Align, equip and enable sales

AWARDS

Best ABM Campaign	*ANA New York Global Ace Award, 2024, Gold*
Best Social Media & Video	*MUSE Creative Awards, 2024, Gold*
Best Direct Mail	*ANA B2 Awards, 2024, Finalist*

CLIENTS

- Chevron Lubricants
- Epiroc
- FIS Global
- Flex
- Guidehouse
- Lincoln Financial Group

SECTORS

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

YEAR FOUNDED:
1991

PHONE NUMBER:
(240) 752-1800

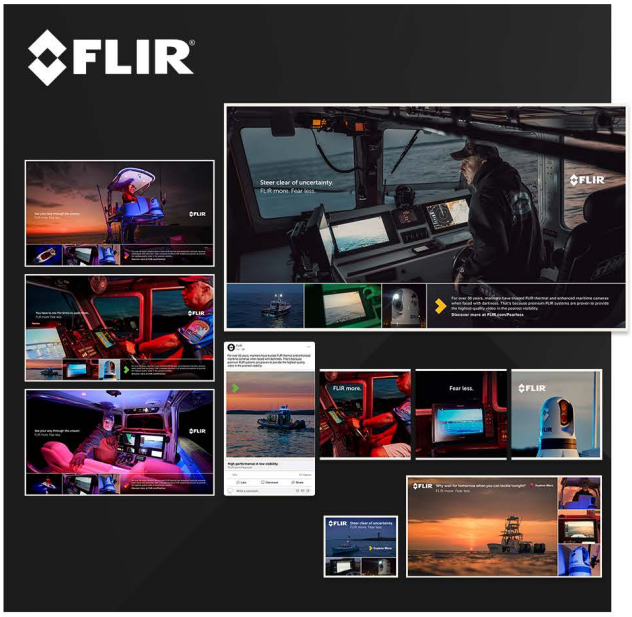
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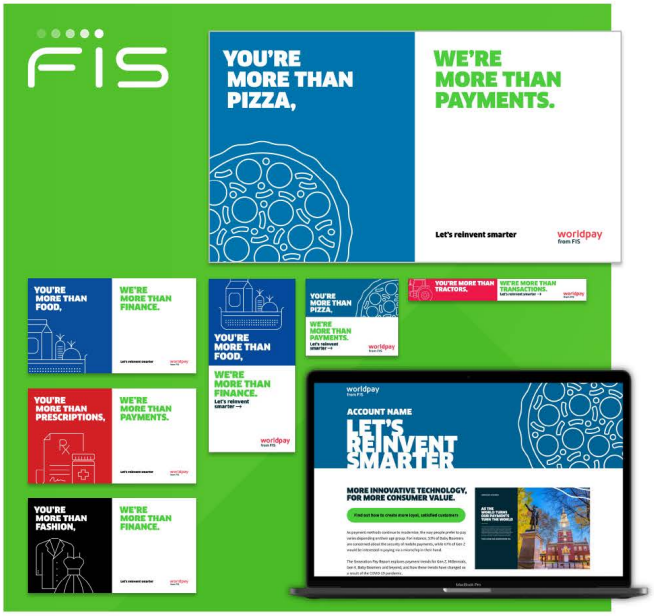












A selection of brand-to-demand agency work by Marketbridge

The Motion Agency

PHILOSOPHY

Get momentum with motion

We believe great marketing moves people. That's why we approach every project with a results-driven mindset, ensuring our clients not only hit their targets but also build momentum within their organizations. As a fully integrated agency, we bring together strategy, creative, digital, PR, and social to create seamless, high-impact b2b campaigns that get measurable results. Independently owned and WBE-certified, we work with companies and brands of all sizes across industries to challenge assumptions, drive innovation, and deliver meaningful outcomes. Need a little more momentum? Time to get your marketing in Motion.

AWARDS

Booth Design	*Hermes Creative Awards, 2024, Gold*
Web-based Social Campaign	*MarCom Awards, 2024, Platinum*
Public Relations	*MarCom Awards, 2024, Platinum*

CLIENTS

- Rheem Manufacturing
- Whirlpool Corporation
- Chamberlain
- PrimeSource
- Gerber Plumbing
- BrassCraft

SECTORS

- Health and beauty
- Industrial, manufacturing and engineering
- Leisure and entertainment
- Property and construction

YEAR FOUNDED:
2006

WEBSITE:
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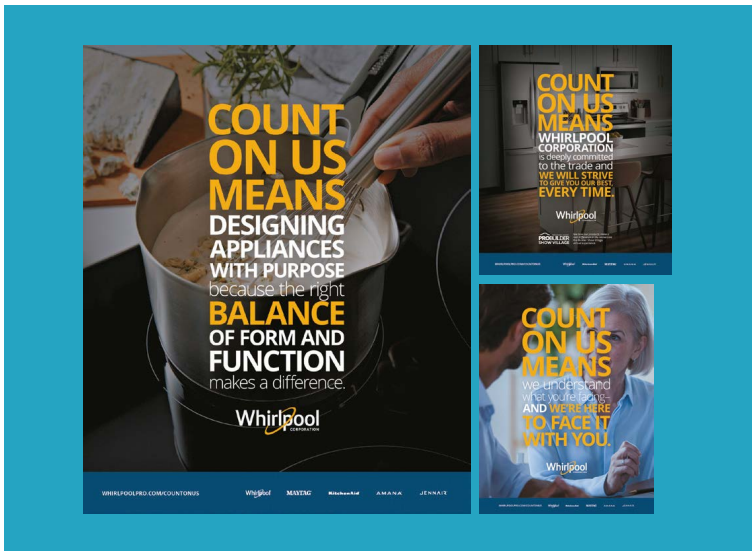
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(312) 481-6025

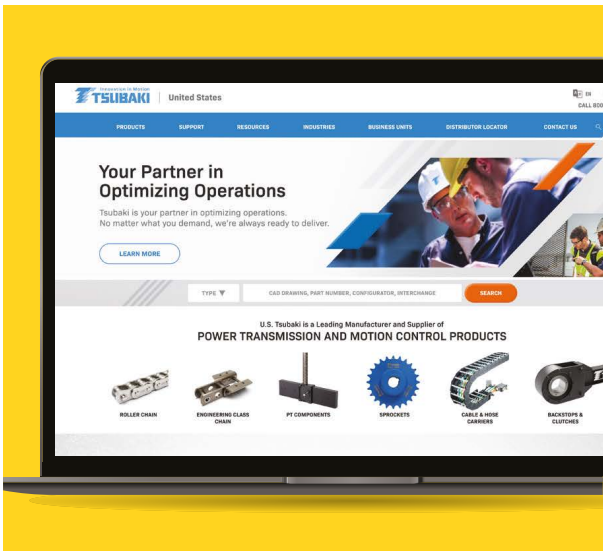
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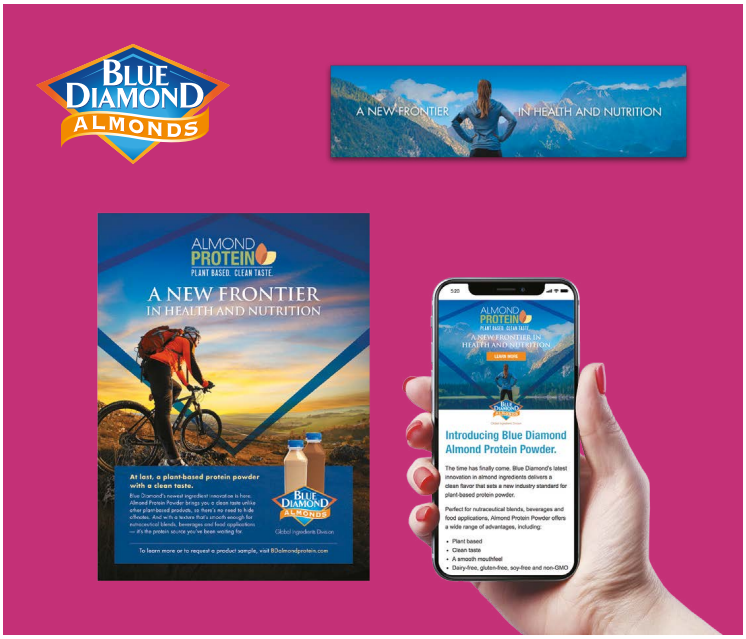














A selection of The Motion Agency's traditional, digital, event, dimensional, and experiential work for B2B clients Whirlpool, Tsubaki, James Hardie, Viega, Blue Diamond Almonds, and the Illinois Soybean Association.

The MX Group

PHILOSOPHY

MX is an independent B2B agency that is Chicago-based and globally-capable. We combine Brand, Demand, Digital Experience and Content into experiences that drive growth.

Today's B2B brands are pressured to do more with less against an already complex landscape. We've been in love with B2B complexity for more than 35 years and have helped many of the world's most impactful brands rise above market challenges and connect meaningfully with buyers. Our deep knowledge of B2B industries and market dynamics have led to measurable growth for our clients, like a 146% increase in sales qualified leads, 41 closed deals on a trade show floor, and a 600% increase in revenue from a single ABM campaign.

Our team of low-ego, high-talent B2B professionals are ready to lock hands with you and tackle today's challenges head-on.
Let's talk about what we can do together.

AWARDS

B2B Agency of the Year	*B2B Marketing, 2022, Gold*
Best and Brightest Companies to Work For	*Best and Brightest, 2024, National and Regional*
Best Buyer-Focused Content	*Killer Content Awards (Finnys), 2023, Winner*

CLIENTS

- Zekelman
- HF Sinclair
- Cummins
- Okta
- Starc
- Cox Automotive

SECTORS

- Industrial, manufacturing and engineering
- Technology and SaaS
- Energy and utilities
- Property and construction

YEAR FOUNDED:
1989

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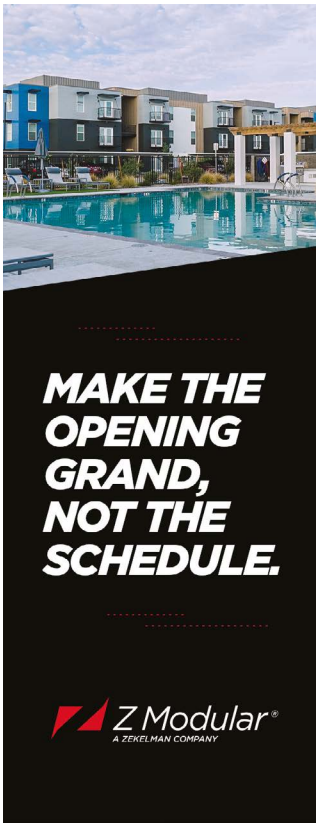
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themxgroup.com

B2B Like It Oughta Be.

MX

Discover how we've driven business growth for our clients

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, Chicago, Miami, Mexico City 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, 2024 & 2023 Gold*
B2B Agency of the Year	*B2B Marketing Elevation Awards, 2024 & 2023 Silver*

CLIENTS

- Kaiser Permanente
- Thermo Fisher Scientific
- Meta
- Jack In The Box
- Esquire Bank
- Oakland Roots SC

SECTORS

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

YEAR FOUNDED:
2022

WEBSITE:
ParkandBattery.com

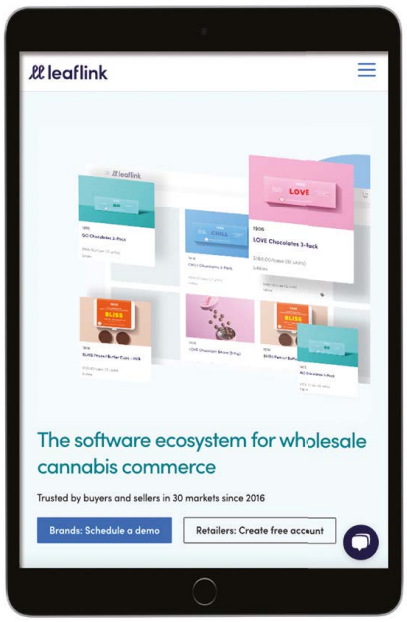
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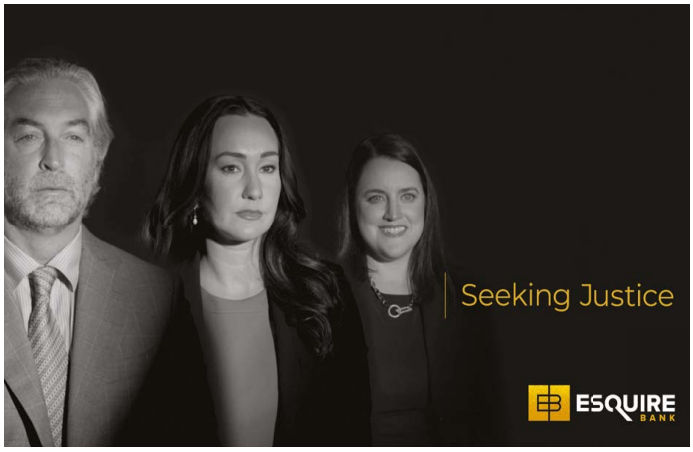
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A selection of work from Park & Battery

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 programmes.

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.

b2bmarketing.net
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