B2B MARKETING

B2BMARKETING.NET

The B2B Marketing US Agencies Benchmarking Report 2026



NEW:
Includes more performance stats, analysis and regional map from
20+ agencies

Contents

INTRO: Growth, Reimagined: Scaling Smarter in 2026 3

SECTION 1: The Financial State of the Agency Marketplace 5

Top 25 US B2B Marketing Agencies 6

Top 10 US Rising Stars 7

Top 10 US Fastest Growers 8

The Financial State of the Marketplace: US 2026 9

SECTION 3: B2B Specialisms & Case Studies 11

A Guide to B2B Specialist Agencies 12

Keys & Kites Feature 14

Keys & Kites Case Study 16

US Brand Specialists 20

Pretzl Feature 21

Pretzl Case Study 24

US Content Marketing & Thought Leadership Specialists 26

US Demand Generation Specialists 27

SECTION 3: Agency Profiles 28

Bader Rutter 30

Fox Agency 34

Gravity Global 38

HUT 3 42

Luxid Group 46

Marketbridge 50

MX 52

Park and Battery 56

Red House 60

Fahlgren Mortine (part of The Shipyard) 64

tmp 68

SECTION 4: Client Satisfaction 73

SECTION 5: Regional Map 80

Growth, Reimagined:
Scaling Smarter in 2026

Welcome to our 2026 edition of our US Agencies Benchmarking Report.



Kavita Singh,
Head of Growth Solutions Content
B2B Marketing

This year, we've built the analysis with the commercial marketer in mind - someone who prioritizes business outcomes and aligns marketing performance directly to revenue, growth, and overall organizational success.

To shape this edition, we interviewed both client-side marketers and agencies to better understand the commercial metrics that truly matter when selecting and evaluating agency partners. The result is a brand-new performance section, featuring client retention rates, NPS scores, average deal size, and client testimonials. Notably, these testimonials consistently highlight what matters most to marketers today: ROI, pipeline generation, strategic partnership, and seamless collaboration. Together, these metrics provide tangible benchmarks that go beyond perception, offering a clearer signal of commercial impact.

Alongside this, we've introduced a regional map to visualize where agencies are located across the US, as well as a deeper analysis of the market itself. And the topline data tells a compelling story. Based on responses from 25 agencies, average gross income has reached $23 million - the highest level recorded in the past six years - marking a significant YoY increase and reinforcing the upward trajectory seen since 2023. At the same time, average headcount has risen to 96, also the highest level in recent years, signalling continued investment in talent despite a more complex operating environment.

Taken together, these figures point to a market that is not only expanding, but evolving. Revenue growth is outpacing headcount increases, suggesting agencies are becoming more efficient, more specialized, and better able to extract value from existing client relationships - further reflected in the fact that 80% of revenue is generated from existing clients. With near-universal adoption of AI for copywriting and a strong focus on training and capability building, US agencies appear to be balancing technological advancement with human expertise - positioning themselves for continued growth in the year ahead.

And if you're looking to take a step further, we recommend heading to our community intelligence platform, Propolis, a global community where B2B marketers come together while gaining access to insights to make decisions, connect with experts and unlock actionable guides and content to become the commercial marketer.

ONE CUP. ONE CHANCE.

In APAC, misreading the market can cost you dearly.



aim-b2b.com/apac

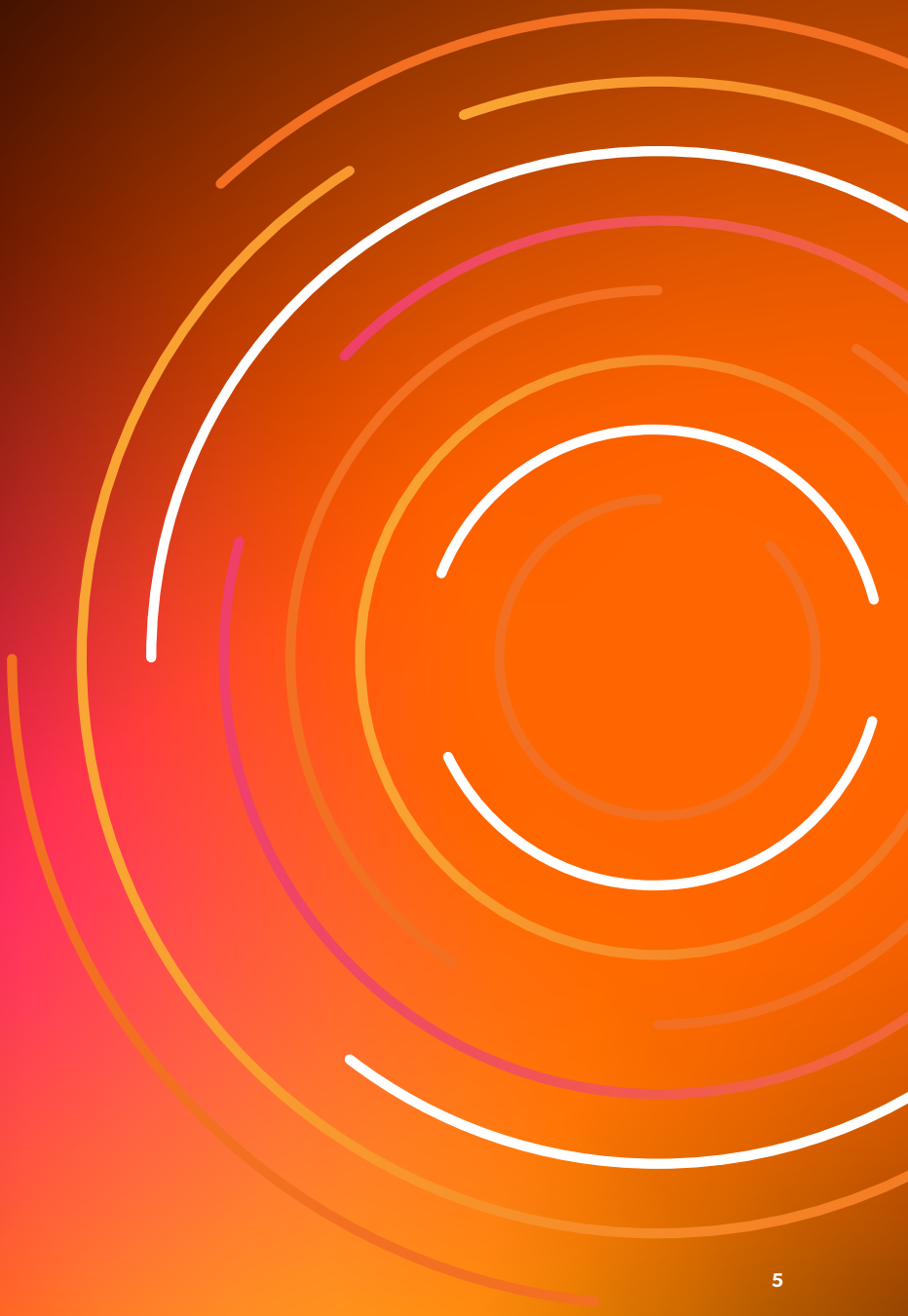
At AIM B2B, we transform market intelligence into measurable outcomes. We ensure your decisions are audience-attuned, driving success.

Which cup is right? Scan to find out.

AIM B2B

SECTION ONE

The Financial State of the Agency Marketplace



Top 25 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 (abbreviated)	YoY change in US GI as a %	US headcount 2026	US YoY headcount % change	Rank in 2025	Rank change
1	Dentsu B2B	128	60.50%	400	14.30%	1	-
2	Marketbridge	60.3	7.10%	242	4.30%	2	-
3	Gravity Global	52.4	19.40%	268	5.50%	3	-
4	Fahlgren Mortine	40.8	3.50%	201	-4.70%	4	-
5	Bader Rutter	34	-10.50%	200	-11.10%	5	-
6	Walker Sands	33.5	4.70%	170	-4.30%	N/A	*
7	RAB2B	30.9	-1.90%	57	-10.90%	11	▲
8	Pretzl	29.8	N/A	47	N/A	N/A	*
9	MX	22.8	-6.30%	85	-8.60%	7	▼
10	tmp	20.7	2.50%	79	-24.00%	N/A	*
11	Transmission	18.7	1.60%	70	-6.70%	10	▼
12	Two Rivers Marketing	18.3	7.90%	112	6.70%	N/A	*
13	ROI·DNA	17.6	-3.80%	135	3.80%	6	▼
14	Entourage	14.8	77.50%	18	260.00%	N/A	*
15	Park & Battery	14.6	22.70%	85	23.20%	13	▼
16	Godfrey	8	-9.70%	56	-16.40%	14	▼
17	Crossbow Group	7.4	9.30%	32	10.30%	20	▲
18	DeSantis Breindel, Inc.	7.1	-4.10%	24	0.00%	15	▼
19	Luxid	6	0.90%	42	5%	17	▼
20	SCHERMER	4.4	9.90%	20	25.00%	18	▼
21	Keys & Kites	3.4	13.30%	12	20%	24	▲
22	Fox Agency	3	70.40%	9	50.00%	27	▲
23	Red House	2.8	22.20%	22	0.00%	N/A	*
24	Position Global	1.4	3.00%	10	0.00%	28	▲
25	Blueprint Partners	0.1	400.00%	2	-33.30%	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 2026	US YoY headcount % change	Rank in 2026 main table
1	Entourage	77.50%	14.8	18	260.00%	14
2	Fox Agency	70.40%	3	9	50.00%	22
3	Dentsu B2B	60.50%	128	400	14.30%	1
4	Park & Battery	22.70%	14.6	85	23.20%	15
5	Red House	22.20%	2.8	22	0.00%	23
6	Gravity Global	19.40%	52.4	268	5.50%	3
7	Keys & Kites	13.30%	3.4	12	20%	21
8	SCHERMER	9.90%	4.4	20	25.00%	20
9	Crossbow Group	9.30%	7.4	32	10.30%	17
10	Two Rivers Marketing	7.90%	18.3	112	6.70%	12

Top 10 Fastest Growers in The US

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 2026	US YoY headcount % change	Rank in 2026 main league table
1	Dentsu B2B	48.2	128	60.50%	400	14.30%	1
2	Gravity Global	8.5	52.4	19.40%	268	5.50%	3
3	Entourage	6.5	14.8	77.50%	18	260.00%	14
4	Marketbridge	4	60.3	7.10%	242	4.30%	2
5	Park & Battery	2.7	14.6	22.70%	85	23.20%	15
6	Walker Sands	1.5	33.5	4.70%	170	-4.30%	6
7	Fahlgren Mortine	1.4	40.8	3.50%	201	-4.70%	4
8	Two Rivers Marketing	1.3	18.3	7.90%	112	6.70%	12
9	Fox Agency	1.3	3	70.40%	9	50.00%	22
10	Crossbow Group	0.6	7.4	9.30%	32	10.30%	17

The Financial State of the Marketplace: US 2026

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

It's worth noting that this year's findings are based on responses from 25 US agencies, compared to 29 agencies in 2025. While the sample size is slightly smaller, the data still points to a clear and consistent growth trajectory.

US gross income rose significantly YoY, increasing by 35.3% from $17 million to $23 million. For context, last year saw a 25.9% increase, with gross income rising from $13.5 million to $17 million. This acceleration suggests not only continued recovery but a strengthening growth trajectory across the sector.

Looking further back, average gross income stood at $12.8 million in 2023 and $11.4 million in 2022, before dipping to $17.2 million in 2021. Taken together, this year's figure represents the highest reported gross income over the past five years, reinforcing the view that agencies are expanding despite ongoing economic and political uncertainty.

However, the headcount data tells a more nuanced story. Average headcount increased modestly year-over-year, rising from 93.7 to 96 marking the highest level recorded in recent years. This follows another notable jump from 69.3 in 2024 and 67.5 in 2023, indicating an upward trend in hiring.

When viewed together, these metrics suggest a shift in how agencies are scaling. Revenue is growing at a significantly faster rate than headcount, possibly pointing to improvements in productivity or service mix. At the same time, continued hiring signals underlying confidence in future demand.

Conclusion: Trajectory towards growth

Taken together, the data suggests that US agencies are entering a phase of more efficient, higher-quality growth. Despite a backdrop of high-profile layoffs and ongoing discussion around AI disruption, the fundamentals of the market remain strong. Rather than contracting, the sector appears to be evolving. Agencies are scaling revenue without increasing headcount, while still investing in talent where it matters most. At the same time, widespread AI adoption is enhancing rather than replacing human expertise.

If you want more insights, head to Propolis, our 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.

76% of agencies report a December financial year-end.

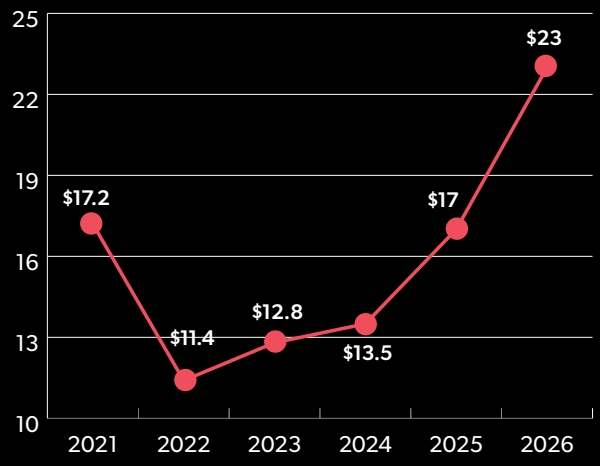
Dentsu B2B ranks #1 in the US for the second consecutive year, and also takes the top spot in the UK—signalling strong global momentum.

100% of agencies report using AI for copywriting initiatives, highlighting rapid and widespread adoption.

88% are investing in external training, underlining a continued focus on capability building.

80% of agencies generated at least 70% of revenue from existing clients.

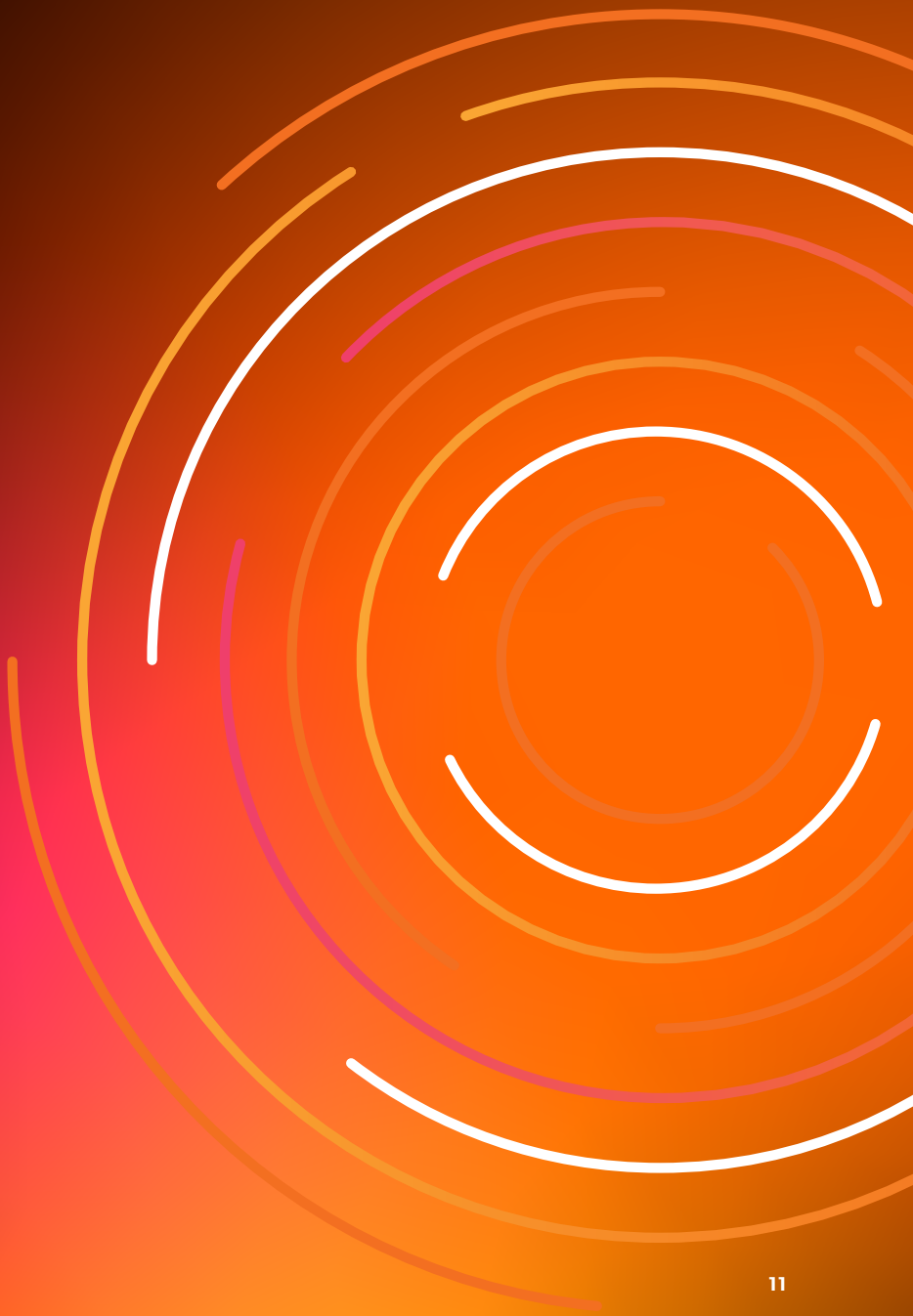
Average gross income over the past six years (in $millions)




Your product's market potential.
Your solution's true differentiation.
Your brand's untapped power.
Unlock it.
It's already inside your company.
We're here to make sure it gets out.
keysandkites.com/unlock
KEYS & KITES
The Breakthrough B2B Agency

SECTION TWO

B2B Specialisms & Case Studies



A Guide to B2B Specialist Agencies

Looking for a specialist agency? In this section of the report, we have outlined specialist agencies to help narrow down your search.

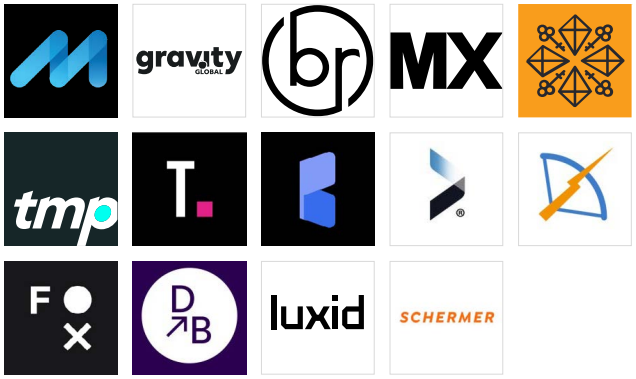
When we surveyed 25 US agencies, we provided a list of specialisms for them from ABM and PR to content generation and much more. We asked agencies to choose their top three specialisms they focus on and from there, we have created league tables. These league tables are based on gross income in the same way as our previous section.

The top three specialisms chosen are the ones we are going to be spotlighting. This includes:

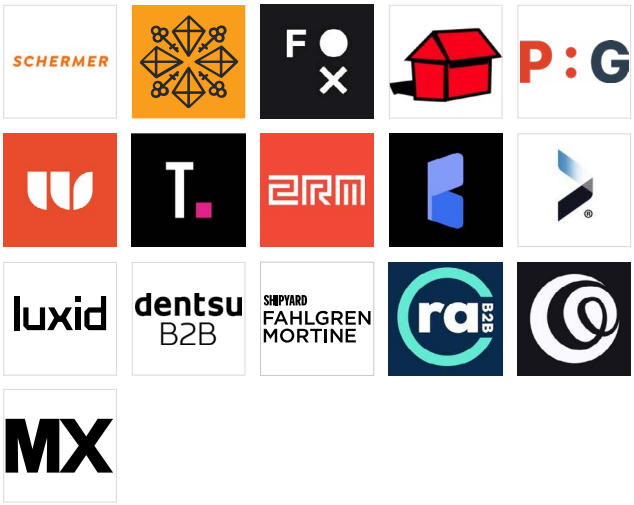
- Content & Thought Leadership
- Brand
- Demand Generation

In addition to our league tables, we have also interviewed Pretzl, our content and thought leadership specialists, as well as Keys & Kites, our brand specialists. Each agency also shared one of their brilliant campaigns, which highlights a success story.

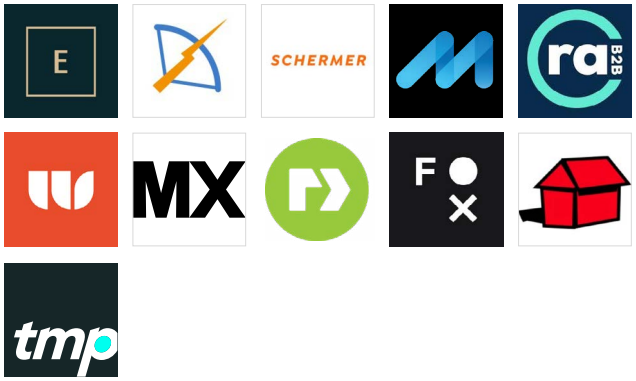
US Brand Specialists



US Content Marketing & Thought Leadership Specialists



US Demand Generation Specialists



- Bader Rutter
- Blueprint Partners
- Crossbow Group
- Dentsu B2B
- DeSantis Breindel, Inc.
- Entourage
- Fahlgren Mortine
- Fox Agency
- Godfrey
- Gravity Global
- Keys & Kites
- Luxid
- Marketbridge
- Park & Battery
- Position Global
- Pretzl
- RAB2B
- Red House
- ROI·DNA
- SCHERMER
- MX
- tmp
- Transmission
- Two Rivers Marketing
- Walker Sands

How B2B branding is evolving in the age of AI

KEYS & KITES

By Kavita Singh, *Head of Growth Solutions Content*, **B2B Marketing**

We sat down with US brand strategy agency Keys & Kites to explore how B2B branding is changing from the growing role of AI to the increasing importance of clarity, focus and measurement. Kavita Singh spoke with Timothy Cook and Tom Barg, Partners & Founders of Keys & Kites.



Kavita Singh, *Head of Growth Solutions Content*, **B2B Marketing**



Timothy Cook, *Partner & Founder*, **Key & Kites**



Tom Barg, *Partner & Founder*, **Key & Kites**

Recent changes in B2B brand focus

In an increasingly saturated B2B marketplace, standing out has become more difficult. Economic uncertainty, time-pressed buyers and information overload are all shaping how brands are understood in the market.

According to Keys & Kites, one of the most significant shifts over the past 12 months is not a completely new idea, but a change in emphasis, from how brands express themselves, toward how easily they can be understood.

While audience understanding has always been central to effective branding, its importance is being amplified by the way buyers now research and evaluate solutions — particularly through AI-driven tools that prioritize clarity and categorization.

As Timothy Cook explains, companies previously had more latitude in how they presented themselves. Today, buyers are far more likely to place a brand into a category early in their research process, often before the company itself realizes it.

In practice, this means branding is less about how a company wants to be perceived, and more about how quickly and clearly the market can understand what it does. In crowded B2B categories, that clarity is becoming a competitive advantage.

The impact of AI on brand clarity

AI isn't just accelerating this shift; it's changing how brands are interpreted in the first place. Unlike traditional search engines, which retrieve and rank pages, AI systems synthesize information into answers.

For brands, this places greater emphasis on consistency. Messaging needs to align with how the market already talks about a category, rather than relying on internal language or overly complex descriptions. As more buyers use AI to evaluate options, brands that are harder to interpret risk being overlooked, not because they lack visibility, but because they lack clarity.

From generating ideas to choosing the right ones

AI is also reshaping how marketing teams operate internally. While it has made generating ideas easier than ever, it has also introduced a new challenge: deciding which ideas are actually worth pursuing.

As Cook puts it, AI is very effective at generating ideas. However, the harder problem now is choosing the right ones and executing them well. In other words, ideas are no longer scarce; judgment is.

That abundance can slow teams down rather than move them forward. Without clear direction, teams can spend more time evaluating and iterating than committing to a path.

Barg highlights another risk: the confidence of AI-generated output. Less experienced teams may take recommendations at face value especially when AI presents them with confidence and apparent logic — even when those recommendations lack strategic grounding.

In that environment, experience and judgment become critical in separating what looks right from what will actually work.

The key to successful B2B brand strategy: focus

Alongside this shift, the importance of focus in brand strategy has become even more pronounced.

Cook notes that many brand strategies struggle not because the ideas are wrong, but because they are trying to carry too much. There is often pressure to reflect every audience, capability and use case resulting in messaging that is technically accurate, but difficult to understand or repeat.

Strong brand strategy requires narrowing the story, deciding what matters most, and accepting that not everything can have equal weight.

That trade-off can feel uncomfortable internally, but it's exactly what makes a brand easier to understand externally.

Perspective-led positioning

In crowded B2B categories, where competitors are often functionally similar, differentiation rarely comes from features alone.

Instead, Keys & Kites point to the importance of perspective: how a company frames the problem, what it believes matters most, and what it chooses to emphasize or leave out.

Brands that stand out tend to feel decisive and coherent, rather than exhaustive. Clear points of view remain relatively rare, and when done well, they can create both internal alignment and stronger market resonance.

Measuring what matters

As pressure on marketing budgets increases, so does the need to demonstrate impact.

Cook notes that many organizations still approach brand measurement from two extremes: either over-engineered attribution models or the assumption that brand is too abstract to measure at all.

Instead, the focus is shifting toward more practical signals, whether marketing programs are performing more effectively, whether teams are aligned in how they communicate, and whether the pipeline is moving more efficiently.

In that sense, brand isn't something separate to measure, it's something revealed through the performance of everything else.

Taken together, these indicators provide a clearer and more actionable view of brand impact.

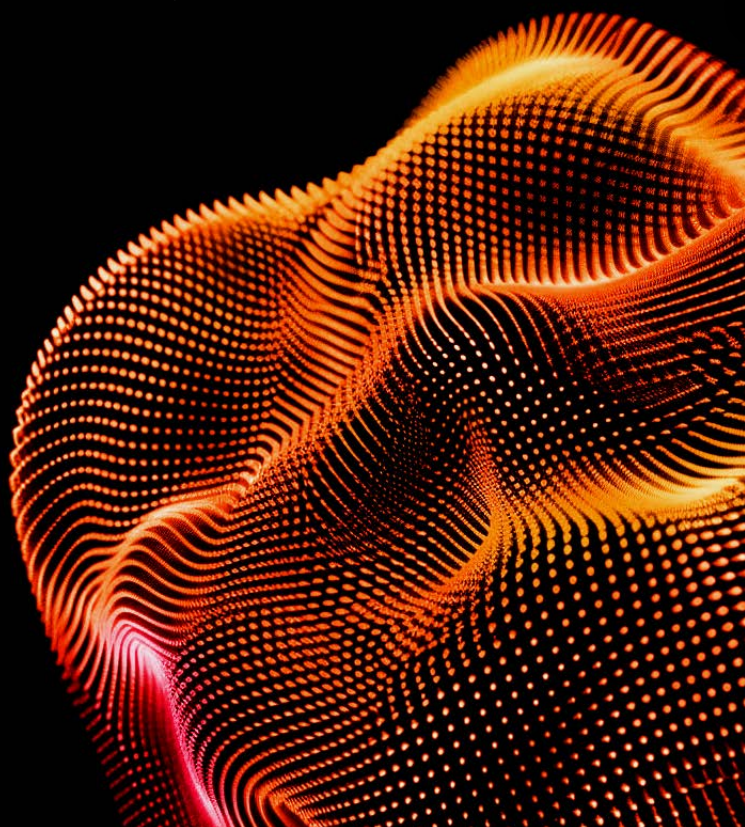
What's next: staying grounded and raising the bar

Looking ahead, Keys & Kites see two priorities emerging as AI continues to reshape both buyer behavior and internal workflows.

The first is staying grounded. While tools and processes are evolving quickly, the fundamentals that make marketing effective remain unchanged. Clear positioning, strong messaging and a deep understanding of the market remain the foundation of effective brand building.

The second is using new efficiencies to raise expectations.

As production becomes faster and less resource-intensive, the opportunity is not just to do more, but to do better investing more time in the parts of the work that drive clarity, relevance and performance in the market.



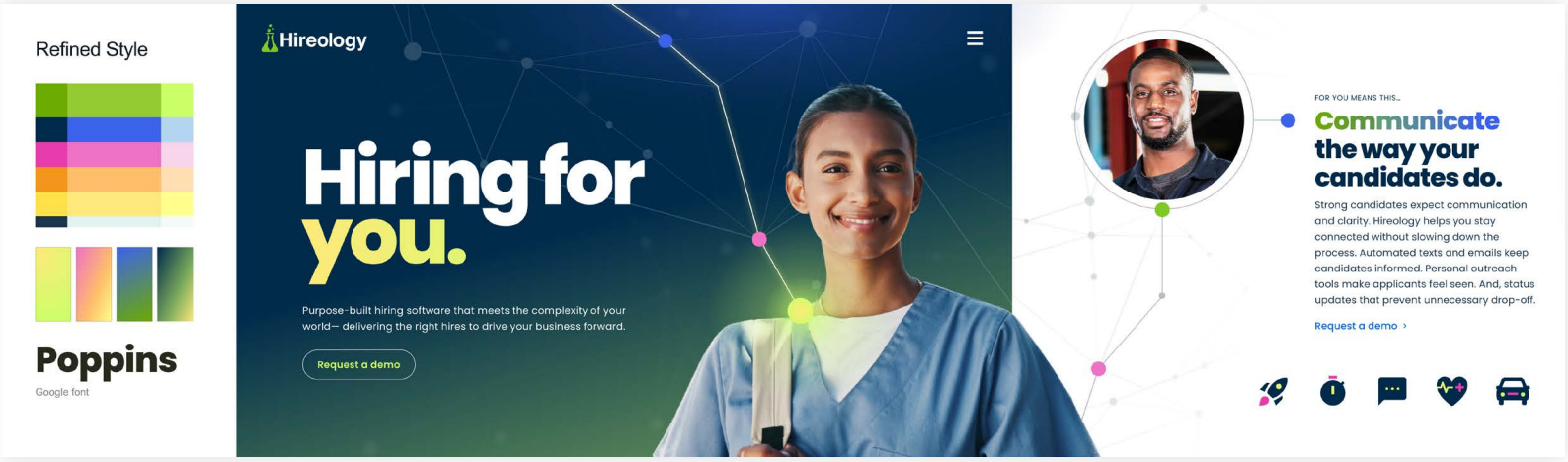
Evolving the Hireology Brand for the Next Stage of Growth

Over the past decade, Hireology built a strong reputation helping SMBs manage hiring in industries such as automotive dealerships, healthcare, and hospitality. As the company grew while serving these clients, it developed deep expertise in the hiring challenges faced by multi-location organizations. However, as Hireology looked toward its next stage of growth, success depended on winning larger and more sophisticated mid-market customers — organizations with complex hiring operations, enterprise-level buying processes, and more rigorous technology requirements. Hireology had already made the necessary investments in product capabilities to compete at this level. The selling story, however, had not kept pace.

The challenge

Hireology needed to evolve its brand messaging so it could engage these larger buyers — not only expressing the full story of features and benefits (which would be table stakes at the next level of company), but establishing a believable and differentiated position.

To help navigate that transition, Hireology partnered with Keys & Kites to clarify its positioning and develop a brand platform to support the company's next phase of growth.



The approach

Keys & Kites began with a strategic discovery process designed to uncover the deeper truth behind Hireology's success and future opportunity.

The work brought together three primary inputs:

Internal perspective: interviews with leadership and product teams to understand the company's ambitions, strengths, and evolving capabilities.

Customer perspective: conversations with Hireology customers, particularly mid-market organizations, to understand how hiring challenges actually show up inside multi-location businesses.

Market perspective: competitive analysis of the hiring technology landscape to understand how other platforms positioned themselves and where meaningful differentiation existed.

These insights were synthesized into a set of strategic observations that informed the development of multiple potential brand narratives.

Keys & Kites worked collaboratively with Hireology to explore and refine these narrative directions, eventually narrowing them to a single brand platform.

From there, the work expanded into multiple visual explorations — testing how the narrative could come to life through typography, color, graphic language, and imagery — before refining a complete brand system ready for execution.

Strategic insight: Defining Hireology's "for-you-ness"

Hireology had long been known for helping multi-location organizations manage hiring. But the discovery process revealed something broader.

The platform wasn't simply built for multi-location hiring — it was built around the specific realities of how each organization hires.

It supports multiple decision-makers, reflects industry-specific measures of success, and allows busy hiring managers to stay aligned with broader corporate goals.

In other words, Hireology was never designed for generic hiring workflows.

It was built **for you.**

We called this idea **Hireology's "for-you-ness**" — the principle that hiring technology should reflect the unique environments organizations operate in.

This insight became the foundation for the new brand platform.

positioned themselves and where meaningful differentiation existed.



The brand platform: Hiring for uou

To express this idea clearly, Keys & Kites developed a new brand platform built around a simple but powerful message:

Hiring For You

The platform reinforces that Hireology is not a generic hiring solution. Instead, it is built to support the specific hiring realities each organization faces.

The idea reflects the strategic insight uncovered during the discovery phase: hiring challenges depend on how companies operate, who they need to hire, and what outcomes they are trying to achieve.

Rather than presenting Hireology as simply another applicant tracking system, the platform reframes the company as a partner purpose-built for those unique hiring challenges.

Translating strategy into messaging

With the platform defined, Keys & Kites developed a messaging framework designed to mirror how hiring leaders actually think about their challenges.

Instead of organizing the product narrative around software features or modules, the messaging begins with real hiring problems.

Examples include statements such as:

- *"I need candidates who actually show up, stick around, and succeed."*
- *"I need fewer unfilled positions — those are revenue killers."*
- *"I need consistency across locations without adding red tape."*
- *"I need accountability so hiring doesn't fall through the cracks."*

Each challenge becomes the starting point for explaining how Hireology solves the problem.

This structure proved especially effective because it reflects the language hiring leaders use themselves. It also became the foundation for organizing the **solutions section of the Hireology website**, helping visitors navigate the platform based on the outcomes they are trying to achieve.

A visual system that balances technology and humanity

With the narrative in place, Keys & Kites explored multiple visual directions to bring the Hiring For You platform to life.

The selected direction balanced two key themes: modern technology and human connection.

The visual system combines vibrant digital gradients, network-inspired graphic elements, and authentic portraits of workers across industries.

Together, these elements reinforce the central idea of the brand: hiring is ultimately about people, and Hireology connects organizations with the people they need.

Bringing the brand to market

With the platform and visual identity defined, the new brand was activated across Hireology's marketing ecosystem.

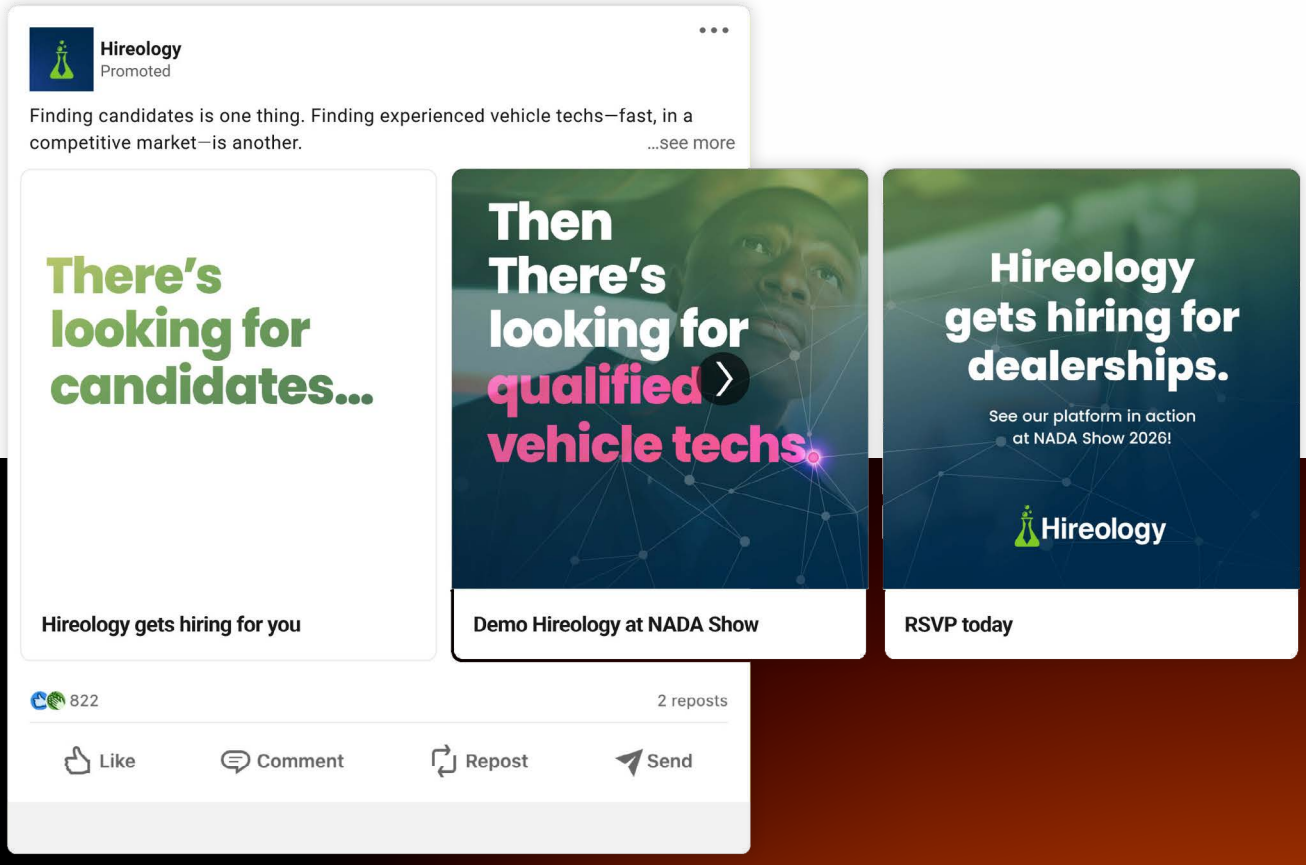
The website was redesigned to lead with the **Hiring For You** narrative while organizing solutions around real hiring challenges.

Campaign messaging highlighted operational pain points hiring leaders experience every day. The platform was deployed across multiple channels including email marketing, social campaigns, landing pages, and industry-specific outreach.

The new brand platform also made its debut at the **NADA Show**, one of the most important industry events for automotive retail.

The response was immediate.

With the new messaging and brand system in place, Hireology generated **four times as many leads at NADA compared with the previous year** — demonstrating the power of a clearer and more differentiated story in a crowded market.



Impact

The new brand platform gave Hireology a clearer way to communicate its value to larger and more sophisticated customers.

Most immediately, the impact was visible when the company debuted the new brand at the NADA Show, where Hireology generated 4× the number of leads compared with the previous year.

Beyond event performance, the project helped align perspectives across the organization by synthesizing insights from internal stakeholders, customers, and competitive positioning into a unified narrative.

As Adam Robinson, *Chief Hireologist* at **Hireology**, explained:

"The process gave us a way to reconcile many opinions inside the company, feedback from clients and prospects, and the positioning of the competition — and reveal the true value that we deliver to our customers. As I share this narrative in sales meetings, it's never felt so natural. And I've never seen prospects more engaged."

Today, the **Hiring For You** platform serves as the foundation for Hireology's marketing, messaging, and sales conversations.

For organizations where staffing directly impacts performance, hiring isn't generic.

And the technology supporting it shouldn't be either.

It should be built **for you.**



> *The process gave us a way to reconcile many opinions inside the company, feedback from clients and prospects, and the positioning of the competition — and reveal the true value that we deliver to our customers. As I share this narrative in sales meetings, it's never felt so natural. And I've never seen prospects more engaged."*
>
> Adam Robinson, *Chief Hireologist,* **Hireology**

The pillars of "for-you-ness"

We defined Hireology's advantage as being tailored to the specific realities of each organization. That "for-you-ness" is grounded in four dimensions:

Specific to Your Vertical

The industries you operate in shape how hiring works. Hireology reflects the realities of sectors like automotive, healthcare, and hospitality.

Specific to Your Structure

Hiring happens across complex organizations — from corporate leadership to local managers. Hireology supports the way multi-location businesses actually operate.

Specific to Your People

Different roles require different candidates. Hireology helps organizations attract, evaluate, and hire the right people for their teams.

Specific to Your Goals

Success isn't measured the same everywhere. Hireology connects hiring activity to the outcomes that matter most to each business.

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 specialize 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: Brand	US GI in $m in most recent financial year (abbreviated)	YoY change in US GI as a %	US headcount 2026	US YoY headcount % change
1	Marketbridge	60.3	7.10%	242	4.30%
2	Gravity Global	52.4	19.40%	268	5.50%
3	Bader Rutter	34	-10.50%	200	-11.10%
4	MX	22.8	-6.30%	85	-8.60%
5	tmp	20.7	2.50%	79	-24.00%
6	Transmission	18.7	1.60%	70	-6.70%
7	Park & Battery	14.6	22.70%	85	23.20%
8	Godfrey	8	-9.70%	56	-16.40%
9	Crossbow Group	7.4	9.30%	32	10.30%
10	DeSantis Breindel, Inc.	7.1	-4.10%	24	0.00%
11	Luxid	6	0.90%	42	5%
12	SCHERMER	4.4	9.90%	20	25.00%
13	Keys & Kites	3.4	13.30%	12	20%
14	Fox Agency	3	70.40%	9	50.00%

From saturation to buyer precision in B2B thought leadership

By Lina Vaz, *Senior Editor*, **Propolis**



Lina Vaz,
Senior Editor,
Propolis



David Feinberg,
President, AMER,
Pretzl

Not so long ago, many brands operated on the assumption that more content meant more authority. Whitepapers multiplied, LinkedIn feeds overflowed and B2B marketers competed to occupy every available inch of the digital landscape. But volume alone was never a reliable signal of expertise and in today's environment, it's even less effective.

B2B marketing in 2026 is defined by saturation. Buyers are inundated with content across channels, making attention the rarest and most contested commodity. In response, a more fundamental shift has taken hold: away from volume and toward precision.

As Dave Feinberg, *President, AMER*, **Pretzl**, puts it, "There's been a necessary shift from sheer volume to more targeted, relevant content." This is not a tactical adjustment but a structural reset in how authority is built and recognized in markets overwhelmed by messaging.

Today, purchasing decisions are made by complex buying groups, with each stakeholder bringing unique goals, priorities and pain points. These groups have grown in both size and complexity, influenced as much by organizational dynamics as by individual judgment.

In today's market, generic thought leadership doesn't just underperform but it gets lost entirely. True influence demands precision: insights tailored to the individual, delivered in context and at the right time. This is the new way of building authority: to expand your impact at scale, you must first narrow your focus and speak with clarity to the right audience.

The end of random B2B content

The defining flaw of the past decade of B2B content marketing was fragmentation, what Dave calls "random acts of content." Individually strong, yet collectively incoherent. Today, high-performing organizations differentiate themselves not only through the quality of their thinking but through the strategy behind its execution.

Pretzl's Buyer Group Index is a research initiative delivered in partnership with the ANA and carried out by research firm NewtonX. The research combines quantitative survey data from 200+ senior go-to-market leaders with qualitative interviews to understand and score how effectively organizations manage increasingly complex buyer journeys.

It highlights a clear driver of performance: "having coordinated messaging across all buyer group touchpoints," Dave adds. This factor ranks among the most significant influences on pipeline velocity and deal size.

The implications are operational as much as creative. Thought leadership must operate as a modular, adaptive system aligned across the full buyer journey. Assets are no longer produced as standalone pieces; they are designed to be decomposed, repurposed and recombined to meet the distinct needs of different stakeholders.

Execution remains the biggest gap for most organizations. Exceptional ideas alone no longer guarantee B2B content's impact. What matters is the ability to translate insight into adaptable, actionable influence, reaching every individual who engages with it.

The rise of operational precision

In response, Pretzl has begun codifying a new discipline: customer science. This approach operationalizes what many organizations still treat as intuition, replacing campaign-led thinking with continuous, evidence-driven orchestration.

This model doesn't constrain creativity but provides a rigorous framework for deploying it effectively. It rests on three pillars:

1. Buyer group understanding. Moves beyond personas into granular insight: objectives, challenges, preferences and influence networks. It acknowledges that relevance must be engineered at the individual level.

2. Adaptive journey design. Translates insight into execution. Powered by AI and real-time signals, it enables brands to deliver the right asset, in the right format, at the right moment.

3. Continuous learning. Replaces static campaigns with dynamic, iterative systems. Thought leadership evolves in response to observed behavior and engagement, creating a self-optimizing engine of influence.

Together, these pillars treat B2B content as infrastructure. In this model, thought leadership is no longer a finished product but a living, adaptive system designed to drive measurable influence.

The return of the human voice

Even with the rise of data and AI, one principle endures: credibility is human. One of the most powerful and often underestimated ways of building authority isn't amplifying the brand voice, but decentralizing it.

"Taking those people throughout the organization who have natural credibility... They're talking about what they know," Dave suggests. The most trusted voices often already exist within the organization and yet are often overlooked.

Leading B2B companies are moving away from tightly controlled corporate messaging, empowering engineers, consultants and subject matter experts to contribute directly to thought leadership.

This approach enhances authenticity because content resonates as insight rather than marketing, which strengthens credibility. At the same time, it distributes authority across the organization.

Trust is no longer concentrated at the executive level; it is embedded throughout, expanding the reach and influence of thought leadership. Authority is earned through the expertise of real people, not just the power of the brand.

Measuring influence, not attribution

Few areas of B2B marketing generate as much debate as measurement. For years, attribution models have tried to impose linear causality on inherently non-linear buying journeys, creating a disconnect between how marketing is measured and how decisions are actually made.

As Dave notes, *"There's been lots of conversations around attribution based on this fundamental fallacy that everything has causality at its heart." In reality, decisions emerge from a complex web of interactions, many of them untrackable, occurring within the so-called "dark funnel."*

Leading organizations are responding by shifting from attribution to correlation over time. Rather than attempting to isolate every interaction, they focus on whether patterns of activity correspond with measurable outcomes such as increased pipeline velocity or shorter deal cycles.

This approach reframes measurement to align with reality: trust, credibility and authority do not operate in isolation but they compound over time. The goal is not to pinpoint individual touchpoints but to understand the trajectory they collectively create.

The competitive edge of human voice in AI-driven personalization

If the rise of the human voice defines what makes thought leadership resonate, AI is increasingly what enables it to scale with precision. The future of B2B content is defined not by scarcity, but by abundance.

Generative AI has made creation faster, more cost-effective and easily scalable. This proliferation has accelerated the commoditization of content, raising the bar for what actually stands out. In this environment, it's not volume that differentiates, but the ability to deliver insight that feels specific, relevant and genuinely human. As Dave observes:

> ***Everybody is going to be building more and more content with AI. The brands that stand out are the ones that can get super specific and niche."***

The shift extends beyond content creation to how it's experienced. Buyers increasingly expect control over format, timing and relevance. They engage with ideas in the ways that suit them best, whether through articles, audio, summaries or emerging interfaces.

For leading organizations, this is where AI and the human voice converge. AI enables the tailoring and delivery of content at scale, but it's the clarity of perspective and authenticity of expertise that give that content value.

B2B thought leadership must adapt to the user without losing the distinctiveness of the voice behind it. This marks the next phase of thought leadership: moving from personalized messaging to personalized experiences, where precision is powered by AI, but grounded in human insight.

Thought leadership as a living System

B2B thought leadership is now defined by relevance and adaptability. In a market saturated with content, authority is earned through a deep understanding of complex buying groups, and the ability to deliver insight that is timely, specific and genuinely useful to each stakeholder.

This shift reframes thought leadership from a series of outputs into a dynamic system. High-performing organizations design it to evolve across the buyer journey, continuously adapting to context, behavior and need. The objective is not just to inform, but to enable better decisions at every stage.

Measurement reflects this reality. Rather than forcing linear attribution onto non-linear journeys, leading organizations focus on correlation over time, recognizing that trust, authority and influence are built cumulatively through repeated, meaningful interactions.

At the same time, generative AI and data-driven personalization are reshaping both creation and consumption, increasing precision and scalability. What emerges is a fundamentally different model of B2B thought leadership: an integrated, continuously evolving system, engineered around the buyer and designed to drive sustained authority, trust and influence.



Turning potential into performance:
How Pretzl doubled McDonald's franchisee pipeline with an audience-first strategy

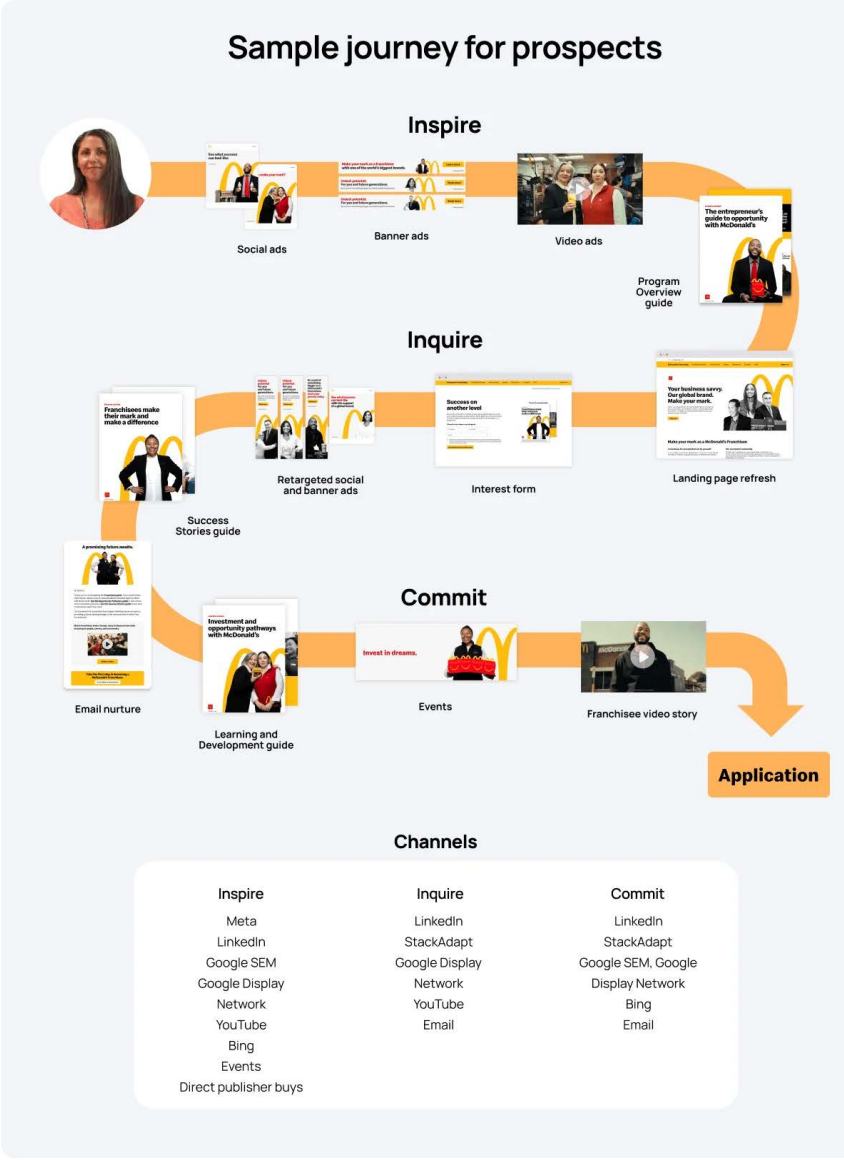
Project background

Historically, McDonald's pipeline of Franchisees came mostly from within—either relatives or employees of current owners. And a smaller pool came from external candidates through traditional recruiting methods like events and job fairs. This is how franchise recruitment operated for more than 50 years.

But a new era demands new types of franchisees. McDonald's needed professionals and entrepreneurs-in-waiting from all types of jobs—retail, consulting, military, finance, real estate, and more. People with 2–3 decades of experience, P&L know-how, team leadership chops, and $750k* in liquid assets. McDonald's put extra emphasis on underrepresented communities, but did so without excluding qualified candidates from any group.

What we did

Taking a high net worth prospect from zero awareness to wanting to share their financial records required a lot more than conventional marketing. We developed an end to end journey that ensured we met the right audience with engaging content and nurtured them (through paid and owned channels) based on their behaviors. We found our audience by translating the life event, demographic, and financial attributes of an ideal franchisee into a layered data strategy. This allowed our team to create discrete segments that incorporated both the "hard" and "soft" attributes of our core audience, and reach just the right people.



More than a single activation, this program was a series of connected and sequential moments designed to propel target prospects through a journey."

*These estimates relate solely to the purchase and operation of an existing restaurant. Establishing a brand-new restaurant would require a greater investment (see McDonald's Franchise Disclosure Document), as would the purchase of multiple restaurants and/or restaurant(s) in certain regions. Foreign-held funds will not be considered when determining if a candidate possesses the needed resources, and equity in a candidate's primary residence will only be considered after a candidate meets the $750,000 (net) minimum from other sources. Possession of the above-stated amounts does not guarantee that a candidate will become a Franchisee or, if a candidate does, that the restaurant(s) a candidate purchases will be in a candidate's preferred location(s); some states may not have current openings. McDonald's reserves the right, in its sole discretion, to make exceptions to the applicant selection criteria listed above.

How it went

McDonald's is, of course, world-renowned for its marketing. But franchise recruitment had never been thought of as a problem that marketing could solve. We brought the best in customer journey strategy, creativity, data science, and martech to an innovative, highly efficient, end-to-end campaign. For the first time, the Franchising team has a clear view into what channels are driving interest, what pathways are driving conversion, rate of conversion across campaigns, and time to progress from awareness to conversion.

Impacts:

2x
applications year over year

300x
increase in applications among target audiences

400% ROMI

"Pretzl has helped McDonald's reimagine how we recruit new franchise applicants. By building a data-informed, journey-based approach, we're now able to attract, educate and nurture prospective owners through a high touch program that can take two to three years or more to get "keys in hand". Since the program inception, we've seen our candidate pipeline more than double and ROMI of more than 400%."

Ashli Nelson, *Sr Director US Franchising*, McDonald's



US Content Marketing & Thought Leadership Specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialize in above all others. This table presents those agencies which selected content marketing and thought leadership 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: Content Marketing & TL	US GI in $m in most recent financial year (abbreviated)	YoY change in US GI as a %	US headcount 2026	US YoY headcount % change
1	Dentsu B2B	128	60.50%	400	14.30%
2	Fahlgren Mortine	40.8	3.50%	201	-4.70%
3	Walker Sands	33.5	4.70%	170	-4.30%
4	RAB2B	30.9	-1.90%	57	-10.90%
5	Pretzl	29.8	N/A	47	N/A
6	MX	22.8	-6.30%	85	-8.60%
7	Transmission	18.7	1.60%	70	-6.70%
8	Two Rivers Marketing	18.3	7.90%	112	6.70%
9	Park & Battery	14.6	22.70%	85	23.20%
10	Godfrey	8	-9.70%	56	-16.40%
11	Luxid	6	0.90%	42	5%
12	SCHERMER	4.4	9.90%	20	25.00%
13	Keys & Kites	3.4	13.30%	12	20%
14	Fox Agency	3	70.40%	9	50.00%
15	Red House	2.8	22.20%	22	0.00%
16	Position Global	1.4	3.00%	10	0.00%

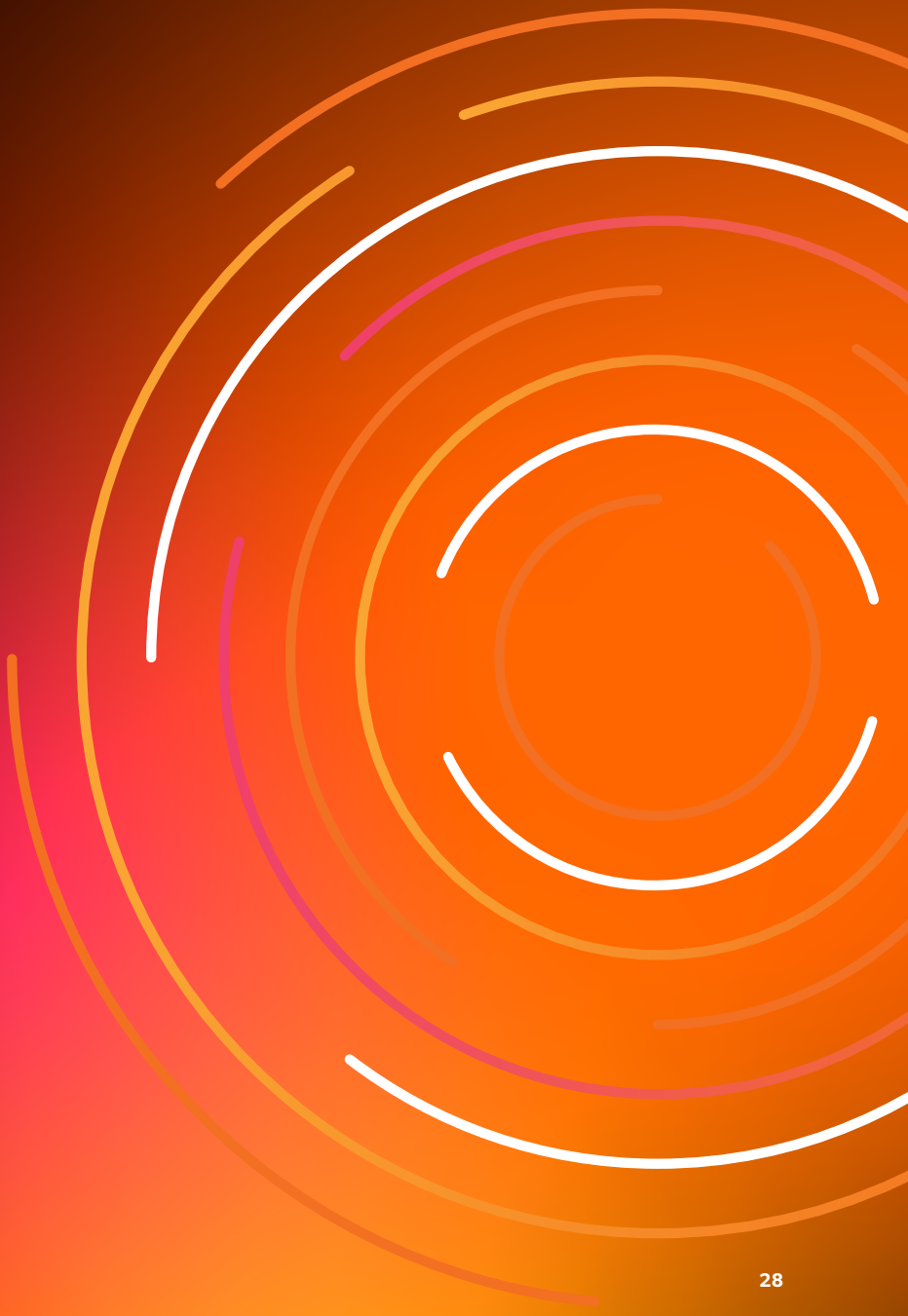
US Demand Generation Specialists

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 specialize in above all others. This table presents those agencies which selected demand gen 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.

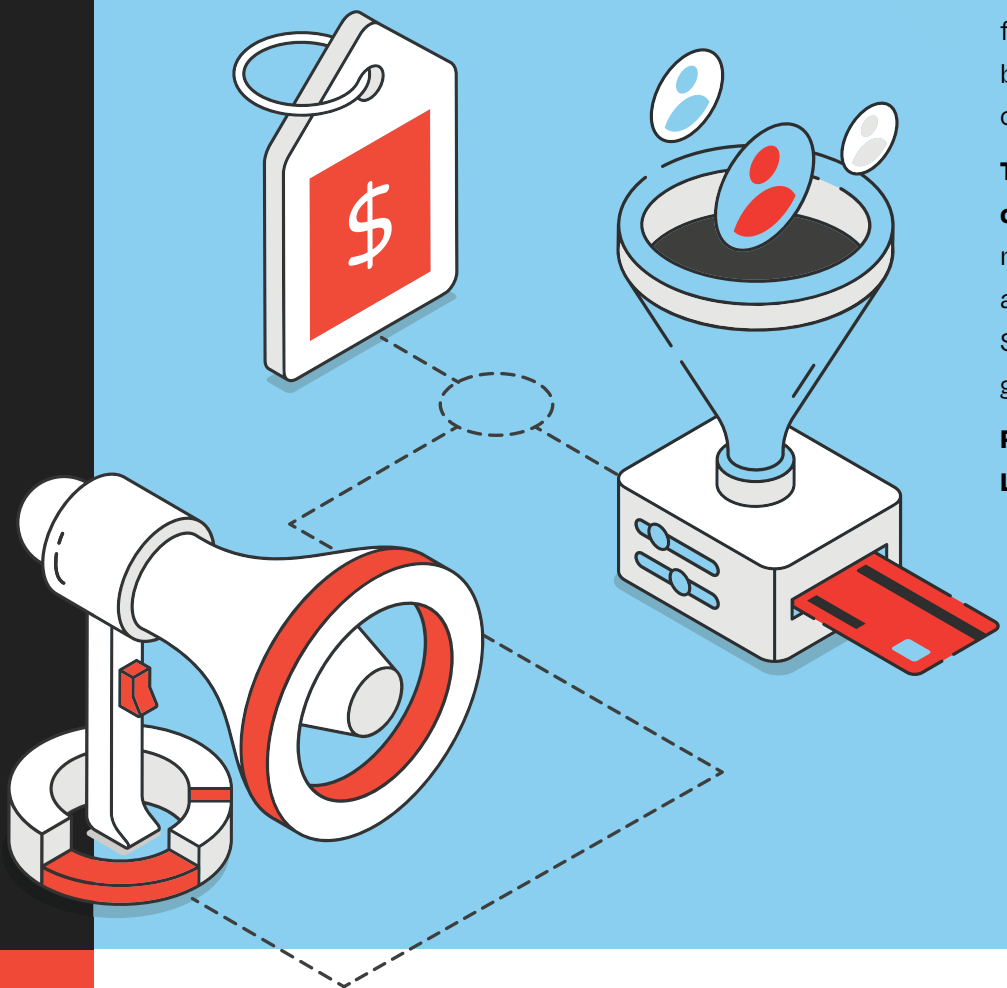
Rank	Agency: Demand Generation	US GI in $m in most recent financial year (abbreviated)	YoY change in US GI as a %	US headcount 2026	US YoY headcount % change
1	Marketbridge	60.3	7.10%	242	4.30%
2	Walker Sands	33.5	4.70%	170	-4.30%
3	RAB2B	30.9	-1.90%	57	-10.90%
4	MX	22.8	-6.30%	85	-8.60%
5	tmp	20.7	2.50%	79	-24.00%
5	ROI·DNA	17.6	-3.80%	135	3.80%
6	Entourage	14.8	77.50%	18	260.00%
7	Crossbow Group	7.4	9.30%	32	10.30%
8	SCHERMER	4.4	9.90%	20	25.00%
9	Fox Agency	3	70.40%	9	50.00%
10	Red House	2.8	22.20%	22	0.00%

SECTION THREE

Agency Profiles



GREAT MINDS CLOSE DEALS.



We're not saying your sales and marketing teams have to agree on everything. But when everyone is focused on the same objectives, better business outcomes just come naturally.

That's where Two Rivers Marketing comes in. We're experts at helping marketing teams, sales teams, and channel partners think alike. So they're united to achieve one goal: winning.

Ready to dominate your market? Let's talk.

tworiversmarketing.com

Memory is the first point of sale.

We help you win long before a purchase decision is ever made by building your brand's memory and meaning, so you become the reflex choice. Because in today's hyperdistracted landscape, winning in your audience's mind is the biggest business investment you can make.

bader rutter
a BBN partner

Funnels map transactions. Minds map growth



David Jordan
CEO
Bader Rutter

In B2B now, the question is: Are we already in the buyer's mind?

Our Mental Equity™ research shows the buying window is collapsing: 73% of business buyers use AI tools to find and evaluate vendors, and 76% say AI and search make it easier to find solutions without exploring multiple brands. For low-to-moderate-risk decisions, 80% of buyers move from identifying a need to selecting a vendor within one week. Nearly half (45%) consider only 1 to 3 brands before making the call.

That means familiarity is doing more work than the funnel. In 66% of recent vendor decisions, buyers chose a brand they already knew; 55% say they're more likely to choose a familiar brand; and 48% say their initial top choice becomes the final selection most of the time or always. Unknown brands don't just start behind. They may never enter the decision set. Mental Equity gives leaders one governing view — whether brand and demand are reinforcing each other over time, not running as parallel scoreboards.

Here's the shift leaders need to name out loud: Funnels map transactions. Minds map growth. Funnels tell you what happened. Minds help you influence what happens next.

Why now? AI accelerates research and multiplies sameness. When competitors can generate competent content at machine speed, "fine" becomes invisible. But the market doesn't reward explained. It rewards remembered.

That is the operating logic behind Mental Equity and how we make brands the reflex choice. It happens when belief (memory) and behavior (action) work together, so people don't just know you but choose you quickly and confidently. And it reunifies the split between brand and demand.

You can see this in the B2B work that breaks through. The Zoetis Born of the Bond docuseries, a PRWeek Awards winner for Best in B2B, leads with a truth buyers feel: the bond between people and animals. That emotional center makes the brand easier to recall, justify and champion internally.

The Unsheltered campaign, for Courage+, supporting unhoused LGBTQ+ teens, does the same by leading with pathways to act instead of programming and policy. Belief travels and then becomes behavior.

Both point to the same rule — Modern B2B storytelling isn't "emotion instead of evidence." It's emotion as the fastest route to comprehension, confidence and decision velocity.

Here's a quick tool to "mind map" growth: Score each question below from 1 to 5. If any category is at 2 or below, fix it before you buy more media.

Belief (do we come to mind?)

- **Spark:** Would anyone miss this if it vanished?
- **Significance:** Does it stand for something buyers value?
- **Spread:** Is it built to be shared inside the buying group?

Behavior (do we get chosen?)

- **Message:** Can sales and finance repeat it verbatim?
- **Momentum:** Does it reduce friction and speed the next step?
- **Multiplier:** Does it create advocacy that compounds?

That is how you stop managing campaigns and start governing growth.

To learn more, visit baderrutter.com.

Bader Rutter

Philosophy

We help marketers break free from outdated B2B playbooks and lead with bold ideas that launch, scale and show up in the numbers.

We do this by converting bold ideas into business momentum in a world that's only getting noisier. When every category is flooded with look-alike messages, it's not enough to drive people down a funnel; you must live in their heads between decisions. That's why we treat brand and demand as one unified force, not competing priorities.

Our philosophy is Mental Equity — the memory and meaning your brand earns, plus the momentum that turns recognition into action. It's what makes you feel like the obvious choice even when no one is actively in market. We design creativity, media and experiences to build Mental Equity over time.

And, yes, it takes a village to build it. Ours includes the usual agency suspects, plus the people who've actually lived your category — chefs, restaurateurs, farmers, veterinarians and other bruises-and-all B2B experts who sharpen the insight before we ever sharpen a headline.

That mix of commercial acumen and real-world expertise has helped us be recognized as one of the best US B2B agencies in the last five years.

Awards

Best in B2B	*PR Week Awards, 2026, Best in B2B*
Multi-Year Impact	*ANA/B2 Awards, 2025, Gold*
B2B Agency Hotlist	*The Drum, 2026*

Clients

- Zoetis
- Corteva Agriscience
- Ingredion
- McCain Foods
- Seaboard Foods
- John Deere

Sectors

- Food, drink and ingredients
- Media and marketing
- Pharmaceuticals and life services
- Professional services

Date founded: 1973

Phone number: +1 (773) 726-8337

Website: baderrutter.com

Contact email: danderson@bader-rutter.com

Address:
1433 N Water St.
Milwaukee, WI 53202



A selection of agency work by Bader Rutter



Creating opportunity in B2B technology

Discover how ideas become impact

fox.agency

Making brands visible even when buyers aren't



Jim Sampson
Senior Vice President & Partner
Fox Agency

Today's demand generation is demanding a different approach. Welcome to a new world where context is king, and where value rules over volume.

When Forrester opened marketers' eyes with the bombshell that 80% of the B2B buying journey was invisible and completed before any contact with sales reps, the world of demand gen had to sit up and take notice.

Suddenly, the methodology marketers previously relied on – generate leads through sheer volume of activity, leads get passed to sales, sales brings it home – was now defunct. Out there, within these businesses looking for solutions, was an invisible buying committee making decisions themselves based on their own research and findings, without even talking to sales! The absolute nerve.

The obvious question is, then, how does marketing reach them before those decisions are made? For challenger brands, the answer's in building awareness and ensuring that activity is tracked through to demand. For leader brands, the approach should be in generative engine optimization to ensure that they show up as prospects search and conduct their research.

Ultimately, it's all about context: ensuring brands show up as the right sort of recommendations in any regenerative engine searches, both in their organic content as well as paid.

Marketing by calculator no longer adds up

It may be a tough pill to swallow for some but gone are the days of calculator marketing: looking at a spreadsheet, pushing out x volume to generate y MQLs, rinse and repeat. Reliance on content syndication to do the heavy lifting isn't enough. Today, marketers need to be focusing on what is creating the most value by looking where brands fit in the marketplace.

This does create certain challenges for marketing teams who are in a constant uphill battle to prove their value against ROI. It may seem easier to do that with a spreadsheet and calculator, but really, it's a question of what you're evaluating – is value judged on MQLs or is it overall impact at the account level for all activity?

If we're able to ensure that we have the right sort of insight into what accounts are being delivered, we can then identify the right mix to generate higher conversion rates, the right reach and frequency, and the right contacts to be engaging in. So, by looking at that account level engagement, we're able to tell a better business impact story.

Setting the stage for success

With the right infrastructure, marketers can unlock those impact stories and having agency partners with expertise across search, social, programmatic, standard media content, creative, organic, social, and PR will be invaluable – because then those quality insights can be delivered across all teams, regardless of the scope of engagement.

As we tell our clients, optimizing your generative engine is what is going to deliver today's big demand numbers. And to be able to optimize requires that new level of context to have the right content, the right keyword strategies, the right linking structure and the authenticity to reassure buyers they're in the right place with the right solution in front of them.

That's the way to get the invisible buying committee firmly in your sights.

Fox Agency

Philosophy

Fox Agency is an integrated marketing & PR 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 creating opportunity.

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 and Leeds, 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 fifth 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

B2B: Education and Training	*The Drum Marketing Awards, 2026, Gold*
B2B: Most Creative Content	*The Drum Marketing Awards, 2026, Silver*
B2B: Most Creative Craft	*The Drum Marketing Awards, 2026, Silver*

Clients

- Axis Communications
- Digital Realty
- OVHcloud
- TE Connectivity
- OneStream
- Trimble

Sectors

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

Date founded: 2011

Phone number: +1 (646) 665-1107

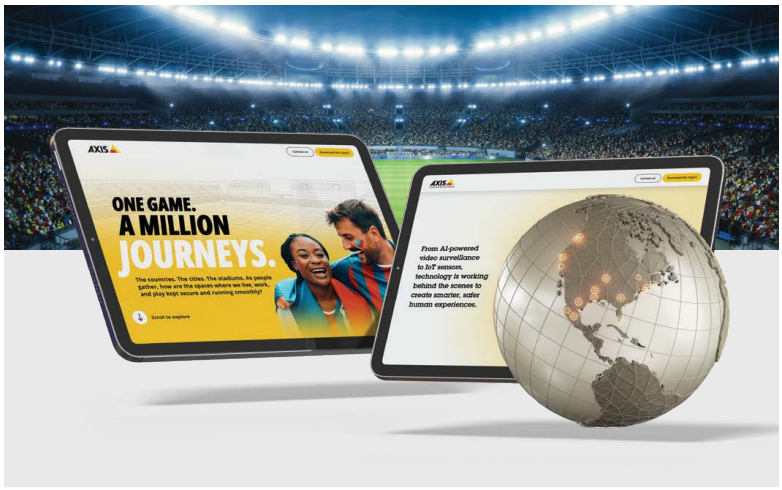
Website: fox.agency

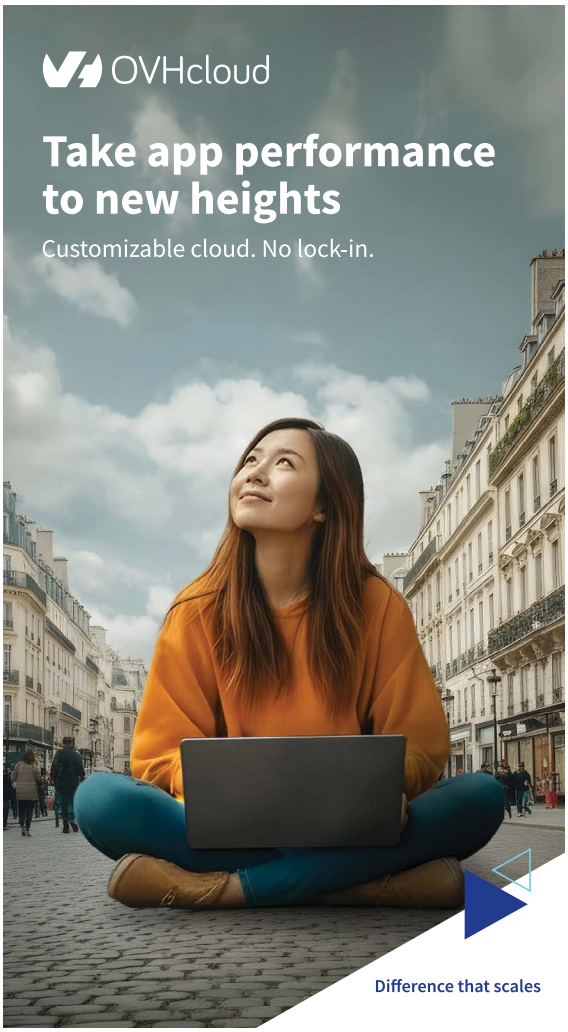
Contact email: hello@fox.agency

Address: 27 East 28th Street, Fl 8, New York, NY. 10016

FOX

Discover more work



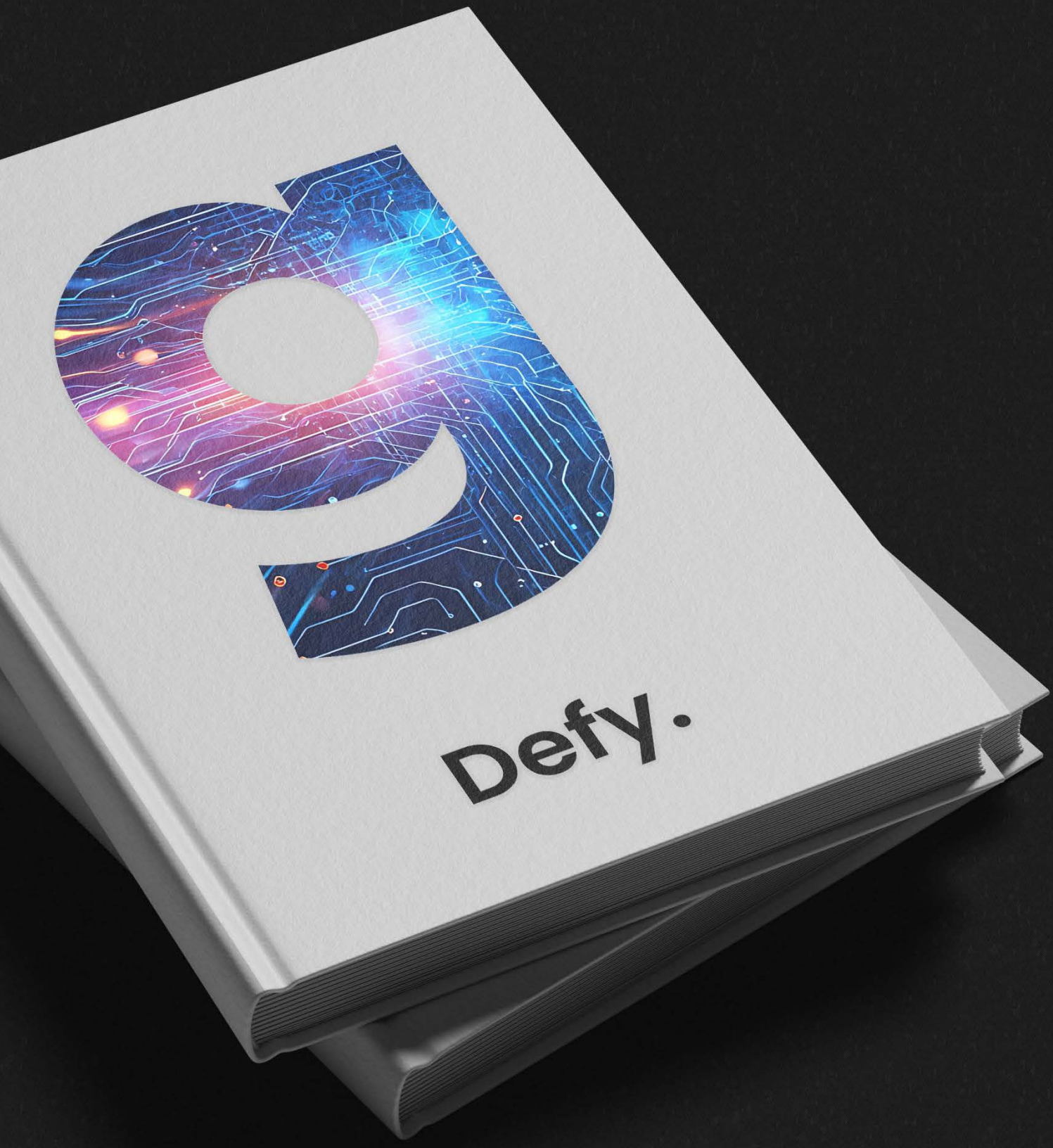








Fox Agency - creating opportunity in global B2B technology



Because in a world of volatility,
AI sameness and shifting algorithms,
yesterday's playbook won't cut it.

gravityglobal.com

gravity GLOBAL

2025 Global Agency of the Year - Marketing Agency of the Year - Advertising Agency of the Year-Outstanding B2B Agency - Business Impact Award



Is your brand built for machines?

Mark Mitton
Head of Digital Experience
Gravity Global

We recently won a significant opportunity that came through our website. During the debrief, we asked the client how they found us.

"We asked ChatGPT for the top B2B agencies in our state."

That was it. Not Google. Not a referral. Not an industry list.

ChatGPT built the shortlist.

I've been watching generative AI reshape search for a while. As Head of Digital Experience, I see clients asking about GEO instead of SEO. I see the traffic shifts. But that moment made it tangible. A machine-generated answer influenced who even got invited into the conversation.

That's not a tech story. That's buying behavior. And it's changing how enduring demand is built.

For years, we've talked about mental availability, trust, proof and salience. The brands that win are easy to think of, easy to believe, and easy to choose. That hasn't changed.

What has changed is the layer in between. AI systems don't just retrieve links. They synthesize answers. They interpret who you are. They summarize your value. And increasingly, they help shape vendor consideration before a buying group aligns.

Here's where it gets uncomfortable. We're seeing brands that historically dominated traditional search results struggle to appear in generative responses. Others, sometimes smaller or more focused players, are showing up more consistently.

Why? The signals are different.

Generative engines reward clarity, structure and corroboration. They favor brands that are easy to classify, easy to validate and consistently represented across the ecosystem.

And accuracy matters more than most teams realize.

We've seen instances where AI tools pull fragmented or outdated information about a company and present it confidently because that's what was most accessible. In many cases, the issue isn't malicious misinformation. It's structural ambiguity. The brand hasn't made it unmistakably clear who they are, what they do, and how they should be described.

If your positioning is vague, your expertise buried in PDFs, or your proof scattered across inconsistent sources, you're leaving interpretation to the machine.

This is the new tension: brand has always been emotional and human. But now it also has a mechanical dimension.

Mental availability isn't just about recall in the buyer's mind. It's about retrievability in a generative system.

Trust isn't just human sentiment. It's distributed, machine-verifiable signals.

Proof isn't just a compelling story. It's structured evidence that can be extracted and reinforced.

Enduring demand has always been about building resilience beyond quarterly spikes. In a machine-mediated market, resilience also means being found, legible and accurately represented when AI shapes early research.

Brand has always lived in human memory. Now it also lives in machine interpretation.

The companies that recognize that dual reality will build enduring demand in this next chapter. Those that don't will wonder why they're no longer part of the conversation.

Gravity Global

Philosophy

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

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

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

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

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

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

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

Awards

Global Agency of the Year	*B2B Marketing, 2025, Gold*
Global Marketing Agency of the Year	*Titan Business Awards, 2025, Platinum*
Agency of the Year	*MUSE, 2025, #1 Ranking*

Clients

- 3M
- Embraer
- AkzoNobel
- Ecolab

Sectors

- Aerospace and defense
- Financial services
- Public sector
- Technology and telecoms

Date founded: 2008

Phone number: +1-800-994-1681

Website: gravityglobal.com

X handle: @Gravity_Global

Address: 1201 San Jacinto Street, Suite 267, Houston, Texas 77002

Contact email: Jennifer.coulson@gravityglobal.co

Fame

+33%

Awareness outperformance

ECOLAB
PROTECTING WHAT'S VITAL



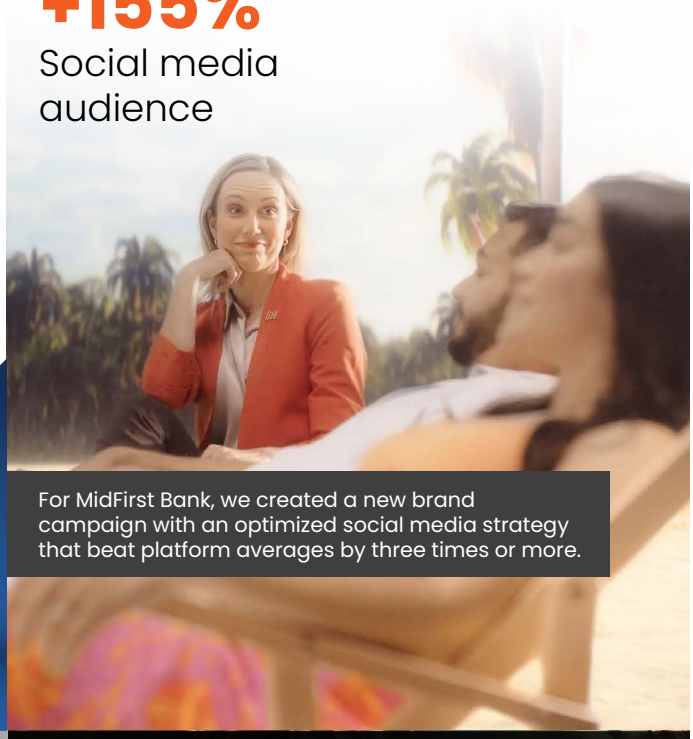
For Ecolab's newly-launched ReadyDose™ cleaning tablets, an innovation for small-format food service operators.

Fame

+155%

Social media audience

MIDFIRST BANK



For MidFirst Bank, we created a new brand campaign with an optimized social media strategy that beat platform averages by three times or more.

Admiration

Fast & Fearless

3M



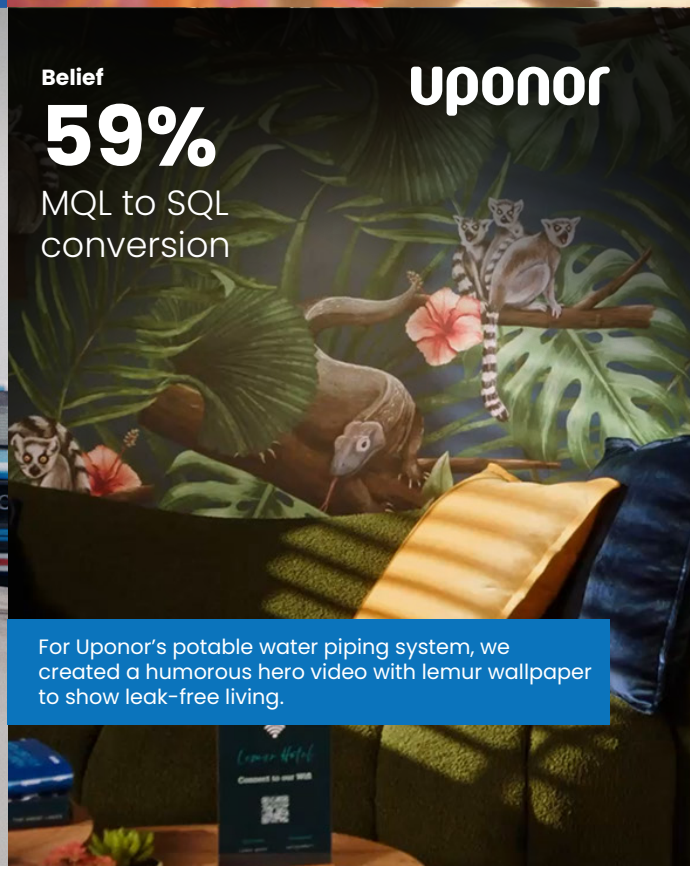
For 3M's 3M Print Wrap Film IJ280, we launched a speed-led campaign that fused quick-cut footage to dramatize faster installs with confidence.

Belief

59%

MQL to SQL conversion

uponor



For Uponor's potable water piping system, we created a humorous hero video with lemur wallpaper to show leak-free living.

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

gravity GLOBAL

HUT 3



Turning ambition into action

Growth doesn't come from more campaigns.

What matters is focusing on the right accounts and aligning sales and marketing to win them. That's exactly what HUT 3 does.

Using intelligence-led ABM, bold creative and AI-driven orchestration, we turn priority accounts into pipeline and revenue.

HUT-3.COM

The evolving reality of AI adoption in marketing



Andy Johnson
Founder & Director
HUT 3

We see AI in marketing not as a future ambition, but as a present-day shift that organizations are navigating in very different ways. What's becoming increasingly clear is that there is no single path to adoption. Progress is uneven, shaped by factors like data maturity, internal capability and how confidently teams can translate interest into action.

Some organizations are already experimenting with more advanced, agentic workflows that connect processes end-to-end. Others are still building familiarity through prompt-based tools focused on content creation and ideation. Both are valid stages. But it's important to recognize that neither represents a destination - they're points along a broader journey toward more integrated, intelligent ways of working.

What the data consistently shows is a gap between where organizations are today and where they want to be. A reasonable proportion have reached an operational level, where AI is embedded into parts of their workflow. But only a small number would describe their approach as truly transformative. That gap matters. It reflects both the progress already made and the scale of opportunity still ahead.

We believe one of the core challenges behind this is the tension between ambition and infrastructure. Marketing leaders are clear on the direction of travel: more connected systems, better use of data, and increased automation. But the reality is often more complex. Many teams are working with fragmented data environments, overlapping tools and governance models that are still evolving. In this context, the barrier is rarely a lack of intent. More often, it comes down to confidence, capability and knowing where to focus.

This is where the conversation is beginning to shift. Moving from experimentation to execution requires a more deliberate approach - one that connects use cases, aligns them to business outcomes, and builds the supporting structures around them. It's less about isolated pilots and more about embedding AI into the way marketing operates.

A key part of this is recognizing the role AI should play. The most effective applications are not about replacement, but augmentation. AI can enhance decision-making, increase efficiency and create space for teams to focus on higher-value work. That includes shaping strategy, developing creative ideas and building stronger, more meaningful relationships with customers.

From our perspective, progress doesn't depend on having everything in place from day one. It comes from taking a pragmatic, structured approach - starting with clear priorities, building confidence through application, and scaling what works. The organizations that will lead over the next few years are unlikely to be those waiting for a fully defined blueprint, but those making consistent, connected progress now. For more on this, you can check out our report **here**.

HUT 3

Philosophy

HUT 3 exists to help enterprise organisations navigate the shift from campaign-led marketing to intelligence-led growth. In complex B2B environments, where buying decisions are made by groups and sales cycles are long, success depends on focus, relevance and proof — not volume.

Our approach is rooted in Account-Based Marketing, but evolved for today's reality. We combine strategic clarity, creative excellence, deep technology expertise and Agentic AI to design systems that govern growth, rather than simply execute campaigns. Insight informs direction, orchestration adapts in real time, and performance is measured commercially — not cosmetically.

We believe AI and data should power scale, efficiency and decision-making. But trust, differentiation and impact are created by people. That's why our work blends intelligent systems with authentic human creativity, ensuring brands engage buying groups with relevance, credibility and purpose.

HUT 3 partners closely with enterprise clients to embed new ways of working — empowering teams, aligning marketing and sales, and turning ambition into measurable action. The result is marketing that earns trust, stands up to board-level scrutiny, and delivers sustainable growth.

Awards

Best use of ABM	*Global Agency Awards, 2025, Winner*
Best use of Account -Based Marketing	*Global Agency Awards, 2024, Winner*
Most Commercially Successful Campaign	*B2B Marketing Awards, 2024, Gold*

Clients

- ServiceNow
- PwC
- Autodesk
- Fujitsu
- Siemens
- Fluke

Sectors

- Aerospace and defense
- Financial services
- Industrial, manufacturing, engineering
- Technology and telecoms

Date founded: 2017

Phone number: +44 7504 547507

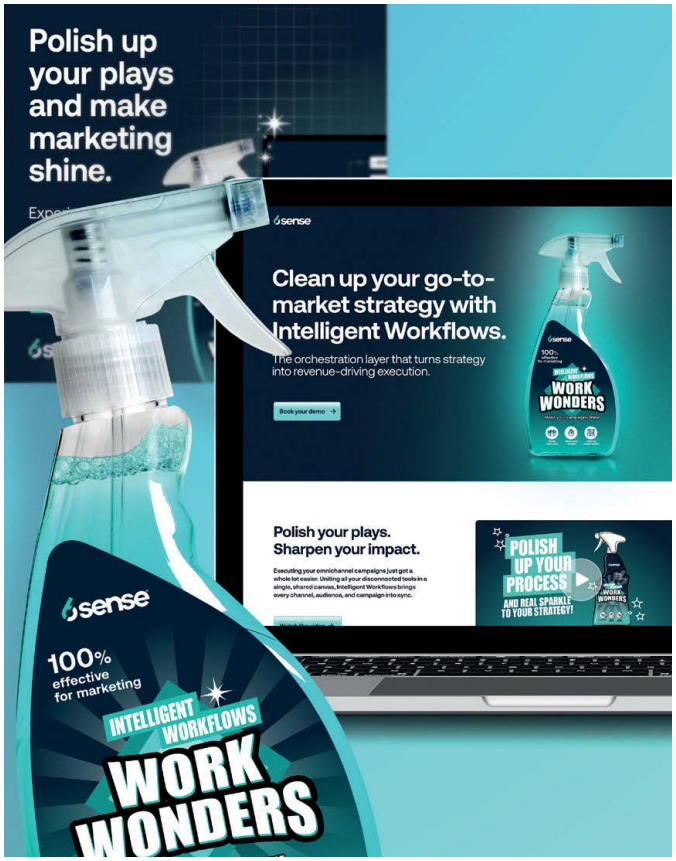
Website: hut-3.com

Address: Northampton, United Kindgom

Contact email: age@hut-3.com









A selection of agency work by HUT 3









Hands off.

How do you create conversations in the zero-touch era?

Turn proximity into connection at luxidgroup.com.

luxid



Proof and power over persuasion

Nikos Lemanis
B2B Marketing Strategy Director
Luxid Group

Brands have spent the past 25 years leveraging advances in data and technology to offer ever-more targeted marketing under the guise of improved buyer experiences. While personalization is valuable, it was misleading to present buyers as the main beneficiaries. The results were always skewed toward better sales. Buyers are now demanding balance, and have gained the autonomy to redefine a great buying experience.

Emerging millennial and Gen Z decision makers don't want to be forced into vendor-controlled "buyer journeys." In fact, sometimes they don't want to talk to sales teams at all. Role-based personas — tried-and-true tailors of personalization — are too rigid to compensate for this fundamental shift. AI searches are only accelerating buyer independence.

There's no going back to the perceived halcyon days of digital marketing.

Which leaves us with a dilemma: How do we create great experiences for buyers when all the rules have changed?

From a 30,000-foot view, something akin to the marketers' prayer of serenity: accepting what we cannot control. Up close, it'll take three fundamental but feasible shifts.

The first shift rests on the fact that "optimizing the buyer journey" is the antithesis of a self-directed, buyer-driven experience. Buyers now gather information and reach decisions using whatever sources they trust the most, judging value from real-world proof rather than sleek vendor narratives. Future success will require accepting you can't control the journey anymore. Instead, brands need to show evidence of proof points and trustworthiness, providing useful components that enable self-guided journeys, while being ready to start valuable conversations when called upon.

The second shift requires us to remember that the buyer experience is more than just your website and personalized ads; it's consistency across digital, physical, and hybrid touchpoints that allow for personal preference. Design of these experiences must flex to allow for different modes of engagement.

Finally, because this irreversible behavioral shift has been rapidly enabled by AI searches, you'll need to focus on creating what generative AI and conversational search tools reward. This includes clear evidence-based explanations, third-party validation, and consistent presences across communities and platforms. As the race to monetize AI search continues to heat up, the goalposts will keep moving.

No matter how safe a scripted or forced conversion path feels, it doesn't reflect the reality that vendor-controlled journeys are structurally incompatible with how buyers learn and decide.

It can feel a little like the bottom's fallen out from beneath us — that too much has changed too quickly to keep up. But there's an enduring human truth inherent to all this: The most valuable relationships are built on respect and consent, not coercion. Although these shifts clarify what we can't control, they don't signify the inability to influence.

In the end, a thoughtful ecosystem of interconnected experiences is vastly more valuable than a library of tools. Buyers already knew that. Now they're demanding what is, at its core, a focus on proof over persuasion.

It's time for us to deliver.

Luxid Group

Philosophy

Data can tell us almost everything — who to speak to, where they are, what they need. But knowing where to show up isn't the same as knowing how to connect.

Because people aren't numbers. They're emotional, instinctive, human. And decisions aren't driven by data or feeling. They're driven by both.

Our mission is to drive growth at the intersection of creativity, data, and technology. Guided by precision — intelligent targeting, behavioral signals, media with intent. Fueled by emotion — ideas, stories, interactions that resonate.

Together, these forces turn proximity into connection. Relevance into meaning. And strategy into possibility.

We've united the best and brightest — analysts beside storytellers, technologists with artists. We decode behaviors, ignite hearts, and shape experiences.

To help B2B brands be seen and felt. To perform and connect. And the businesses that will win will be the ones that can do both.

Welcome to Luxid.

Awards

Social Media	*The Drums, 2025, Bronze*
B2B Agency Hotlist	*The Drums, 2025*
Corporate Identity Program	*ANA B2s, 2024, Gold*

Clients

- Copeland
- Crown Equipment
- Cummins
- dunnhumby
- Fleetguard
- SpotSee
- Stirling Ultracold
- Swisslog

Sectors

- Industrial, manufacturing, engineering
- Technology and telecoms

Date founded: 2001

Phone number: +1 937-890-5311

Website: luxidgroup.com

Contact email: nikos.lemanis@luxidgroup.com

Address: 601 E 3rd St Floor 3, Dayton, OH 45402



Clockwise from top left: Cummins + First Mode launch video; BioLife Solutions paid social campaign; Fleetguard Filter Finder interactive experience; Copeland brand consolidation animation

Marketbridge

Philosophy

Growth isn't failing for lack of ambition or investment. It's failing because the conditions for growth have changed and go-to-market (GTM) hasn't.

In the AI era, where buyers lead their own journeys, funnels have collapsed, tools are abundant and data is everywhere, the edge doesn't come from having more. It comes from moving differently.

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

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

With deep global expertise across strategy, activation, analytics and measurement, Marketbridge helps global enterprises build unified Go-To-Market systems that create durable brands, ignite demand and accelerate measurable growth.

The defining advantage in the AI era isn't GTM speed or scale. It's GTM quality and cohesion. Outcomes over activity. And that's the standard worth standing behind.

We are Marketbridge. The Growth Company for Business.

Awards

Best Use of AI	*B2B Marketing/US Elevation Awards, 2025, Gold*
Best Media Strategy	*ANA/B2 Awards, 2025, Gold*
Best ABM Campaign	*ANA/B2 Awards, 2025, Gold*

Clients

- Chevron Lubricants
- Epiroc
- FIS Global
- GTT
- Lincoln Financial Group
- National Geographic

Sectors

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

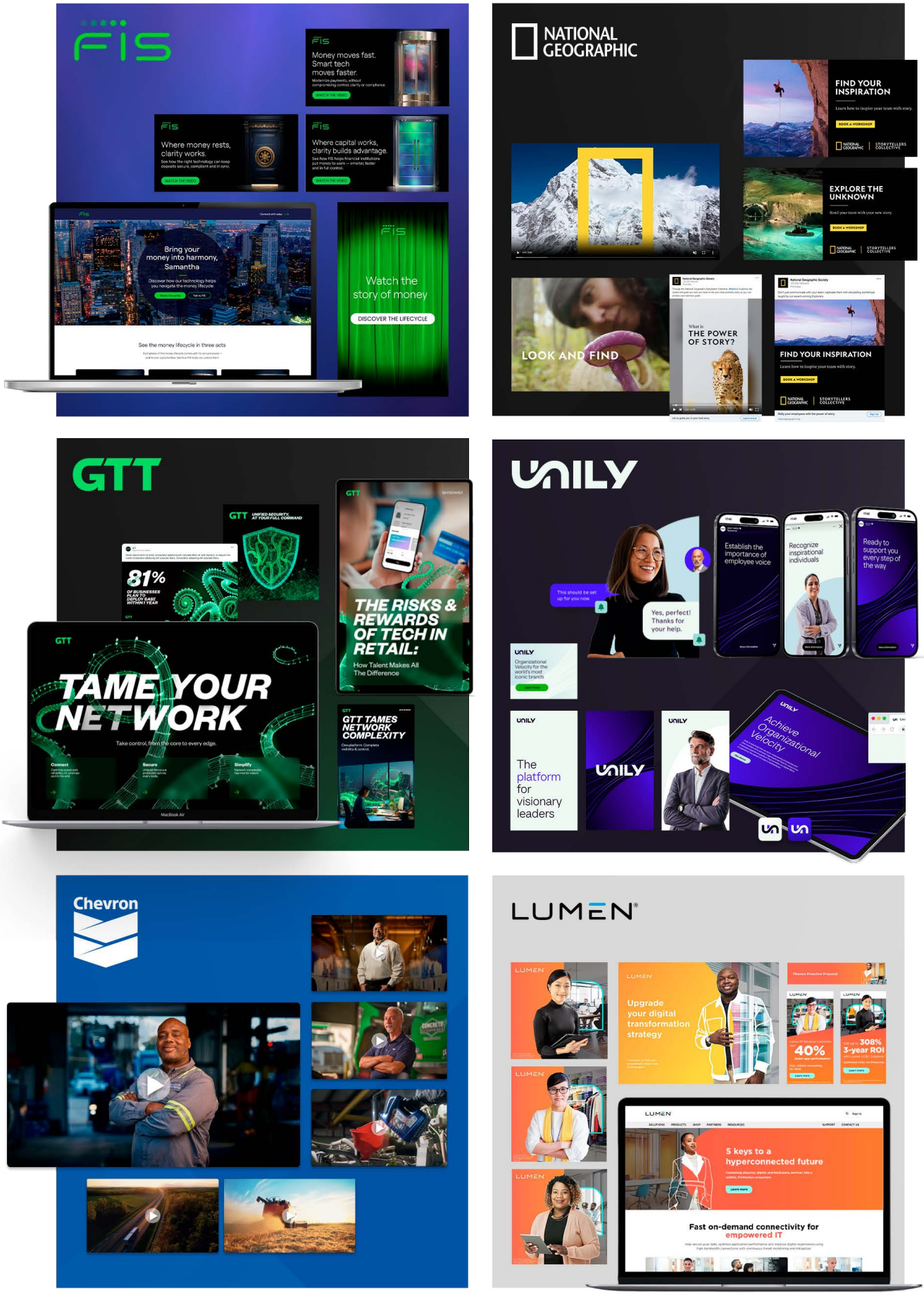
Date founded: 1991

Phone number: (240) 752-1800

Website: marketbridge.com

Contact email: growth@marketbridge.com

Address: 3 Bethesda Metro Center, Suite 955, Bethesda, MD 20814, USA



A selection of agency work by Marketbridge

Mom always said,
"Stay out of other people's business."

Glad we didn't listen.

From SaaS to manufacturing, healthcare to energy, we help the most interesting companies in B2B break through.
Impact made daily.

MX

Impact by Design



Tony Riley
President and CEO
MX

Today's B2B marketers, regardless of the industry they serve, are navigating a level of complexity few disciplines have experienced before. Industrial manufacturing organizations are responding to global policy shifts, rising material and operating costs, and supply chain volatility, while software and technology companies face accelerating competition from AI-native challengers and rapidly shifting buyer expectations. At the same time, digital channels, search and generative AI are reshaping how buyers learn, evaluate and form perceptions long before they ever engage a brand directly. Expectations for growth, performance and accountability continue to rise, even as buying journeys become more technical and more interconnected.

To succeed in this environment requires a fundamentally different way of working that starts with understanding. Understanding business models. Understanding markets. Understanding how complex forces shape buyer behavior. And then, designing solutions specifically for those realities.

When marketing moves beyond messaging and into solving real business problems, the nature of the work changes. It shifts from campaigns to solutions and from visibility to value creation.

This is where B2B becomes far more interesting than consumer. Not because it demands more noise, but because it demands more substance. In B2B environments, complexity is higher, decisions are more consequential and outcomes shape business performance, not just brand preference.

As a result, impactful B2B work rarely looks like advertising alone. Instead, it looks like applications embedded directly into customer operations, helping operators manage assets, engineers modernize design and organizations make smarter business decisions. Digital solutions designed around real business tasks, turning technical capability into usable value. Data that powers smarter go-to-market execution, connecting signals across channels and customer interactions to identify intent early, focus resources on the right accounts and keep sales, marketing and product teams aligned through buying cycles.

In B2B, impact lives at the intersection of strategy, creativity, technology and data, not as separate disciplines, but as an integrated way of solving problems.

Why Stability Has Become a Competitive Advantage

Delivering this kind of impact requires stability, continuity and deep immersion in the business. That means teams that stay intact. Leadership that remains accountable. And ways of working that are built for long-term outcomes.

The agency landscape is moving in the opposite direction. Consolidation has reshaped how agencies are built, staffed and operated. It promises efficiency and scale, but often delivers fragmentation, volatility and an inability to develop ideas to their full potential.

For B2B organizations, that instability isn't a footnote. It's a material business risk.

Growth ultimately depends on the strength of the ideas behind the work. In complex B2B environments, creativity isn't decoration. It's problem solving. It's how technical capability becomes business value. It's how complexity becomes clarity. Independence helps create the conditions for that kind of thinking, enabling durable teams, consistent leadership, faster decisions and clear ownership of outcomes.

For senior marketers, the question is no longer which agency offers the most services or the greatest scale. It's which partner is built to navigate complexity, design solutions that create real business impact and have the continuity to see them through.

In a world where complexity is only increasing, impact is not something you chase.

It's something you design.

MX

Philosophy

Impact, by design.

MX is one of the largest independent B2B agencies in the country, based in Chicago and partnering with businesses worldwide to accelerate growth.

For more than 35 years, we've immersed ourselves in the complexities of B2B, gaining a depth of experience across industries where precision matters and performance is measurable. From manufacturing to SaaS, technology to construction, healthcare to finance, we combine brand, demand, digital, content, and activation expertise into solutions that create commercial impact.

We don't launch campaigns and move on. We build brand platforms that last, ecosystems that scale and demand engines that perform. Programs that consistently drive triple-digit increases in qualified leads, unlock six-figure revenue gains, and build lasting market advantage.

That kind of impact doesn't happen by accident, and it doesn't happen without the right structure behind it. MX is independent by design, and our independence allows us to build durable teams that learn client businesses deeply, make decisions that reflect the long-term nature of our partnerships and invest in ideas that move our clients forward.

If that's not Impact by Design, we're not sure what is.

Awards

David vs Goliath - Service	*Effie Awards, 2026, Winner*
2025 Marathon Podcast, 2025 Most Shared Podcast, 2025 Most Talked About Podcast	*Spottified Wrapped, 2025, Top 10*
B2B Agency of the Year	*B2B Marketing, 2022, Gold*

Clients

- Zekelman
- HF Sinclair
- Okta
- Versalift
- Ormco
- Lysol Pro

Sectors

- Energy and utilities
- Healthcare
- Industrial, manufacturing, engineering
- Technology and SaaS

Date founded: 1989

Phone number: 800-827-0170

Website: mx.agency

Contact email: start@themxgroup.com

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

LinkedIn linkedin.com/company/themxgroup

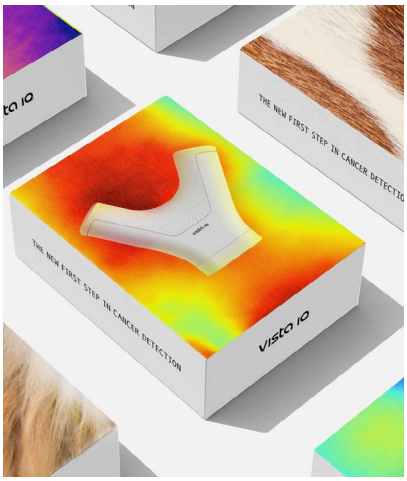












From left to right: Okta, PMI Institute,Versalift, Cummins, Sinclair, Vista IQ

Ad Age&
Adweek&
ANA&
Chief Marketer&
B2B Marketing&
Cannes Lions.

Named B2B Agency of the Year across the board. Shortlisted for a Creative B2B Lion. But the biggest win of all? Helping our clients outthink, outmaneuver and outperform.

See what the buzz is about at
ParkandBattery.com

Park & Battery



AI didn't kill creativity. It demanded intelligent audacity

Ted Kohnen
CEO
Park & Battery

We are officially past the moment where AI feels magical.

Generative tools can draft campaigns, write scripts, resize assets, optimize media plans, and simulate performance scenarios in minutes. Execution, once scarce and time-intensive, is now abundant. The constraint is no longer production. The constraint is judgment.

This shift is subtle but profound.

When everyone has access to the same models, trained on similar data, prompted in similar ways, the baseline quality of output rises. At the same time, differentiation becomes harder. The market fills with work that is polished, fluent and strategically indistinguishable.

The competitive advantage has moved.

At Park & Battery, we describe the new mandate as Intelligent Audacity: bold thinking guided by disciplined strategy. AI increases speed and scale. Intelligent Audacity determines direction. Without it, acceleration simply gets you to average faster.

The real risk in the AI era isn't that machines replace creative teams. It's that organizations mistake volume for impact. If a model can produce 500 variations of a message, the temptation is to distribute 500 variations of a message. But performance doesn't reward abundance. It rewards clarity, emotional resonance, and distinct positioning.

This is where decision quality matters more than output quality.

Before any prompt is written, leadership must answer harder questions: What tension are we resolving? What belief are we challenging? What audience trade-off are we willing to make? What are we unwilling to be? AI cannot invent conviction. It can only amplify it.

That amplification becomes powerful when paired with the right systems.

Our W.O.P.R. platform (What-If Outcome Planning & Recommendations) does not ask AI to "be creative." It uses AI to model scenarios, test assumptions, and forecast performance implications before investment.

Rather than guessing which direction might work, W.O.P.R. pressure-tests multiple strategic pathways and quantifies trade-offs across channels, audiences, and timing.

The result is not safer work. It is more informed boldness.

When leaders can see the modeled consequences of different creative and media decisions, they gain the confidence to pursue sharper ideas. Intelligent Audacity is not recklessness. It is conviction supported by simulation.

Research consistently shows that distinctive, emotionally engaging work drives disproportionate business returns. Dull work requires more spend to achieve similar outcomes. AI does not automatically solve this. In fact, if misapplied, it can increase the production of dullness at scale.

The organizations that win will treat AI as an intelligence layer, not a replacement for taste. They will use it to widen the aperture of possibilities, then narrow aggressively. They will measure outcomes tied to enterprise value, not asset velocity. They will prioritize coherence over content volume.

In practical terms, this means three shifts.

First, generate broadly, decide narrowly. Let AI expand the field of options but reserve human judgment for selection.

Second, build briefs with tension. Specificity forces models to produce sharper outputs. Vagueness guarantees mediocrity.

Third, protect brand distinctiveness. More content does not equal more equity. Repetition of a clear point of view does.

In a world where execution is infinite, advantage belongs to those who choose wisely. Intelligent Audacity is not about creating more. It is about deciding better and having the courage to stand behind those decisions.

Park & Battery

Philosophy

Today's B2B buyers are overloaded, skeptical and empowered. To break through, brands must be both incredibly relevant and impossible to ignore. Enter Intelligent Audacity.

Park & Battery is an award-winning global marketing and creative agency that builds brands and companies of consequence through Intelligent Audacity – superior intelligence powered by data and AI, intense rigor and human insight to unleash audacious creative ideas to our advantage.

Our creative teams work in lockstep with media, content and strategy from day one, guided by our proprietary What-If Prediction & Response (W.O.P.R.) decision intelligence system. AI-native and patent pending, W.O.P.R. helps us simulate campaign performance, optimize creative decisions and evolve messaging across channels in near-real time by synthesizing tens of thousands of data points.

We believe that bold ideas matter, but only when they're rooted in clarity, craft and accountability. That's what defines us – and that's the reason Park & Battery has been named a B2B Agency of the Year 8 times since our founding four years ago by Ad Age, Adweek, the Association of National Advertisers, and the B2B Elevation Awards.

Headquartered in Oakland, CA with hubs in New York City, Salt Lake City, Chicago, Miami, Mexico City and the UK, we are close brand consultants, advocates and activators for F500 innovators and hyper-growth category disruptors alike.

Awards

A-List & B2B Agency of the Year	*Ad Age, 2026, Winner*
B2B Agency of the Year	*ANA B2 Awards, 2023-2025, 2x Gold, 1x Silver*
Creative B2B Lion	*Cannes LIONS, 2025, Shortlist*

Clients

- Kaiser Permanente
- Avis Budget Group
- Universal Music Group
- Meta
- Thermo Fisher Scientific
- Roto-Rooter

Sectors

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

Date founded: 2022

Contact email: letschat@parkandbattery.com

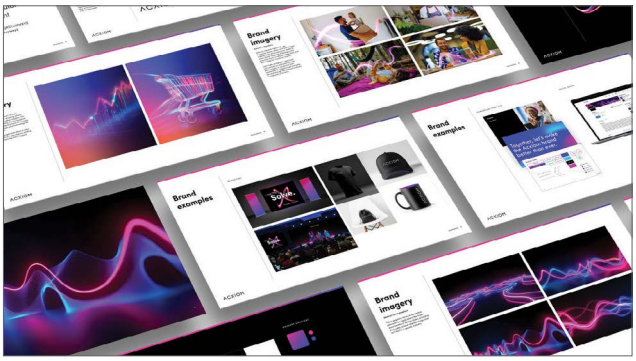
Website: parkandbattery.com

Address: 66 Franklin Street, Suite 300 Oakland, CA 94607

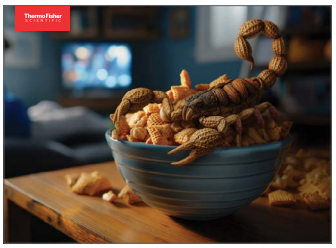
LinkedIn: linkedin.com/company parkandbattery/



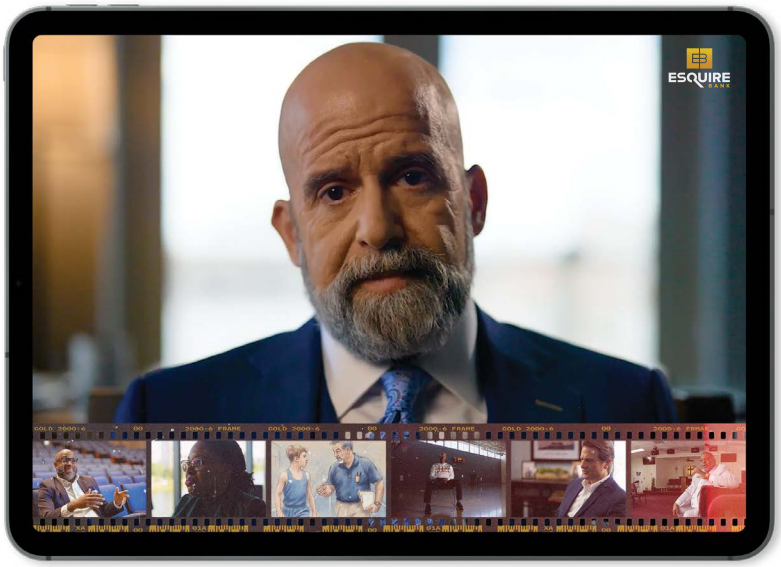












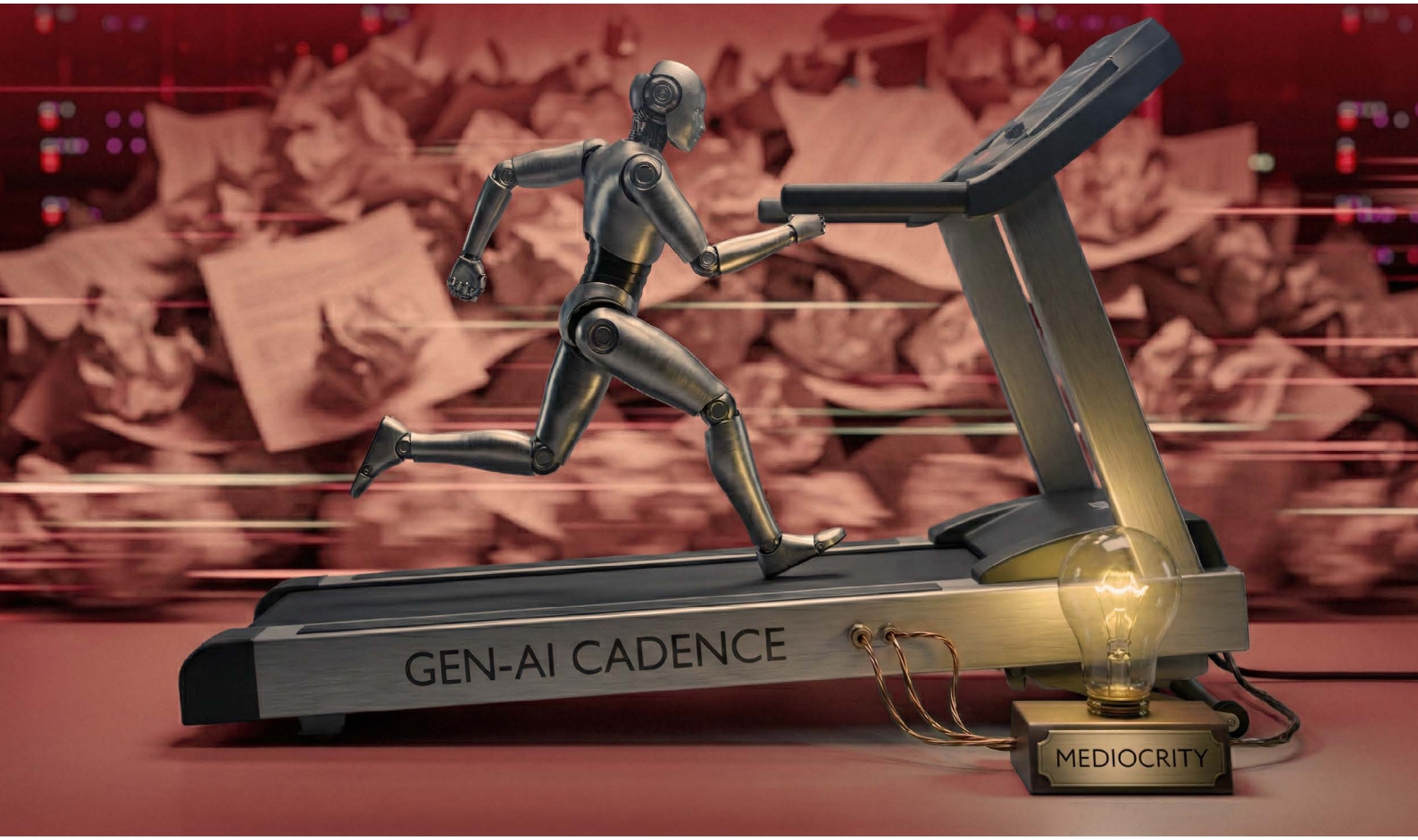




*A selection of work from **Park & Battery***

Win the When.

Skip the AI race to nowhere.



Research from the Ehrenberg-Bass Institute proves that at any moment, only 5% of your market is looking to buy. The other 95% are effectively indifferent to your "AI-optimized" pitch.

We separate the signals to predict when out-of-market accounts are likely to move, so you can build trust and mental availability before the 5% window opens.

RED HOUSE
B2B MARKETING

redhouseb2b.com



Why your AI strategy is a high-speed race to nowhere

Dan Hansen
Senior Partner
Red House

Marketing has a growing obsession with artificial intelligence. We're told that we aren't modern if we're not using AI to "hyper-personalize" every email and "optimize" every cadence.

But while everyone is rushing to automate their way to success, they're missing the most fundamental law of commerce: The 95-5 Rule.

Research from the Ehrenberg-Bass Institute proves that at any given moment, only 5% of your market is actually looking to buy what you sell. The other 95% are out-of-market. They have contracts. They have limited budgets. They have other priorities. They are effectively indifferent to your "AI-optimized" sales pitch.

AI is a marvelous tool for managing your mailbox or sorting data, but it cannot change the fact that you can't force a buyer to purchase a solution they don't need today. When you use AI to scream louder at that 5%, you aren't being innovative. You are simply participating in a high-speed rush to mediocrity, fighting for the same tiny, expensive pool of demand as every other machine-led competitor.

For the B2B marketer, this reality is even more stark. Unlike consumer marketing, where you might have millions of potential "lottery tickets" to play, the B2B world operates with a strictly limited pool of prospects. You don't have an infinite audience to annoy. You have a few hundred, or perhaps a few thousand, high-value targets. In this environment, an ill-timed interruption isn't just a wasted email; it is a damaged relationship.

The fastest way to lift your close rates isn't a smarter robot. It is better timing.

So plan on an evolution, not a revolution. AI won't save a bad strategy, though it can certainly make lead generation a little less time-intense. But do not mistake efficiency for effectiveness. Success is, and has always been, about ensuring your awareness is meaningful at the exact moment a prospect needs you—not when they don't. In the world of business-to-business marketing, where the audience is small and the stakes are high, the only "intelligence" that matters is the kind that respects the buyer's calendar.

The real winners aren't those with the smartest algorithms; they are those who understand the Operating Rhythm of their buyers.

True growth happens when you build "mental availability" with the 95% before they need you. It's about being in the right place, at the right time, with the right message. When a contract expires or a merger happens, the buyer doesn't look for the "smartest" email in their inbox; they reach for the brand they already remember.

Don't expect the sea change that's being marketed to you. AI won't save a bad calendar. Success is, and has always been, about arriving at the exact moment an invitation is already being written.

Red House

Philosophy

Celebrating 25 years of business-to-business marketing success, Red House helps B2B sales and marketing leaders with solutions equally driven by strategy and creative. We focus on understanding your prospects' buying process, then translate those insights into strong messaging and memorable creative.

By partnering with marketing, sales and IT, our approach builds the right foundation, engages priority audiences, and measures what matters. Our full-service capabilities include brand, content, and creative development, which our teams activate through multi-channel demand gen and ABM campaigns.

Building on two years of custom AI model development, we integrate predictive modeling and AI-powered tools into website development and workflows across leading CRM, marketing automation, analytics and attribution platforms.

Backed by decades of experience, our team specializes in highly regulated markets including financial, healthcare, manufacturing, supply chain and technology. We help navigate regulatory challenges to turn headwinds into sales enablement and pipeline acceleration.

Awards

Agencies of the Year honoree	*Chief Marketer, 2026*

Clients

- AGFA
- Baxter
- Compass Group
- G3 Enterprises
- Hitachi Vantara
- Kommerling USA

Sectors

- Industrial, manufacturing, engineering
- Professional services
- Technology and telecoms
- HealthTech, Med Device, Pharma & Life Sciences

Date founded: 2001

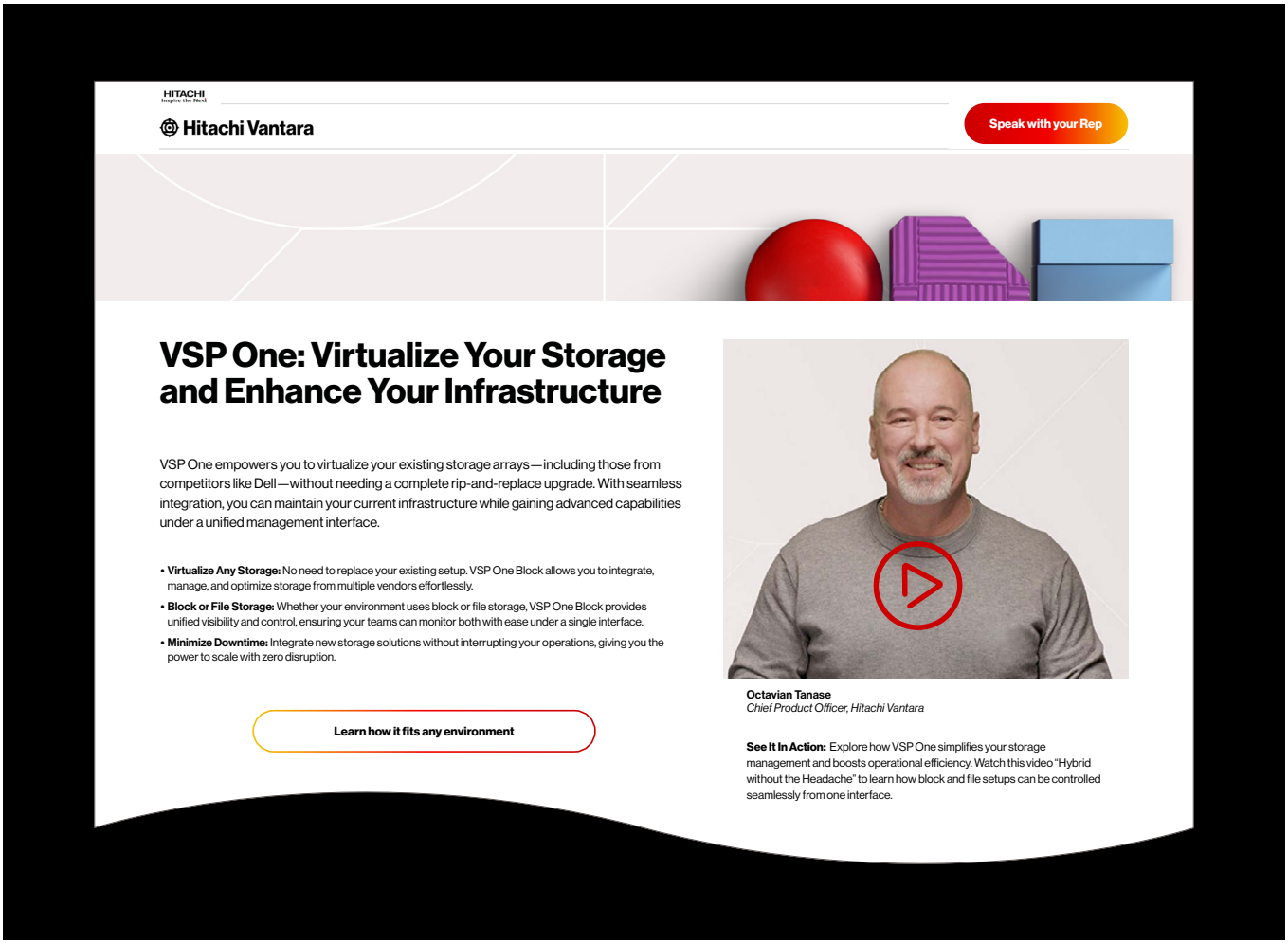
Phone number: 770 475 2103

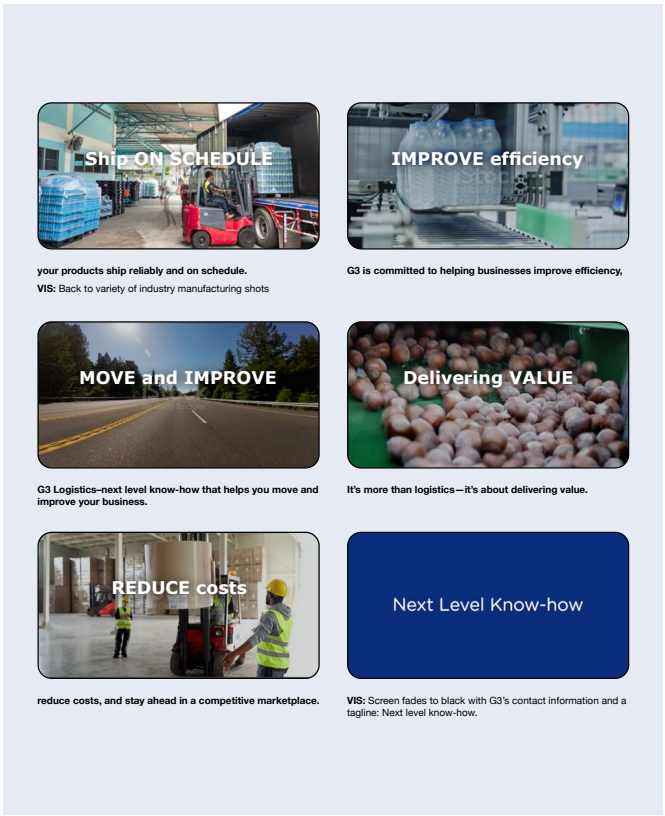
Website: redhouseb2b.com

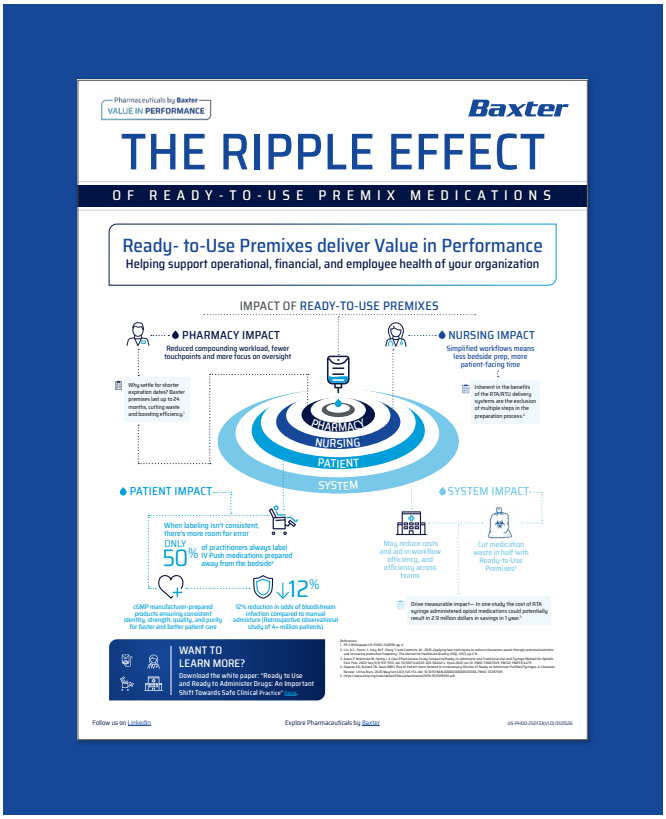
Contact email: sreeves@redhouseusa.com

X handle: @RedHouseUSA

Address: 8000 Avalon Blvd, Suite 100, Alpharetta, GA 30009







A selection of work from Red House
redhouseb2b.com

RED HOUSE
B2B MARKETING



BRAND LOVE IS A FEELING

SHIPYARD
FAHLGREN
MORTINE

We have it down to a science.

Ignite the spark. Build the system. Create staying power. This is how brands becomes more than beloved. They become unshakeable.

Learn more at:

FAHLGRENMORTINE.COM



In the age of AI, feelings still win

Brad Oldham
Senior Vice President, B2B Practice Director
Falhgren Mortine

In an artificial world, the brands that win will be the ones that feel unmistakably human. Especially in B2B.

The rise of generative AI, algorithmic feeds and machine-generated content is transforming how brands are discovered and evaluated. Information is faster. Content is everywhere. Messages are produced at unprecedented scale.

At the same time, a powerful human countertrend is taking shape. In-person events and trade shows are not only back—they've surpassed pre-pandemic levels. Communities are forming again in physical spaces. Real conversations are replacing automated ones. And user-generated content continues to outperform traditional brand messaging because people trust the experiences and perspectives of other people.

These shifts point to the same truth: the brands that stand out are the ones that feel real.

In B2B, that reality matters even more. Decisions are complex. Committees are large. Stakes are high. And million-dollar choices often hinge on something harder to quantify than features or price.

They hinge on trust.

The most resilient brands are built around real connection. The kind that holds up across long sales cycles, crowded markets and shifting technology. When we do this for our clients, we call it Engineering Brand Love.

It's the discipline of building brands that are emotionally resonant, structurally sound and built to perform across the entire buying journey. Brands that show up consistently, communicate clearly and prove their value through measurable impact.

This approach has helped organizations across technology, manufacturing, financial services, supply chain, building materials and healthcare strengthen their brands in B2B markets where credibility, expertise and long-term relationships matter most. Where it's more critical than ever to be real.

For decades, Fahlgren Mortine helped organizations build trusted brands. Today, as part of The Shipyard, that legacy continues with a model designed for the modern marketing environment. One that's built not just for business, but for the love of brands and the people who choose them.

Fahlgren Mortine
part of The Shipyard

Philosophy

Think about why you love the brands that you love.

We're willing to bet AI doesn't have anything to do with it.

It's because they make you feel something. They create impressions that linger.

They get under your skin in a way you just can't seem to shake.

At Fahlgren Mortine, now part of The Shipyard, we Engineer Brand Love.

Not just as a feeling, but as a force for driving business outcomes.

With a model that delivers coordinated strength from end to end, we give brands the emotional and structural systems to stay unignored.

From full strategies to single stories, deep data to targeted reach, everything we do—owned, earned, and paid—is in-house and in sync.

This is how we create brands built to spark; brands that hold scale and don't just earn attention.

They become unshakeable.

Awards

B2B Agency Hotlist	*The Drum, 2025*
Most Innovative Marketing Agencies	*Chief Marketer, 2025*
Agency of the Year	*PRSA, Silver Anvil, 2024*

Clients

- Cardinal Health
- CliftonLarsonAllen (CLA)
- Copeland
- DHL Supply Chain
- Fresenius Kabi
- Lubrizol

Sectors

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

Date founded: 1962

Phone number: (614) 383-1500

Website: fahlgrenmortine.com

Contact email: info@fahlgren.com

Instagram: @fahlgrenmortine

Address: 4030 Easton Town Ctr #300, Columbus, OH 43219



A selection of agency work by Fahlgren Mortine and The Shipyard


tmp
HOW MUCH IS CHAOS COSTING YOU?
Dowload our Cost of Chaos report
to find out the commercial and human toll
chaos takes on B2B marketing teams.

If you can keep your head when all about you are losing theirs and blaming it on you...



Paul Everett
CMO
tmp

Hasn't it been an interesting few years?

Half a decade gone in the blink of an eye. From a global pandemic to geopolitical instability and the inexorable rise of AI…

…and now, with no time to take a breath, we're expected to transform marketing around buying groups, remove a decade of legacy MQL-fed sales models, overcome years of under-investment in brand, optimize for GenAI search, and position solutions as 'AI-enabled'.

Even the toilets are AI-powered these days.

So we took a pause and asked 1,000 B2B marketers and buyers what's going on.

1. Yes, it's chaotic

53% of marketers said their working environment feels chaotic. Causes range from geopolitical impacts through to the AI adoption race and dealing with siloed teams. Demand, Partner and Product marketing functions were flagged as siloed (with Product the highest at 40%). And we know from Forrester research that these disconnects are costing 15% of potential revenue each year.

2. Chaos has a personal and a business cost

Marketers are feeling the strain. More than a third rate their quality of sleep as 'poor' and say they're experiencing burnout. Long hours, constant context switching, and the pressure to keep up with relentless change are taking their toll.

When marketing operates in a state of chaos, performance suffers. Opportunities are missed. Deals stall. Quality becomes inconsistent. Effort increases, but outcomes don't improve in the same way.

3. AI isn't helping

The top marketing use cases for AI (make more content & scale personalization) are the biggest thing that's slowing down the buying journey.

77% of buyers say their buying journeys are 'very difficult' and the top cause of that is too much content.

4. There's still a chance to embed 'good' marketing principles into AI

One small surprise: only 14% of people said that AI has already changed their marketing team structure. 70% say that's going to happen over the next year.

So there's an opportunity to embed your version of what 'good marketing' looks like into your AI rollouts.

What's working with marketing teams that are getting ahead on AI adoption? Bringing people with you from the edges of the organization, AI steering groups that share power rather than horde it, solving for the workflow bottlenecks not the shiny use-cases.

5. Coherence is the path out of chaos

The report has some good examples of organizations charting a path out of chaos;

- Removing internal silos to unleash a consistent, bold brand experience. When brand creative and media functions work together, they're turning every $1m of media spend into $1.3-1.8m worth of audience engagement.
- Applying AI to think differently about prospect experiences. Not just more of the same, or endlessly personalized variants; giving prospects a fundamentally different way of engaging with your business and your expertise.
- Recognizing that buyers operate in groups, not as individual leads in an MQL funnel. It takes integration across sales & marketing, but can increase pipeline by 20% and win rates by a similar amount.

Organizations beginning to outperform in this environment aren't doing more. They're doing fewer things, better, and in a more connected way. They are moving from chaos to coherence.

tmp

Philosophy

Marketing leaders are feeling the pressure of chaos. Fragmented channels, disconnected data, and short-term thinking have created a landscape of noise, not growth.

Our philosophy is simple: coherence is the antidote to this chaos that marketers find themselves in.

That means aligning brand and demand, creativity and data, long-term impact and short-term performance.

Not choosing between them. Not trading one off against the other, but designing systems where each element strengthens the next.

Because when everything works together, you don't just improve performance, you unlock efficiency: 20% more with 20% less.

It's how we're creating coherence in a chaotic world.

And it's why we're the most referred revenue generating partner for ambitious leaders of the world's most significant companies.

Awards

Best Use of Media	*Elevation Awards, 2025, Gold*
Brand Launch	*ACE Awards, 2025, Gold*
Best Use of ABM	*Killer Content Awards, 2025, Gold*

Clients

- Palo Alto Networks
- Lenovo
- Thomson Reuters
- T-Mobile
- ServiceNow
- CFM

Sectors

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

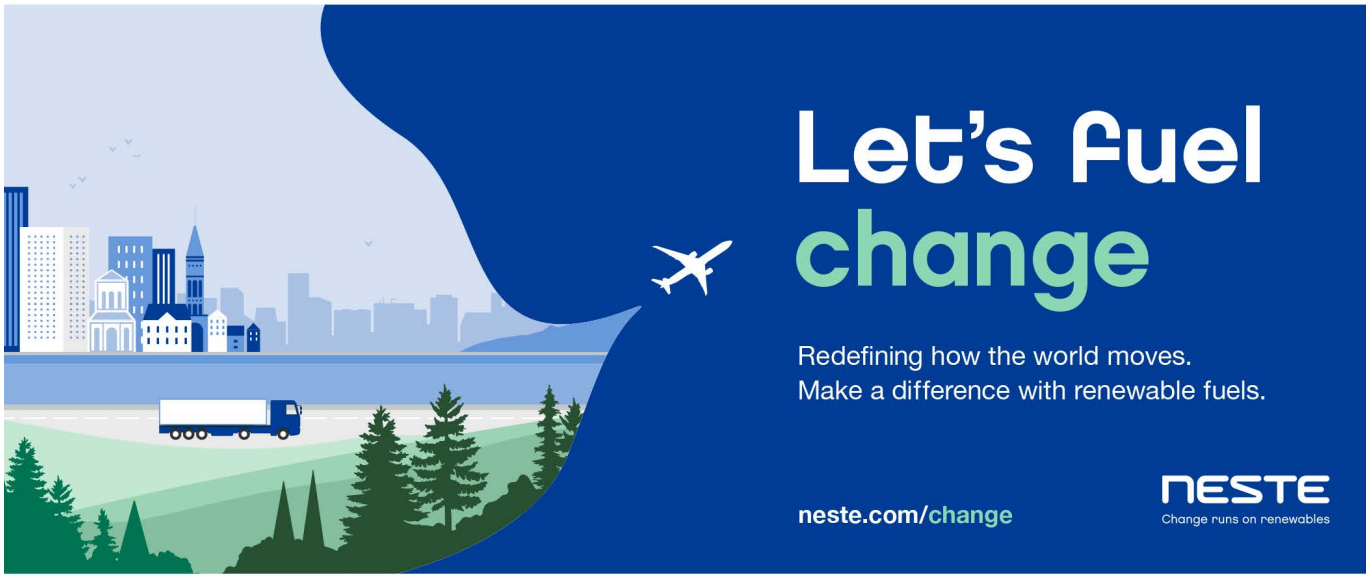
Date founded: 2002

Contact email: jkiddle@tmpb2b.com

Website: tmpb2b.com

Address: 30-31 Cowcross Street, London, EC1 6DQ







A selection of agency work by tmp

Tactics grow campaigns.

Vision grows brands.

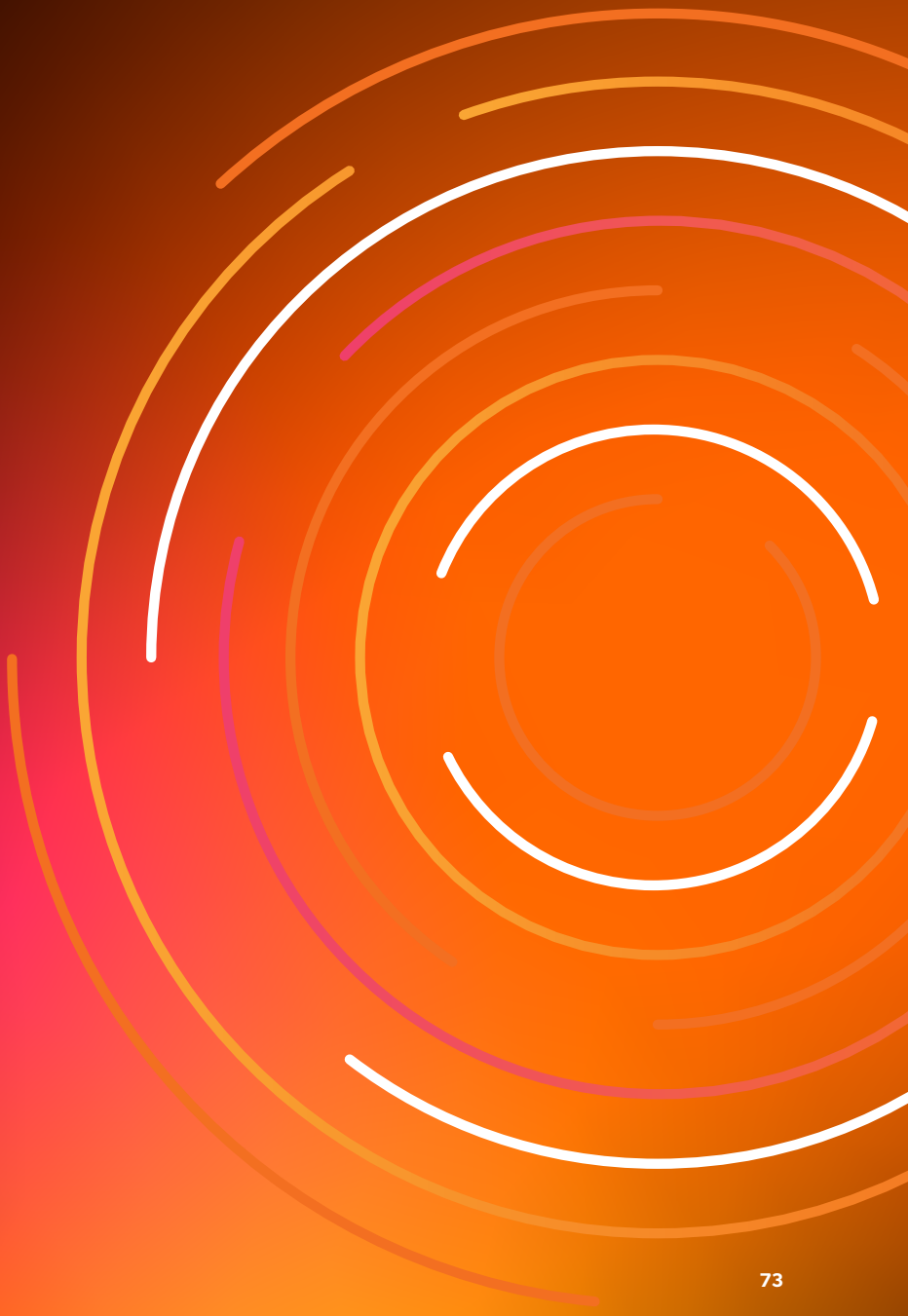
You earned your seat through channel mastery and executional grit. But at the C-level, your performance is measured by outcomes, not tactics. Walker Sands' Outcome-Based Marketing (OBM) aligns brand, demand and communications to accelerate transformational growth.

Craft your vision at walkersands.com

Walker Sands

SECTION FOUR

Client Satisfaction



SPONSORED

Fahlgren Mortine

Most recent NPS score: **+70 reported April 2026 based on 100+ responses**

> *Fahlgren Mortine's support of our e-grocery content marketing program was instrumental to Swisslog's success. The quality of content they delivered really gave Swisslog a brand presence and voice in the e-grocery vertical market, which did not previously understand our automation capabilities. Our e-book achieved 350% more downloads than any other content developed. In addition, our vlog series was instrumental in educating our potential buyers, giving them an authentic feel for who our company is and what we can deliver. Our entire sales team was very happy with our content marketing efforts!"*
>
> Megan Wolf, *Marketing Director*, **Swisslog Logistics, Inc.**

SPONSORED

Fox Agency

Client retention in the last 12 months in percentage: **90%**
Average deal size: **$101 – $250k**
Average value of a single order: **$50,000+**

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

SPONSORED

Gravity Global

Most recent NPS score: **+50 reported September 2025 based on 55 responses**
Average deal size: **Over $250k**
Average value of a single order: **$50,000+**

> *The results we achieved together over the past year underscore the strength of this partnership, and we're starting 2026 with confidence."*
>
> *EVP, Marketing & Products*, **MidFirst Bank**

SPONSORED

Key & Kites

Client retention in the last 12 months in percentage: **100%**
Average deal size: **$101K – $250K**
Pitch rate win: **100%**

> *Grabbing the market's attention is never easy. We count on Keys & Kites to not only tell our story, but to tell it differently. They really deliver unexpected ideas and Breakthrough Creative."*
>
> Kelly Wenzel, *Chief Operating Officer,* **SecureAuth**

SPONSORED

Luxid

Average deal size: **Over $250k**
Average value of a single order: **$30,000 – $49,999**
Pitch rate win: **70%**

> *(Luxid) turned our marketing from average into opportunity-driving. They helped us build and distribute stories that actually take off, reach the right markets, and create real pipeline. Today, marketing is driving 20 of our top 25 deals. That didn't happen by accident. The team helps connects brand, lead generation, ABM, mar-tech, and AI into one working system, not separate projects. And when we need specialized support anywhere in the world, (their partnership with) BBN scales it up fast. This is not campaign marketing: it is strategy, organizations, global structure, accountability and results to the bottom line."*
>
> Billy Sanez,*Director of Global Marketing*, **SpotSee**

SPONSORED

Marketbridge

Average deal size: **Over $250k**
Average value of a single order: **$50,000+**

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

SPONSORED

MX

Client retention in the last 12 months in percentage: **90%**
Average deal size: **Over $250k**

Working with MX felt like an extension of our own team. They brought the right blend of strategy and creativity to build a site that goes beyond a digital presence and delivers a seamless brand experience. Their deep B2B expertise helped us create a flexible, client-focused platform aligned with our goals: enhancing user experience, strengthening brand credibility, and optimizing SEO and content. The result is a site that not only looks great but performs with purpose."

Hannah Munizza, *Vice President of Marketing*, **Forge Biologics**

SPONSORED

Park & Battery

Average deal size: **Over $250k**
Average value of a single order: **$50,000+**
Pitch rate win: **70%**

Park & Battery helped us reposition our business at a critical inflection point, and the impact was immediate. What started when we were struggling to clearly define our value. As a result of partnering with Park & Battery, we suddenly looked and performed like a much larger, more established organization. The work drove a significant increase in inbound interest from both prospects and investors, including unsolicited outreach from venture firms. Park & Battery didn't just deliver creative – they helped unlock real commercial momentum at a moment when it mattered most. The ROI showed up quickly in the form of increased credibility, interest, and opportunity."

Karyn Scott, **CMO**

SPONSORED

Pretzl

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

Pretzl's partnership with ServiceNow in the Americas is driving outsized impact. We are closing deals 2.8× larger and 163 days faster than non-ABM accounts."

Tamara Marx, *Director & Head of ABM, AMS*, **ServiceNow**

SPONSORED

tmp

Client retention in the last 12 months in percentage: **90%**
Most recent NPS score: **+55.56 reported May 2025 based on 72 responses**
Average deal size: **$101K – $250K**
Average value of a single order: **$50,000+**
Pitch rate win: **50%**

The team understood exactly what we were aiming for and managed to deliver a creative idea that captures the imagination, and an activation plan that is generating tangible results. I've been really impressed with the team building, onboarding and communication throughout."

Team Lead, Brand Performance Marketing, Neste Marketing, **T-Mobile for Business**

SPONSORED

Two Rivers Marketing

Average deal size: **$101K – $250K**
Average value of a single order: **$30,000 – $49,999**
Pitch rate win: **40%**

Blueprint Partners

Client retention in the last 12 months in percentage: **75%**
Average deal size: **$51K – $100K**
Average value of a single order: **$15,000 – $29,999**
Pitch rate win: **80%**

> *I've really enjoyed working with Blueprint over the last several years. They are a class act partner for GoTo and Poly!"*
>
> Aaron Ingegneri, *Senior, Manager,* **Poly HP**

Crossbow Group

Client retention in the last 12 months in percentage: **100%**
Average deal size: **$51K – $100K**
Average value of a single order: **$5,000 – $14,999**
Pitch rate win: **30%**

> *I truly enjoyed my partnership with Jay and Crossbow. Jay and his team consistently brought forward thoughtful recommendations and strong concepts, and I always looked forward to seeing the ideas and solutions they developed. They were highly responsive to my requests and questions, and they fully embraced the challenges and opportunities I presented. I felt confident throughout the engagement that they would deliver a high-quality product."*
>
> Wendy Greenberg, *Group Marketing Manager*, **Intuit**

Dentsu B2B

Client retention in the last 12 months in percentage: **90%**
Average deal size: **Over $250K**
Average value of a single order: **$50,000+**
Pitch rate win: **80%**

DeSantis Breindel, Inc.

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

We looked into different metrics to measure the success of the brand. For our internal activation, I measured success based on a monthly employee survey, and we saw significant levels of engagement and awareness. We were pleased with these results. Externally, we measured success in terms of our digital presence. The metrics included our web and social traffic, conversions, repeat visitors, followers, and engagement. We saw great results in these metrics, and the new brand was vital to this success. Our staff also looked into customer sentiment, third-party reviews, and our NPS measurement; the anecdotal feedback was positive. "

Head of Marketing & Communications, **Revenue Cycle Management Firm**

Entourage

Client retention in the last 12 months in percentage: **80%**
Average deal size: **$101K – $250K**
Average value of a single order: **$50,000+**
Pitch rate win: **80%**

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

Emily Montgomery, *Principal Partner Marketing Manager*, **AWS**

Godfrey

Client retention in the last 12 months in percentage: **100%**
Average deal size: **$51K – $100K**
Average value of a single order: **$30,000 – $49,999**
Pitch rate win: **50%**

Partnering with the Godfrey team has given us a competitive edge in our industry. Their strategic approach demonstrated tangible results and measurable leads. It helped boost our SEO and PPC performance, bringing us increased traffic, conversions and overall market presence. We look forward to continuing this fruitful partnership."

Christine Batycki, *Global Marketing Communications*, **Brooks Instrument**

Position Global

Client retention in the last 12 months in percentage: **80%**
Average deal size: **$51K – $100K**
Pitch rate win: **50%**

RAB2B

Average deal size: **$101K – $250K**
Average value of a single order: **$50,000 – $29,999**
Pitch rate win: **50%**

ROI·DNA

Client retention in the last 12 months in percentage: **65%**
Average deal size: **$101 – $250K**
Average value of a single order: **$30,000 – $49,999**
Pitch rate win: **40%**

> *ROI·DNA helped us take a proactive approach to our AEO and GEO strategy as buyer behavior and search experiences continue to change. They gave us a roadmap for strengthening our authority, increasing citations, and earning trust in LLM-generated answers. Seeing this strategy connect back to SQLs and closed revenue reinforced the value of having a strategic partner who can turn emerging search shifts into measurable business impact. They continue to be a team we trust to help us stay ahead of where the market is moving."*
>
> Ashley Hirschbek, *Sr. Director, Revenue Marketing*, **Flexential**

SCHERMER

Client retention in the last 12 months in percentage: **100%**
Average deal size: **Over $250K**
Average value of a single order: **$15,000 – $29,999**
Pitch rate win: **50%**

> *SCHERMER would get an A+ in collaboration. Our partnership is extremely collaborative, productive, and impactful to our business, and they continue to be integral to the success of our global B2B marketing efforts. We look to Schermer as trusted B2B advisors, and the way they work with us is undeniably remarkable, important, and appreciated. There is no shortage of innovative ideas to boost strategy and overall performance.*
>
> Cristina Herman, *Global B2B Marketing Manager*, **Red Wing Shoe Co.**

Transmission

Client retention in the last 12 months in percentage: **100%**
Average deal size: **Over $250K**
Average value of a single order: **$50,000+**
Pitch rate win: **50%**

> *Transmission have been an outstanding extension of our team over the past three years and have had a meaningful hand in shaping our B2B marketing efforts. Some of their biggest contributions include leading and supporting our core B2B campaigns, developing strong thought-leadership platforms, and bringing our customer stories to life in a way that really resonates. They've also been critical partners on sales enablement, helping translate product value into clear, usable messaging for the field."*
>
> Scott Whisenhunt, *Global Commercial Demand & Compute Marketing*, **Qualcomm**

SECTION FIVE

Regional Map

REGIONAL MAP



About B2B Marketing

B2B MARKETING AWARDS
FROM B2B MARKETING

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

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

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

What can we do for you?

Our dedicated marketing and media solutions team can help you:

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

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

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

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

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

Our products

PROPOLIS
FROM B2B MARKETING

B2B IGNITE
FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

B2B MARKETING AWARDS
FROM B2B MARKETING

ELEVATION AWARDS
FROM B2B MARKETING

PROPOLIS TRAINING
FROM B2B MARKETING

PROPOLIS INDEX
FROM B2B MARKETING

PROPOLIS LEADERS FORUM
FROM B2B MARKETING

THE B2B MARKETING PODCAST
FROM B2B MARKETING

B2B MARKETING