

# The B2B Marketing US Agencies Benchmarking Report

2023

2023



US



# The only ranking we care about is the one our clients give us.

In a recent independent survey, our clients awarded us a near-perfect advocacy score of 9.3 out of 10. Showing just how highly they rate our global brand-to-demand approach and—most of all—results.

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A city street at sunset with glowing neon numbers 9.3 overlaid. The background shows tall buildings, a traffic light, and street signs. The numbers are bright white with a yellow glow, set against the warm orange and yellow light of the setting sun.

9.3

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

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

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

“

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

**Gary Hurry**  
SVP, Circana

”

Contact [propolis@b2bmarketing.net](mailto:propolis@b2bmarketing.net) for further information on how you can be a part of the evolution of B2B marketing.

# Turning over a new leaf



**Lucy Gillman,**  
*Deputy Editor,  
B2B Marketing*

It's the time of year we've all been waiting for – the publication of the US Agencies Benchmarking Report.

This report has revealed how the agency landscape has transformed throughout some of the most pivotal moments in modern history. We've seen two vastly different Presidents elected; a global pandemic that redefined how we see the world; the rapid development of AI that makes this Matrix fan's blood run cold; ever-rising temperatures and political-economic uncertainty. The list goes on, and on, and on, and on.

This year's report, like those that have gone before it, provides a detailed picture of the US agency marketplace, celebrating the fastest growers, and

helping marketers find the right agency for them. So, what does the agency landscape look like this year?

Well, for 76.9% of agencies, the answer is simple – strong. And looking at the data, reader, it's hard not to agree with them.

Gross income has increased by 23.4% compared to the last financial year, with average figures sitting at a respectable \$12.84 million. Although we're yet to see a return to the heights of 2021 (\$17.15m), this is market improvement compared to the previous year (\$11.4m). Headcount is similarly on the up, rising to 67.5 compared to the previous year's 63.53. With all this in mind, it hardly comes as a surprise that a whopping 92.3% have put growth firmly on the cards for the next 12 months.

On the slightly less optimistic end of the spectrum, the ability to attract/retain quality staff remains the number one challenge for agencies in 2023. Joining it this year is pressure on clients' budgets, which has climbed four places up the ranks. This hardly seems shocking given the current economic climate, but it's clear

that agencies won't let this damper their growth.

To read our full analysis, which includes full breakdowns of changes in gross income, headcount, challenges, how agencies are winning new business, and much, much more, check out our community intelligence platform, Propolis. For those unfamiliar with Propolis, this is the global community where B2B marketers come together to access intelligence to make informed decisions, connect with independent experts and peers for bespoke support, and unlock actionable content and resources to help them develop and succeed.

If you're not a part of Propolis, you'll still find exclusive insights you can't get anywhere else. Inside you'll find your comprehensive guide to the US agency landscape from the giants setting the standard of greatness to the young bucks who've earned their place at the top and the new talent coming in and changing the game. You'll also hear from our partners on today's hot topics.

We hope you enjoy this report. On to the next.

SECTION 1:

# League tables

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# Top 47 US B2B Marketing Agencies

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

Rank	Agency	US GI in \$m in most recent financial year	YoY change in US GI as a %	US headcount 2022	US YoY headcount % change	Rank in 2022	Rank change
1	<b>Bader Rutter</b> (p.58)	45.3	6.1	260	6.1	1	—
2	<b>Gravity Global</b> (p.66)	41.4	16.3	272	24	N/A	*
3	Fahlgren Mortine	39.5	31.5	257	42	3	—
4	<b>The Mx Group</b> (p.88)	34.1	43.3	168	20.9	4	—
5	Walker Sands	31.7	5.7	180	12.5	N/A	*
6	<b>Iris</b> (p.68)	30	0	90	17	2	↓
7	<b>Two Rivers Marketing</b> (p.92)	28.2	4.1	155	-3.1	5	↓
8	Mower	26.5	24.3	149	10.4	6	↓
9	<b>The Marketing Practice</b> (p.86)	22.6	157.3	156	205.9	19	↑
10	Transmission	21.3	4.4	90	-13.5	7	↓
11	Intelligent Demand	20.1	23.2	45	-10	N/A	*
12	2X	17.1	78.5	449	60	N/A	*
13	<b>Sullivan</b> (p.84)	17	27.3	54	25.6	12	↓

Rank	Agency	US GI in \$m in most recent financial year	YoY change in US GI as a %	US headcount 2022	US YoY headcount % change	Rank in 2022	Rank change
14	Gelia	15.8	0	120	-0.8	8	↓
15	Rabinovici & Associates, Inc – RAB2B (p.80)	15.2	5.1	63	26	10	↓
16	Stein IAS	15.1	8.6	52	-5.5	11	↓
17	CG Life	14.3	14.4	70	7.7	14	↓
18	Quarry (p.78)	14.2	38.7	74	2.8	16	↓
19	Agent3 (p.56)	12.9	35.7	41	14	N/A	*
20	Cargo	11.9	-17.2	56	-3	N/A	*
21	Ledger Bennett Inc	9.4	84.3	24	9	N/A	*
22	MarketOne International	8.6	-0.5	33	-15	9	↓
23	Godfrey	8.2	-2.3	74	1.4	20	↓
24	DeSantis Breindel (p.64)	8.1	-16.1	34	-17.6	17	↓
25	Obility	8	-6.1	52	16	N/A	*
26	LoSasso Integrated Marketing (p.72)	8	35.7	31	-6.1	27	↑
27	TriComB2B (p.90)	6.6	-5.2	45	0	23	↓
28	2.718 Marketing (p.54)	6.5	8.3	30	0	N/A	*
29	Conover Advertising	6	20	45	9.8	N/A	*
30	Augurian	5.4	7.9	29	16	N/A	*
31	MarketReach, Inc. (p.74)	5	-13.8	32	-5.9	28	↓
32	Crossbow Group	4.2	6.3	32	14.3	31	↓
33	SCHERMER Inc.	4.2	5.2	23	21.1	30	↓
34	David James Company	3.6	25.2	25	67	35	↑



Rank	Agency	US GI in \$m in most recent financial year	YoY change in US GI as a %	US headcount 2022	US YoY headcount % change	Rank in 2022	Rank change
35	Littlefield Agency	3.5	3.5	22	15.8	N/A	*
36	Park & Battery (p.76)	3.4	100	18	100	N/A	*
37	Red House (p.82)	3.4	7.1	26	0	33	↓
38	ER Marketing	3.3	10	15	0	34	↓
39	ABMA	3	-0.9	14	-36	N/A	*
40	Velocity Partners	3	237.8	6	0	38	↓
41	Yeager Marketing	2.7	17.4	20	11	N/A	*
42	Evolve BPM	2.7	107.7	3	100	37	↓
43	Pepper Group	2.4	32.8	20	42.9	N/A	*
44	Borenstein Group	2	0	15	0	N/A	*
45	Entourage BD	1.3	135.1	15	50	N/A	*
46	Earnzt	1	1.4	7	75	39	↓
47	Marketing Trailblazer	0.4	78.6	3	200	N/A	*

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

**Qualifiers:** In order to appear in this table, at least 50% of each agency's GI must come from US activity (by which we mean billed from the US). GI figures were derived by deducting external media and production costs from the billed total. They include income from all above-the-line and below-the-line activity. This table does not include any agency groups or networks, as these are located in a separate table on page 10.

# Top 10 International B2B Marketing Agencies, Groups and Networks

This table shows the top 10 international B2B marketing agencies, groups and networks, ranked by non-US gross income in their most recently closed financial year. In order to appear in this table, more than 15% of an agency's global gross income must come from outside the US.

Rank	Agency	Non-US GI in \$m in most recent financial year	Global GI in \$m in most recent financial year	US GI in \$m in most recent financial year	Global headcount 2022	Global headcount % change YoY	US GI as a % of global total
1	Merkle B2B	117	617.8	500.8	1875	1.4	81.1
2	MSQ B2B	77.1	128.1	50.9	995	37.6	39.7
3	<b>The Marketing Practice Group (p.86)</b>	<b>68.9</b>	<b>120.4</b>	<b>51.5</b>	<b>558</b>	<b>57.2</b>	<b>42.8</b>
4	<b>Gravity Global (p.66)</b>	<b>66</b>	<b>107.4</b>	<b>41.4</b>	<b>511</b>	<b>34.1</b>	<b>38.6</b>
5	Iris (p.68)	61	91	30	603	0.7	33
6	BBN International (p.60)	42.6	113.6	70.9	1066	10.9	62.5
7	Transmission	22.1	43.4	21.3	295	-13.2	49
8	<b>Agent3 (p.56)</b>	<b>16.5</b>	<b>29.4</b>	<b>12.9</b>	<b>200</b>	<b>43.9</b>	<b>43.9</b>
9	MarketOne International	15	23.6	8.6	287	-8.6	36.5
10	Stein IAS	9.9	25	15.1	115	-8	60.4

This table reflects a range of entities (with varying ownership structures) which operate under a consistent brand at scale across multiple territories, or via multiple subsidiaries within the same territory, or the a combination of the two. Various subsidiaries or member companies of the larger companies listed here may be listed separately within the US and/or international tables. Three different types of organisations are included here:

- (i) Agency groups: where the larger entity wholly owns various subsidiaries, which typically trade under a separate brand identity.
- (ii) Networks: where members are wholly independent, but pay a subscription to be part of the network OR are part owners of the network by virtue of membership.
- (iii) Global agencies: where a single entity operates in multiple territories trading under its own brand, potentially as well as subsidiary brands.

# Top 10 Fastest Growers

This table shows the US agencies that reported the largest \$ increase in US gross income year-on-year. As with the main league table, this table does not include any larger agency groups or networks. Whilst year-on-year changes in financial data have been removed from the main league table, they are presented here, and have been independently verified.

Rank	Agency	US GI YoY change in \$m	US GI in \$m in most recent financial year	YoY US GI % change (abridged)	Rank in main league table	Rank in 2022 main league table	YoY headcount % change
1	<b>The Marketing Practice (p.86)</b>	13.8	51.5	157.3	9	19	205.9
2	<b>The Mx Group (p.88)</b>	10.3	34.1	43.3	4	4	20.9
3	Fahlgren Mortine	9.5	39.5	31.5	3	3	42
4	2X	7.5	17.1	78.5	12	N/A	60
5	<b>Gravity Global (p.66)</b>	5.8	41.4	16.3	2	N/A	24
6	Mower	5.2	26.5	24.3	8	6	10.4
7	Ledger Bennett Inc	4.3	9.4	84.3	21	N/A	9
8	<b>Quarry (p.78)</b>	4	14.2	38.7	18	16	2.8
9	Intelligent Demand	3.8	20.1	23.2	11	N/A	-10
10	<b>Sullivan (p.84)</b>	3.6	17	27.3	13	12	25.6

# Top 10 Rising Stars

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

Rank	Agency	US YoY GI % change	US GI in \$m in most recent financial year	US GI YoY change in \$m	Rank in main league table	YoY US headcount % change
1	Velocity Partners	237.8	3	2.1	40	0
2	The Marketing Practice (p.86)	157.3	22.6	13.8	9	205.9
3	Entourage BD	135.1	1.3	0.8	44	50
4	Park & Battery (p.76)	100	3.4	3.4	36	100
5	Ledger Bennett Inc	84.3	9.4	4.3	21	9
6	Marketing Trailblazer	78.6	0.4	0.2	46	200
7	2X	78.5	17.1	7.5	12	60
8	The Mx Group (p.88)	43.3	34.1	10	4	20.9
9	Quarry (p.78)	38.7	14.2	4	18	2.8
10	Agent3 (p.56)	35.7	12.9	3.4	19	14

# World map

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





## SECTION 2:

# Market analysis

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Bader Rutter	21	RAB2B	40
BBN International	23	Red House	42
BOL Agency	25	Sullivan	44
Gravity Global	26	The Marketing Practice	46
Iris	28	The Mx Group	48
Just Global	30	TriComB2B	50
LoSasso Integrated Marketing	32	Two Rivers Marketing	52
MarketReach	34		



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# Three ways to improve and prove your organizational impact

**We know the value of marketing, but perhaps not everyone at your organization does? Mary Olivieri and Mark Shevitz offer three tips for proving just how invaluable marketing can be in generating leads, driving sales, and achieving business goals**

It can be a challenge to change organizational mindsets about precisely what marketing can bring to the table. But it's not impossible. For starters, there are three things you can do to shift sales and executive team perceptions and get your marketing team recognized as a critical component of your organization's success.

## 1. Prove your strategic capabilities

In many B2B organizations, marketing is often seen as executional rather than strategic. That's a deep misperception and we all know it. The value marketing really brings starts by working *with* sales at the strategic level.

Here are the foundational elements of a strong strategy:

- › Apply your expert, in-depth knowledge of target audiences by understanding and sharing the emotional and rational drivers of each segment.
- › Map out the buyers' journey and work with sales to assign each team's responsibility for every touchpoint in that journey.
- › Complement sales efforts by developing content strategies that speak directly to targets' needs during each phase of the journey and deliver via their preferred media formats.

**MARY OLIVIERI,**  
*President, 2.718 Marketing*



**MARK SHEVITZ,**  
*Chief Strategy Officer, 2.718 Marketing*

## 2. Take co-ownership of customer/prospect database and strategy

There is often a perception that the sales database belongs exclusively to sales. The truth is, when the database is a shared responsibility with marketing, the quality and quantity of the leads grows exponentially. And the ability to nurture customers and prospects through automated outreach helps shorten the sales cycle and enables the sales team to focus on closing opportunities.

How to build your database initiatives:

- › Work with sales to clearly define responsibility for the top, middle, and bottom of the funnel.
- › Develop lead nurturing strategies in consultation with sales, then execute them.
- › Use the shared responsibility of lead generation, nurturing, and closing to foster a more collaborative and complementary relationship with sales.

## 3. Set the right KPIs

Improving and proving the impact of marketing can be easier with the right metrics. Establishing marketing KPIs that ladder up to sales and business goals allows you to demonstrate the effect you are having on critical measures of success.

Follow these steps to setting metrics:

- › Work with sales and executive leadership to agree on the critical sales and business results, then determine the KPIs that ladder up to these goals.
- › Highlight examples where marketing metrics are tied directly to the goals. For example, do sales opportunities improve if your email opens and click-thru rates increase?
- › When presenting analytics that support KPIs, make sure to include the impact they are having on sales and business goals.

These are just three ways to improve and prove the impact of marketing in your organization. 2.718 Marketing has many more ideas for how to raise the profile of marketing and increase your value to your company.

# We bring buyers and brands closer together.

**Business customers are on an ever-evolving journey, forging their own paths and doing things their way.**

For brands, showing up along that journey—especially in the moments that matter—is critical.

This means taking an active role in helping buyers reach their dreams, build their plans, and fulfil their needs.

We work with the world's most progressive Revenue and Marketing leaders to build richer relationships with their most transformational customers.

Through expertise in data, technology and content, we'll help differentiate the engagement your customers have with your business, at every part of their lifecycle. We'll help your marketing succeed in an increasingly competitive environment.

# How to earn more (mutually) valuable customer relationships

CLIVE ARMITAGE,  
CEO, Agent3



For Clive Armitage, the future for any savvy B2B brand lies in creating mutually valuable customer relationships. Here's how you can get there

A long term client recently observed that “it’s not enough to think of marketing as being there to generate a critical mass of leads which hopefully convert into sales. It’s about creating an environment where the buyer and brand are each more informed about one another, can each make better recommendations and decisions, and are more likely to have a mutually-valuable, long-term relationship as a result.”

This focus on the ongoing relationship with a customer – rather than disproportionately fixating on the (increasingly mythical) single points of ‘acquisition’ and ‘conversion’ – feels like a logical conclusion as more organizations analyze the end-to-end Customer Lifetime Value of their biggest accounts.

So how do brands earn more (mutually) valuable customer relationships?

I believe there are four fundamental aspects that marketing leaders should obsess over to drive more meaningful, commercially-rewarding partnerships with their most important customers:

- › **Establishing a genuinely-differentiated proposition and brand**

At the core of every relationship there has to be a fundamental belief in what makes you more relevant and more valuable to them than the competition, so as to be perceived as the right choice both for now, and for tomorrow.

- › **Understanding and empathizing with each customer – in each moment**

Insight is the foundation for a meaningful value exchange between vendor and buyer: the more you understand about one another, the better-informed you are to engage and come to the right decisions.

- › **Building and running an effective customer engagement infrastructure**

You might think of there being two interlocking components at play for delivering a great customer engagement experience:

Firstly, ‘*the engine*’ of technology and processes, combining various platforms to deliver an intuitive digital experience, to automate and accelerate these interactions, and to analyze people’s preferences and behaviors as they engage.

Secondly, ‘*the fuel*’ of informative content, served-up via highly-targeted campaigns, and sign-posted through entertaining, attention-grabbing creative. Success depends on a deep understanding of where the customer is on the buyer journey.

- › **Facilitating frictionless progress at every stage of the customer lifecycle**

Every prospect goes from ‘unengaged target’ to ‘known contact’, from ‘qualified opportunity’ to ‘converted customer’, and from ‘newly-enabled’ to (hopefully...) ‘advocate’ status. This journey is becoming increasingly non-linear, as decisions are made by ever-more complex buying committees and as the debate between ‘champions’ and ‘detractors’ shifts back-and-forth within the organization.

## Marketing’s ‘moment’ to demonstrate stewardship of the full customer experience

The good news for marketers is that a challenging business environment presents an opportunity to place themselves at the vanguard of initiatives which see their organization outperform its competitors.

Rather than battling with the hackneyed view of marketing-as-cost-center, they now have the combination of tools and capabilities to grasp the nettle and prove real value throughout the lifecycle of their most transformative customers.

# B2B **r**aver B2B **o**lder B2B **e**tter

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## When was the last time anyone rationalized their way into your heart? That's not how it works. David Jordan discusses

In business, we tend to downplay nonlogical arguments, but the truth is, people find emotion compelling. And while creatively generated sensations like 'intrigue' or 'empathy' resist quantification in spreadsheets, they are incredibly powerful drivers of decisions. When the heart wants what the heart wants, logic holds little sway.

### Making B2Better

At Bader Rutter, we bolster our logical arguments by looking for human connections. That conscious effort can feel like an extra step, particularly when we have demographic data on our channel audience. But taking the time to find emotional insights is always worthwhile. After all, before any of us put on the workday mindset of a marketer, warehouse manager or veterinarian, we are simply people – people who feel before we think.

### Moving away from B2Boring

It doesn't matter if only a few competitors target your audience; other pitches bombard them a thousand times a day. Media targeting alone won't reach your audience; today's challenge is earning attention, which happens far more often with emotion.

Our new clients at McCain Foods want to change their relationship with restaurant operators, so they're adjusting how they go to market. Instead of simply selling SKUs or products, they now focus on selling experiences – those meaningful feelings that start from being gathered around tables with friends or

family. This strategic shift requires them to assert their leadership less as purveyors of variety and more as menu experts delivering innovative solutions and brands to fit emerging trends. We are introducing this with our new Epic Starts Here campaign.

### Thinking B2Businesspeople ALT

Making human connections key to your strategy doesn't just influence the creative. It can affect media choices too. To showcase the massive global footprint of the Milwaukee Bucks, we sent global CMOs brand-customized versions of Giannis Antetokounmpo's size 16 Nikes. And instead of asking salespeople to log in to online training at the end of their long workdays, we sent them Google Minis subscribed to our educational and science-heavy Corn Revolution podcast series for Pioneer, productively filling the long hours they spent on the road.

### Always putting your B first

There has never been a more exciting time to work in the business-building world of B2B marketing. At Bader Rutter, we thrive on collaborating with our clients to find unexpected but highly relevant solutions to whatever business challenges they face. We make it our business to know our clients' businesses. And audiences.

We are a top U.S. B2B agency because we always put the client's B first. And start by uncovering the human connections at the heart of every appeal.

Every day. And occasionally over weekends.

# Marketers are highly frustrated by CEOs.

Over 60 international offices and 1,200 B2B experts that know your battles are ready to help you smash down internal barriers and shatter the misguided expectations of anyone who foolishly questions you or your marketing capabilities.

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# Investing for growth during recessionary times

**COS MINGIDES,**  
Head of Effectiveness,  
BBN London



## Cos Mingides explains why brands need to invest in the creativity of communications and media to come out on top in a bear market

The threat of a global recession puts many businesses on the defensive. Marketing budgets can be an easy target when savings are needed – but decades of research suggest that reducing spending in a recession is associated with declining sales and weakened company performance in the long run.

So, how can we protect budgets and convince senior stakeholders to keep investing during an economic crisis? The argument should be simple.

There's one clear aim for businesses; win market share. Brands that aggressively target market share growth can extract the most value from a declining market in the short-term and put themselves in the best position for long-term growth. To achieve this, the budget setting needs to be considered through a competitive lens.

A study of 850 B2B case studies conducted by BBN called *The Rule of Three in Every Purchase Decision* showed that when someone moves into buying mode, the first search engine they use is their head. One to three brands that they think can solve their problem immediately come to mind. And in 90% of cases, they buy from one of the three brands that initially came to mind – with the first brand thought of having the highest chance of winning the sale. So, in the simplest terms, increasing brand salience vs. competitors in buying situations is the most vital driver of share growth.

As marketers, this gives us two primary levers to pull—the creativity of our communications and our media investment.

There's a well-known relationship between a brand's share of voice and its growth rate. Brands that set their share of voice above their market share tend to grow. And those that put their share of voice below their share of market tend to shrink. So, understanding category expenditure can give brands a significant competitive advantage.

In recessions media costs tend to decrease due to brands reducing spending, creating surplus media inventory. This means there's potential for brands to exploit cheaper media and win a share of voice at a much lower cost than in regular times – particularly if competitors are reducing their spending.

If we're not in a position to outspend competitors, then the other option is to outthink them. The most potent weapon in our arsenal is creativity. Investing in creative ideas that generate earned media coverage that gets talked about or shared on social media will increase the share of voice organically and, in many ways, more powerfully.

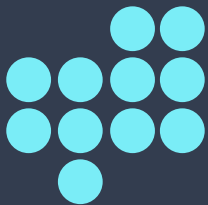
Striking the right balance between creative and media investment is vital. But either way, by looking at budgets through this competitive lens, we treat advertising as an investment instead of a questionable cost. We shift the investment conversation to business value (marketing effectiveness) rather than efficiency (ratios such as ROI and CPL).

The brands taking this opportunity to take the lead will benefit from better cost efficiencies and set themselves up for short- and long-term growth; This is a rare window of opportunity.



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about us.

**But we'd rather  
talk about you.**



Why do we offer ABM programs that take just 60 days to implement? Why do we create dashboards filled with CFO-friendly results instead of vanity metrics? Why do we focus so much on accelerating pipeline performance? Because we listened to our clients. And that's what they want. What can BOL do for you?



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# Recession proofing your B2B marketing

THAD KAHLOW,  
CEO, BOL



## Looking for a way to recession proof your marketing? Thad Kahlow's got your back with these five tips

The last couple of years has been a rocky road for marketers. Gartner found that marketing budgets for B2B companies have decreased since 2020, from an average of 11% of revenue to 6.4% of revenue. Now, as we face exceptionally high inflation and a potential recession, marketers are understandably wary and looking for ways to recession-proof their marketing strategies.

Luckily, there are several actions you can take to weather the storm.

### 1. Prove marketing's worth

It's a fact of life. CFOs have a tendency to slash marketing budgets during recessions. Keep marketing off the chopping block by transforming marketing from a cost center to a predictable profit center. Instead of vanity metrics, deliver c-suite worthy performance data in a language they understand. Connect marketing spend to revenue and pipeline performance. Show them how every dollar spent on marketing improves the bottom line. And make sure you get the credit you deserve. Which brings me to point number two.

### 2. Embrace ABM

Account-based marketing isn't sexy. But your c-suite will love the results. ABM success stories are everywhere and the numbers are adding up: Statistics

show that 89% of organizations that implement ABM campaigns experience higher ROI compared to control group accounts that did not receive ABM support. 30% found it was 21% higher. Not too shabby.

### 3. Audit your martech stack

Martech stacks have gotten out of control. According to Forrester, marketers are expecting to pay 20% more for martech in 2023. So audit your technologies to trim the fat. Then adopt new tools that support more efficient workflows at a lower cost. Generative AI isn't perfect. But it could help you create content faster. (Just be sure to have humans check for inaccuracies, outdated information, robotic syntax, as well as culturally insensitive language.) Data and insights from an ABM platform can help with better ICP targeting. Adding a chat feature can help propel the buyer through the funnel with self-serve information.

### 4. Retention, retention, retention

During recessions, retention can be the lifeblood of business. Statistics show that the probability of selling to an existing customer is about 70%, while the chance of selling to a new prospect is 5-20%. So marketing must go beyond lead generation in 2023. Dedicate a higher percentage of your marketing budget to upselling and cross-selling current clients and focusing on how your products and services solve their pain points.

### 5. Align sales and marketing

No more silos! Schedule regular meetings with sales to discuss shared goals, challenges and opportunities. Look closely at KPIs like Annual Contract Value, close rates and funnel velocity. By working in lock-step with sales, marketers can shift their focus from generating leads to generating the leads that are most likely to drive revenue. Also, the more sales is able to inform campaign messaging, the more airtight the messaging will be and the better your campaign will perform.

# It's time to challenge 'switch off, switch on' corporate thinking

A proliferation of data has become the CMO's greatest enemy, reinforcing short-termism in corporate behavior. Aligning tactical measures with the drivers of growth from 'brand-to-demand' can shift the C-level conversation to the long-term strategic role of marketing in corporate performance. Jose Lozano explores

As economic headwinds are starting to blow and forensic analysis on return on investment becomes the corporate focus, how well do you defend your marketing budget, or are you at the mercy of the unwanted phone call which says you need to make cuts and focus only on short-term demand?

There's plenty of research proving that on a good day, as few as 5% of B2B buyers are actively seeking to purchase. And as the economic belt is tightening, I've seen evidence that this figure has dropped to as low as 1% of buyers being active in some sectors.

The only chance most marketing teams have of converting this small pool of buyers to revenue is to divert all their budget away from 'top of funnel' to solely fund demand level activity.

And slowly, but surely, the 99% of buyers currently inactive will gradually disengage with their brand,

JOSE LOZANO,  
President, Gravity Global



and the top of the funnel will run dry... But of course, as soon as economic recovery emerges, marketing will be expected to flick the demand switch to 'on' to outperform the competition for growth.

And we all know the problem with that!

The problem facing many marketing leaders is being able to **confidently prove** to the rest of the c-suite the need for an always-on approach to marketing from brand-to-demand to ensure the complete funnel is in sufficiently good health, so that when strong demand returns, activity can be rapidly ramped up.

Availability of data is certainly not the issue. In the past two years, humankind has generated more data than in the whole of the rest of history. And sometimes it feels like much of that data resides in the marketing function. There is a sea of what I call 'trap door data' that marketing departments fall into, demonstrating the success of individual tactics to a granular level.

The real issue is that the data the CEO and CFO are interested in are not search performance, content engagement or even attribution modelling. They need the bigger picture – to know that every part of the marketing spend will lead to recovery and growth.

And until marketing talks and judges every part of its own performance in terms of growth drivers, it will always be subject to short-term 'switch off, switch on' and quarter to quarter budget commitment.

So instead of focusing on tactical performance metrics, measure marketing in terms of how it's powering the critical drivers of demand.

Working with Gravity's **F.A.B. (Fame. Admiration. Belief.)** marketing performance model, many of our clients have seen the benefit of measuring the interrelationship between brand and demand activities and the transformational ROI this delivers. Becoming empowered with the data and language to challenge and shift the perception of marketing and move away from 'switch off, switch on' for good.

***If you're not  
for the forward,  
you're falling behind.***



[iris-worldwide.com/work](https://iris-worldwide.com/work)

# Don't just talk about brand trust—focus on rebuilding it by making good on your promises

OLI BEALBY,  
MD San Francisco, Iris



**If you want to keep your customers, the answer is simple – make promises that you can actually keep. Oli Bealby reflects on how you can walk the brand trust talk**

Cast your mind back 12 months ago. Companies were hiring at record numbers and money flowing freely in a booming economy. Many businesses appeared to trade a long-term brand-building strategy for short-term conversion tactics. And when it came to messaging, they had their secret weapon – FOMO. This ‘get on board or get left behind’ message tells us nothing of the product or brand, offers no promise to trust in, it simply inspires fear, urging the reader to take back control. And it proved to be an incredibly powerful marketing tool – until it wasn’t. This stomach-churning rollercoaster ride may have been fun while it lasted, but what remains is the same short-term behavior, now resulting in everything from slashing prices (e.g. Tesla) to complete heart failure (e.g. FTX). We’re essentially seeing the ramifications of when businesses prioritize their expansion over their customers’ best interests.

When you leverage cheap money in pursuit of fast money, it’s easy to run out of steam. Demand grinds to a halt – or worse – you’ve captured customers for a product that is not fit-for-purpose. You let customers down, you break that bond of trust. That’s an expensive mistake. To paraphrase business author Roger Martin,

*“you only have a brand when you make a promise, and then deliver against it. If you don’t deliver, then you’re just a hypocrite or a liar.”* Good luck changing that perspective.

There is a path forward. And that path means getting back to the basics of trust – building and then maintaining it. And to put it plainly, it involves making promises you can actually keep. But it’s important to remember that a promise you can keep is hardly compelling when taken on its own. That promise must also engage and be something that compels you or I to feel, think or do something different. To quote Daniel Shapero, COO of LinkedIn, *“A simple framing for what’s going on in B2B buyers minds, in the midst of tighter budgets, is that each buyer has a backlog of purchases they want to make... In most cases, these purchases are ROI positive, constrained by budget availability. So, the quest is to earn the spot at the top of the list.”*

If you’re not on the list – or not sure where you stand – it’s time to reclaim your seat.

Saying ‘trust me’ isn’t an option. Your whole marketing ecosystem must be centered around designing and delivering on a promise that excites something inside the hearts and minds of your customers. Look at your whole CX to assess the journey for any flaws or spots where that promise is either broken or weak. If so, focus on fixing those gaps. Any magic moments that your customers particularly love? Amplify them. And what about culture? Are you finding ways to authentically connect your brand to your customers’ passion points? Are you building a community that talks about the promise you’re going to deliver? The future you imagine? These are just some of the potent ingredients for a high-performing Participation Brand, and if you’re not doing things soon then you’d better start soon, before it’s too late...

THIS IS OUR TIME.  
AS WE FACE THE HEADWINDS OF AN UNCERTAIN ERA,  
DO NOT SHRINK AWAY IN FEAR.  
STAND UP. THIS IS OUR MOMENT.  
LET US NOT BE DETERRED  
BY THE CHALLENGES THAT LIE AHEAD.  
BUT RATHER, BE INSPIRED,  
RALLY AROUND INSIGHTS,  
INTELLIGENCE, AND INNOVATION.  
WE MAY NOT KNOW WHAT TOMORROW HOLDS,  
BUT WE CAN BE SURE THAT WITH COURAGE  
AND TALENT, WE WILL MARCH FORWARD,  
TOGETHER, TO CONFIDENTLY  
FACE THE FUTURE.  
SUCCESS IS COUNTING ON YOU. LET US RISE  
TO THE CHALLENGE, DELIVER TODAY,  
AND WIN TOMORROW.



# An often overlooked aspect of building resilient businesses in these uncertain times

**Today's transformational leader shifts how their organization is using intelligence – customer, market, and competitor – to inform faster decision-making, and build business resilience. Jacob Golding reflects**

How can marketers brave a changing landscape? We've arguably had the most challenging years any of us can remember. But building resilience doesn't only reap dividends now, it ensures businesses emerge stronger when things aren't so certain.

Marketers who harness deeper customer, market, and competitor intelligence to inform decisions deliver the real rewards. Ensuring this insight is appropriately shared across the business is key. Or as I like to call it – the democratization of intelligence.

## **The true outside-in approach**

The most successful leaders take economic uncertainty and turn it into a pivotal moment for change. The first thing to ask is do we understand our customers well enough? And then ask again, and again. Activating forward-looking marketing initiatives requires a level of focus on the customer bordering on the maniacal.

Once mapped out, rally each part of the business around this understanding of the ideal customer, and share appropriate knowledge with each group. This means individuals accelerate in their respective roles and identify new ways to close opportunities – the ultimate success.

A common understanding of customers, competitors, and the market is crucial for nurturing growth.

**JACOB GOLDING,**  
*VP of Strategy, Just Global*



From here, provide teams with the best customer-first tools that harness this clarity, and be adept to flex as the buying group's behaviors and barriers shift. This means older 'inside-out' tools, and their associated stale mindsets and behaviors, are out. Nurture marketing behaviors that evoke curiosity, empathy, urgency, and barrier-free working across teams. By layering intelligence into easy-to-use and access tools in this way it becomes easier to retrain the business's muscle memory where necessary.

## **Building breakthrough creative**

Deeper audience clarity will feed stronger creativity, breaking through the sea of B2B marketing noise and more effectively positioning the brand amongst the target audience.

This means crafting stories based on a deeper understanding of the people in the buying committee – their individual and collective needs, preferences, and pain points. Using competitive intelligence to inform new stories not only gives a competitive advantage, but is critical to bolstering decision-making momentum in an age where deals quickly slow.

## **Closing the deal**

Accelerating deals-to-close looms large in today's landscape, with the prioritization of the most profitable deals becoming all the more important. And don't forget the potential 'do more with less' requirements. Freeing customer intelligence to inform revenue-closing sales plans can accelerate the closure of the right prospects, and produce profitable returns.

Facing uncertain conditions and disruptive technological advancements, consider democratized intelligence and how it can help your business to be prepared to weather the storms, and emerge stronger. By leveraging market, competitor, and customer intelligence, flowing into the best customer-first tools, organizations can create marketing programs that meet customer needs more effectively.

All this is in service of driving revenue, mitigating competitive threats, and building resilience in the face of rapidly shifting market conditions. And to emerge even stronger once things become a little less uncertain.



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# Thriving with change in B2B media

DAVID FABBRI,  
Chief Strategy Officer, LoSasso  
Integrated Marketing



Take advantage of the changes impacting B2B media by building strategies to leverage data and connect on an emotional level, writes David Fabbri

## Modern media

The days are long gone when media was a one-way conversation with spend dominated by TV, radio, print, and OOH.

Today the internet is the dominant medium in both utilization and ad spend. Accessed in a multitude of ways, it is a ubiquitous presence like the air we breathe. Every aspect of both our professional and personal lives is becoming dependent on our ability to navigate a digital world.

## Data-driven B2B advertising

From a media point-of-view, a significant impact of this is our ability to understand behavior and target. Data is a key ingredient to impactful advertising, and this is especially true in B2B where budgets and audiences are smaller. A well-informed media strategy is crucial to campaign success. To achieve this, marketers must:

- › Define their target audience by understanding the demographics, interests, and behaviors of current and potential customers.
- › Choose the right media mix by focusing on the platforms most likely to reach the target audience and drive conversion. This will include the usual suspects of LinkedIn, Google and Trade but equally important is a strategy that keeps pace with social media, influencers, and content marketing. Owned, earned and paid media have to work synergistically as a fundamental to marketing strategy.
- › Continuously testing and learning using AI and other tools is the only way to optimize media to maximum effect. A low touch, set and forget approach is a thing of the past.

Data plays a crucial role, with first-party data preferred over second and third-party data. Brands need to focus on developing their first-party data, as the loss of third-party cookies and increased privacy concerns continue to change the landscape. First-party data is the most relevant as it comes directly from the brand's customers and owned assets.

It provides unmatched value, offering insights into customer feedback, needs, interests and purchase decisions that can be used to create stronger customer archetypes and targeting strategies. It is fundamental to building a strong and resonant brand.

## Branding with human connections

Building emotional and human connections with customers is also crucial in B2B. Both in-person and through communications, brands that move people, move market share. It is about establishing relationships and positive sentiment in the minds of the target audience. Connecting on a human level in a way that satisfies the rational mind and engages the emotional mind makes a huge difference in building a strong brand.

## The power of storytelling in B2B content marketing

Content marketing is a powerful and necessary tool for educating and engaging the target audience, and deepening the story of a brand. Whether it's through influencer partnerships, videos, blog posts, whitepapers, case studies or webinars, content plays a significant role in capturing the target's attention and establishing a position as the preferred choice.

## The future of B2B marketing

Marketing and customer behavior will continue to advance at a fast pace. Data, media, and technology will drive this evolution. Marketers who leverage data, embrace change and build their brand based on human insights will thrive. Make it your mission to create marketing that moves you.



# In B2B tech, **\*\*it gets complex.** But your marketing shouldn't be.

We've made a specialty of helping B2B technology marketers like you create solutions to difficult challenges—whatever they may be. Just say the word, and you've got a capable team who understands the hurdles you face, the customers you engage with, and adapts to the way you work.

For tech marketers, challenges are constant.  
So is the need to get **\*\*it done.**



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Nashua, NH, USA

# What came first, the product or the solution?

GREG HOOVEN,  
President, MarketReach



## Greg Hooven looks at how to speak to your customers. Spoiler alert: they're smarter than you think

In B2B marketing, as with life in general, trends tend to run through the industry like wildfire. There are a few key brands and a handful of 'experts' setting the tone and the pace that the majority follow.

Over the last several years, one of these shifts has been to ditch the traditional jargon-filled speeds-and-feeds marketing approach and lean in heavily on selling solutions that solve end-customer pain points. The tech industry in particular has been trying to move in this direction for years.

Now, solution selling is not a new trend. In fact, in his 1974 book, *Management: Tasks, Responsibilities, Practices, Business*, Peter Drucker wrote: "What the customer buys and considers value is never a product. It is always utility, that is, what a product or service does for him."

I believe that sentiment still rings true today. However, many organizations now appear to be leaning so heavily on solution selling that their actual product offerings are becoming almost nonexistent in their marketing. That may be a solid approach when you're a leading manufacturer of reel-to-reel deposition equipment for the coated-conductor market with a very niche audience. But what if you're not?

What if you're one of several dozen enterprise organizations selling a cloud computing solution to the masses? A number of these solution providers tout that

they offer flexibility, efficiency, scalability, and security, but how do I apply that to my organization?

End-users certainly want to know how your product is going to make their company more efficient and help solve the day-to-day challenges that they face. But if you're not providing the details of how your product solves those challenges, you may simply be another player in a potentially crowded market.

Do you offer more scalability? How much? Is it worth the extra price? Do you provide predictable subscription pricing or a potentially less expensive consumption-based model?

The average reader may not fully comprehend or care about the ins and outs of the technology you're selling, but these are a few examples of the details your customers will need as they prepare to make a purchasing decision. That is why it is important to sprinkle this information throughout your marketing efforts.

Treat your customers like people, sure, but treat them like *smart* people. When you get to the level of enterprise technology for example, the differences may be small, but when magnified to the billions of gigabytes, the difference in results can be astronomical. So, lead with the solution you provide, but don't forget to tell your customer how your product addresses their pain points.

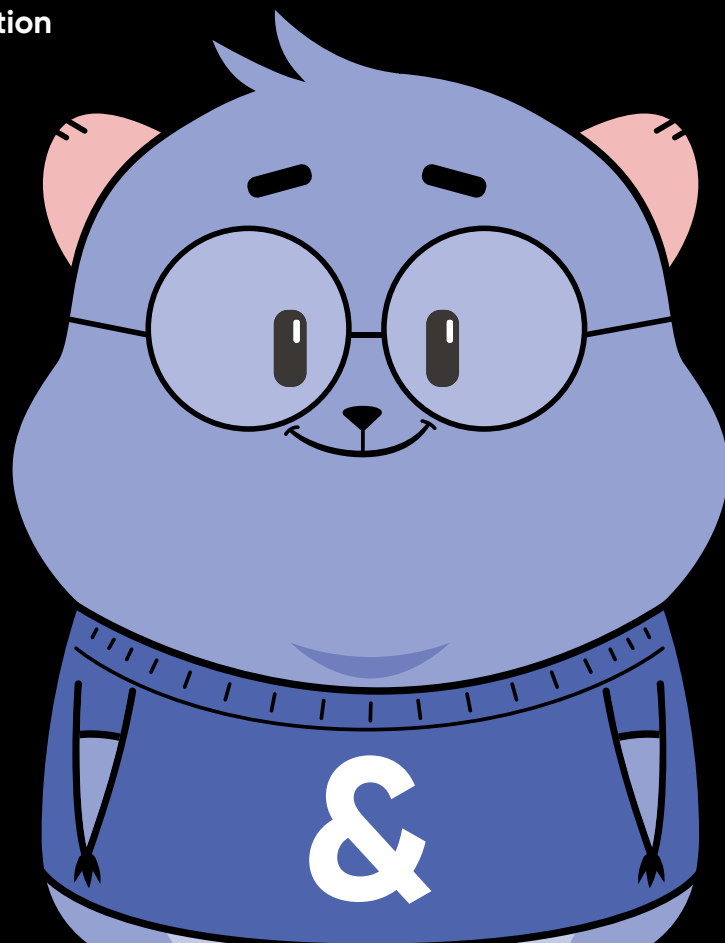
# Don't you think it's time B2B got off the MQL hamster wheel?

Stop us if this sounds familiar. Your prospect fills out a form, but they're not ready to buy. Sales follows up and hits a wall. They say, 'Marketing isn't generating enough good leads.' You say, 'We gave you 1,000 MQLs, WTF?' And so the vicious cycle continues, with prospects, marketing and sales all running in circles. But, what if instead we shifted the focus from demand generation to *value creation*?



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# The key to B2B isn't demand generation, it's value creation

TED KOHNEN,  
CEO, Park & Battery



**Set aside treating your prospects as just 'leads'. For Ted Kohnen, we have to go back to what makes us human and focus on creating enduring, valuable relationships with your customers**

In the common quest to drive more 'leads' or 'MQLs,' far too many marketing agencies and client-side marketers have lost sight of the most fundamental aspect of the human experience: value exchange.

Our ability to ascribe and discern value is part of the human condition and where machines have failed classic artificial intelligence tests. It shapes our lives and how we relate with one another. Even at the most micro levels, value exchange drives social interactions. When we have a conversation with someone, we are exchanging information, which has value to us, for the opportunity to connect with the other person and potentially gain their trust and respect.

Yet too many marketing practitioners take a more siloed, economic view of what value exchange is. To many, it's supply and demand. It's transactional. It's devoid of the relationship and the positive, lasting experiences that result in deeper, richer experiences. It's also a missed business opportunity.

Within the current paradigm, specifically around content, marketers have put audiences on the MQL 'hamster wheel.' Businesses expect a dollar-in-dollar-out correlation. The problem is, prospects who aren't actually ready to buy end up being run in circles by marketing and sales. It's dizzying and disappointing for everyone – but it shouldn't be surprising. LinkedIn B2B buyer research shows that only one in five buyers are in active buying mode at any given time.

The other 80% of B2B buyers continue to engage with content to gather information, to boost their knowledge, to gain skills, or to participate in a community. This means the model for content creation and how content is measured must be different from traditional demand generation benchmarks.

At Park & Battery, we believe that the real metric and magic of B2B content marketing is more than just education and demand generation, it's value creation. We look at value creation through multiple lenses:

- ▶ **Value creation for your prospects and customers:** Making them better at their jobs, teaching them something they didn't know, helping them be confident in their decision-making, connecting them with their peers.
- ▶ **Value creation for your company:** Increasing brand awareness, building credibility and trust, educating audiences, building community, empowering salespeople and yes, influencing your own pipeline and sales.

Value creation is also delivered through personalization. By tailoring marketing content to the specific needs and interests of individual audiences, brands can create a sense of connection and relevance that is difficult to achieve through more generic marketing strategies. Personalization can include everything from targeted email campaigns, social media messages to customized in-store experiences.

Putting your audiences, your marketing organization and your business on the hamster wheel will get you where you'd expect – nowhere. Delivering not just content but all marketing activity through the lens of value creation will work. You will see near-term performance impact as well as, and more importantly, long-term, sustainable business impact.

# Level up your demand marketing (yes, even in 2023)

2023 will be...demanding. Big pressure to hit targets and drive impact—with little to no wiggle room. Is your agency up for it? Meet one who is.

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**QU  
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# Look back to get ahead

**MEREDITH FULLER,**  
Managing Director,  
Demand Strategy, Quarry



## Meredith Fuller offers four simple steps to mining your past B2B efforts for future demand marketing success

*“In times of economic uncertainty, marketing budgets are often the first to come under scrutiny. If reductions are in your future, then careful analysis of the past may be your best path to success.”*

While the aftershocks of Covid-19 are still reverberating, the greatest effects of the pandemic seem to be behind us. Yet, all is not smooth sailing: rising inflation, supply chain constraints, increasing talent costs, mass layoffs, quiet quitting and myriad other factors are contributing to an unsettled economy. Subsequent belt tightening – as B2B marketers are well aware – often results in cuts to marketing, whether budget, head count or other important resources.

The rise of ABM, however, means that today’s B2B marketers are already smartly spending their attention, effort and dollars on those accounts most likely to convert. Unfortunately, this approach alone may not be enough to weather the reductions: time to mine your past marketing efforts to ensure you place the (limited) chips you have on the best bets.

To do so, follow these four simple steps:

### 1. First, find focus.

Ensure you are crystal clear on the metrics your c-suite is measuring marketing against. Is it MQAs or MQLs? Volume of pipeline created or number of marketing-sourced opportunities? Higher conversion rates or increased funnel velocity? Knowing exactly what marketing is beholden to deliver will narrow your aperture to only those activities that contribute directly to these objectives.

### 2. Next, look back.

This is neither a cursory look nor a broad-stroke assessment: undertake a detailed, comprehensive evaluation of all the marketing programs, campaigns, channels, assets and so on that you’ve employed over the past few years to identify those that really made a positive difference. Dive into the data to see which have driven the highest engagement, conversion, conversation. And, most tellingly, which have delivered the best performance vis-à-vis the objectives you’re pursuing?

### 3. Then, ask why.

Why did these campaigns, programs, channels, assets, etc. deliver better performance than others? Was it because of smart account selection? Timely, topical content? A particular vendor’s support or platform? Insight-driven messaging? If you don’t seek to understand the why behind performance you won’t be able to replicate its performance moving forward because it is the context for marketing activity – not simply the activity itself – that produces the conditions for success.

### 4. Now, plan accordingly.

Replicate what worked and release what didn’t. Constrain your efforts and your budgets on what you know should work – with the data backing to prove it.

Savvy B2B marketers will hope for the best while preparing for the worst. Take comfort in the knowledge that you’ve already done much of that preparation thanks to previous marketing efforts: you just need to spend a bit of time mining for those successes, and then apply them going forward.

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# The stage is yours

**BORIS RABINOVICI,**  
CEO, RAB2B



## For Boris Rabinovici, it's about removing silos to end the disconnect. Welcome to the era of orchestration

What makes good music? In an orchestra, everyone must be good at their individual jobs – drums, bass, violin – but it's when the disparate roles arrive in the right place at the right moment that the magic happens.

It's the same for B2B marketing orchestration, which hinges on connecting your data, teams, channels, creativity and content into a neatly orchestrated system that advances to the same beat as your prospects and customers.

We're at a critical crossroads in marketing between automation, AI and the many other digital innovations that are promising Utopia. At the same time, we're dealing with accelerated audience changes and increasing expectations from both our organizations and prospects. With all those moving pieces, the reality is that there are no shortcuts to transformation. Nor is martech alone the answer because it can't keep up. So, what's the path forward?

True transformation will come from our collective ability as marketers to convert our function from a cost center to a profit center. It will come from turning our focus and decision making on the audience, and replacing the standard "what am I selling and who's buying?" with "who am I trying to influence and why?". We must move away from generalizations by immersing ourselves in our target's environments, getting intimate with their reality, going beyond the superficial and helping

them rise to their biggest opportunities.

The time has arrived to evolve funnels into well-orchestrated journeys. We must break the silos of channels and tactics to create an experience where the connection points mirror how your target audiences move through their world. How do they interact with content? On what channels and when? By listening to the data and combining it with insights, you see the person, not just the persona.

Orchestration is also about cross-channel correlation. It's connecting the dots across an organization at the right moment to unlock potential. Think of the relationship between departments. How do we add value to each other's work at the optimal time? We've certainly seen and felt the pitfalls of being isolated. Maybe you've experienced it when your content team goes to market without performance metrics, or your sales and marketing teams play the blame game.

Strategic orchestration can lead to better attribution, easing the sales/marketing handoff with a clear measurement framework, and ultimately proving marketing's impact on business. It also reveals where a campaign goes awry. Once you know the problem, you can correct it – and not repeat it. You'll be more efficient. You'll remove silos. You'll uncover leads that are far more meaningful and that close much more often.

With each step, you're better able to play what's music to their ears – and yours.



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# The partnership of artificial intelligence in B2B marketing

**JOE YOUNGS,**  
*Senior Vice President, Head of  
Strategic Consulting, Red House*



## Joe Youngs explores the significance and role of AI for B2B-ers who want to thrive in today's digital-first world

Long-tail B2B sales cycles involve many different players, each playing distinct roles across the buying journey. No two buying journeys are created equal, so it's essential that marketers apply the strategic intelligence to understand who these players are and how best to engage them with content that is strategic and most compelling to their offering. AI is a powerful tool that can identify relevant interactions that align to the strategy and help marketers speed up revenue generation.

Let's explore the partnership of AI and human intelligence in more detail.

### The role of marketing strategists

Marketing strategy is a thoughtful process. The success of any marketing campaign depends on marketers understanding the customer journey, determining where to best to engage and with whom, and taking proactive steps to ensure that engagement is meaningful and relevant at every point. Marketers must understand the pain points of their target audience, the competitive pressures their brand must overcome, and communicate the pertinent reasons for their prospects to choose their offering. Ultimately, the strategy defines where and how AI can best be utilized.

### The role of AI

AI can be used to help marketers collect data from multiple sources more quickly, such as email campaigns, website visits, webinar participation, chats, phone conversations etc., to better understand customer needs and preferences. It can also be used to automate tasks that would otherwise take a lot of time for humans to complete manually, such as segmenting leads into different categories based on their behavior or interests. AI can also be used for predictive analytics, which helps marketers anticipate future behaviors and trends so they can better anticipate needs and take action. Finally, AI can help marketers personalize content based on individual customers' interests or needs, ultimately helping decision-makers gain confidence in the offering and make faster, more informed decisions.

### Conclusion

Harnessing the power of both human intelligence and AI has now become essential for accelerating revenue in long-tail B2B sales processes. AI helps marketers identify the interactions between buyers during the sales process while human intelligence provides an understanding of customer needs and preferences in order to craft compelling messages tailored for impactful engagements with potential customers. When used together effectively, AI can provide valuable insights into customer behavior which will enable faster decision making leading ultimately to quicker revenue growth for your organization.

**This is not a best practice. Or is it?**

# If everyone uses best practices, they're just practices

**By relying solely on industry best practices, companies are sacrificing critical opportunities to make a unique impression. Nicole Ferry and John Paolini explain**

In the B2B context of complex offerings and big decisions, setting yourself apart from the competition is crucial. Yet, B2B companies today feel more alike than ever before. Pick a handful of your favorite brands and you'll find a world of overlap – communications appearing in the same channels, leveraging the same tactics, and receiving the same results.

The reason? Best practices have run rampant, stifling aspects of B2B brands that should be helping them stand out, not fit in.

## Different not derivative

Best practices are called that for a reason. They represent our best plug-and-play strategies for finding success. They don't, however, necessarily convey the qualities you bring to the table. Your brand and tactics should give customers a clear picture of what working with you is like. That's difficult to accomplish if you're employing the same playbook as everyone else.

If your brand is the manifestation of everything that's unique about you, then your touchpoints should feel like they extend from that. Each one is an opportunity to break from best practices and reaffirm your central value proposition.

## Content not containers

Communication is critical. You can't make an impression without getting your message out there. But therein lies the key. You won't find success if it isn't

**NICOLE FERRY,**  
*Chief Strategy Officer, Partner, Sullivan*



**JOHN PAOLINI,**  
*Chief Creative Officer, Partner, Sullivan*



your message. Too often, touchpoints feel hollow, like containers meant to communicate the essentials to your audience: trustworthiness, quality service, you name it.

Content should build a narrative about your company. Even if that narrative lives in an email subject line or website CTA, you're taking time to communicate a unique value story – reassuring your audience about their decision to work with you.

## Solutions not standards

Marketing in the B2B space is sometimes iterative in nature, with companies taking inspiration from the success of others when crafting their own solutions.

But other groups' solutions weren't conceived with your needs or audience in mind. By taking the time to consider your requirements for success, you can build a plan that's more effective.

When Crown Castle wanted to start a conversation with key prospects, they could have constructed an email using best performing principles. Instead, they sent branded basketballs with an invitation to meet their potential team at a Knicks game. In their case, pushing people to get in the game proved effective.

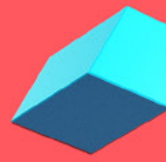
## Behaviors not buttons

Best practices today dictate a lot in digital spaces – like where to put the button for your contact form or what color it should be. But they don't tell you how that button shapes a customer's experience.

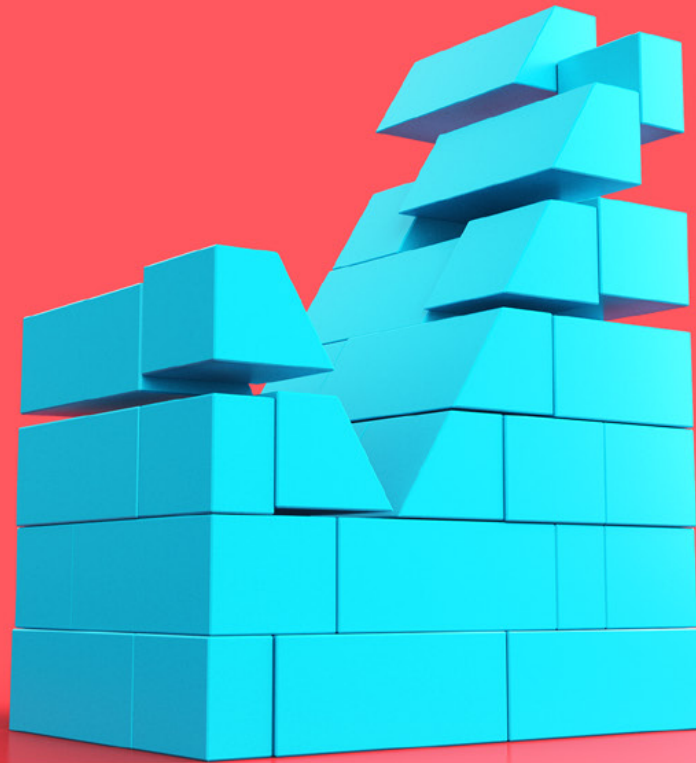
UI and UX are extensions of your brand identity and personality. Today, they're proxies for real-world service. Oftentimes in B2B you're not dealing with physical products, making site behavior an opportunity to create memorable customer experiences.

Insight Partners realized this with their new website. We brought their approach to life by animating their belief in scaling up. The approach doesn't just capture leads, it captures attention.

All of these ideas and examples should serve as a reminder: the best practice might not be your best practice.



# Brought together to set you apart



**Growth doesn't look the same for every B2B business.**

That's why we've brought together six market leaders in technology, data and creativity from across the globe to help you grow your own way.

Whether you want to grow your most valuable accounts, generate demand for today and tomorrow, or build a better digital experience, we're here to help.

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**The  
Marketing  
Practice**

The growth engine for B2B brands

# Balancing the 'now' and the 'next' for B2B

DAVID VAN SCHAICK,  
CMO, *The Marketing Practice*



**As B2B marketers find themselves stuck between present and future, David van Schaick advises on how we can balance the two to come out on top**

We're living through the biggest period of disruption in B2B since the financial crisis of 2008. There is enormous complexity in the buying and selling process, with more than 10 decision makers involved on average, according to The Challenger Group, and purchases being evaluated within the context of enterprise-wide digital transformation. To navigate this complexity, customers are seeking guidance from brands and partners with deep expertise. Simultaneously, B2B buyers expect consumer-grade purchase experiences. More than 30% of B2B customers already use digital and selfserve channels for each stage of the buying journey, and 77% are happy to spend \$50,000 online, according to McKinsey.

These changes in buyer behaviour are heaping pressure on B2B marketers who must walk a tightrope between the 'now' and the 'next'.

**The 'now'.** Inflation and economic stagnation are squeezing budgets. Marketers are expected to improve performance metrics and show greater value from legacy investments.

**The 'next'.** Buyer behaviour is undergoing seismic change. To respond, marketers are under pressure to reconfigure go-to-market models.

As marketers, we're being asked to prove our value today, while reshaping our GTM for tomorrow. To delight today's customers while anticipating the needs of tomorrow's prospects. To do more, with less. The impact on GTM This tension between now and next is influencing five shifts that I've noticed in the way B2B organisations are going to market:

- 1. More meaningful metrics.** There's a move away from marketing qualified leads (MQLs) to better, shared definitions of pipeline and demand that are created in collaboration with sales.
- 2. Demand creation over capture.** In many firms, recognition is growing that sustained growth comes from creating demand, not just capturing it.
- 3. Account based growth.** Accounts, not leads, are becoming the currency of value across B2B, leading to closer sales, marketing and service alignment.
- 4. A new buyer journey.** The pandemic has accelerated shifts to hybrid sales and put the buyer in charge of when and how to engage.
- 5. More emphasis post-sale.** Metrics like net revenue retention (NRR) and annual recurring revenue (ARR) are top of investor priority lists, and marketing is expected to influence the full customer lifecycle.

## **A growth marketing mindset**

Growth marketing argues for a broad range of skills working tightly together in small multi-disciplinary teams, focused on the customer. Triangulating insight, getting perspectives from brand and field, sales and product, adapting and learning as you go. As an agency, The Marketing Practice is designed to support this approach. Our growth engine delivers a complete set of integrated skills for the entire customer journey. One global team, partnering with B2B tech leaders to create more sales today and stronger growth tomorrow.



Meanwhile, our clients are developing modular building technologies to address the nation's housing shortage. Sourcing the planet to bring more sustainable food to market. Giving companies new ways to combat employee burnout and helping businesses find efficiencies they couldn't have imagined on their own. They're reducing municipal carbon footprints without costing jobs. Producing turtle-friendly alternatives to plastic 6-pack rings, helping golf courses use less water and certifying the provenance of sneakers worn by Michael Jordan. We'd like to thank the companies we work with for the work they do. We'd like to thank the dedicated marketers in our shop for telling our clients' stories as well as they do. And we'd like to thank goodness we work in B2B.

**SOMEWHERE  
A BRAND  
MANAGER  
IS TRYING  
TO TELL  
TWEENS  
WHICH JEANS  
ARE MOST  
AWESOME.**

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 B2B Marketing's 2022 Agency of the Year

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# The future of demand

KELLY OLSON,  
VP of Strategy, The Mx Group



**For Kelly Olson, the future of demand hinges on bringing brand into the fold for a connected CX. She outlines four steps to help you get started**

Astute B2B marketers recognize the growing importance of brand to the health of their organization. It's a marquee topic at industry events and we've seen a rise in brand strategy work across B2B verticals. Yet despite the promise around its value, I see B2B marketers continue to struggle integrating brand and demand activities.

Certainly, it's connected to B2B marketers' deep roots in demand. With long sales cycles, the demand funnel has been key to our success. It's likely also about perceived control. Demand marketing is easy to measure and optimize in real time (cue dopamine hit!). And then there is the challenge of resetting expectations with business leaders accustomed to short-term metrics.

Whatever the reason, the fact is demand marketing alone does not create sustainable business growth. Demand is effective at converting active buyers, but it fails to recognize that most of the addressable market is not active. A recent study from LinkedIn estimates that only 5% of buyers are active. To grow share, marketers must also create demand among the 95% that will be active in the future, and that is where brand marketing comes in.

So let's face the truth – thinking of brand and demand as separate teams with different jobs is the past. Integrating the two together through a connected customer experience? That's the future of demand.

Here's how to start:

## 1. Connect your comms

Too often brand and demand efforts operate separately and miss the opportunity to create a

cohesive customer experience. Remember, the perception of your business is formed by every interaction with your brand. To bring continuity to the experience, center your brand and demand communications on shared customer needs — not “demand” or “brand” goals.

## 2. Embrace creative power

Let the elevation of brand lead to the elevation of creativity. Avoid the common trap of applying rational demand thinking to your brand marketing. To seed interest before a buyer is in the market, brand marketing must be memorable. It must tap into associations, memories and emotions to access creative staying power.

## 3. Reimagine your media plan

Don't rule out traditional media simply because it is difficult to measure, as it can be an effective brand builder. And think differently about how you're leveraging digital media – OTT targeting means TV can be leveraged for demand as well as brand. Conversely, digital channels traditionally considered for demand have been proven to be effective brand builders.

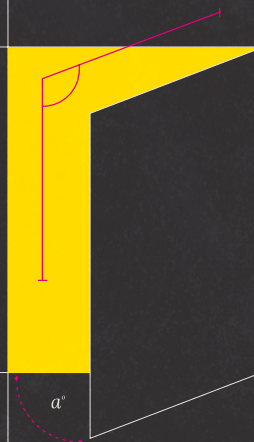
## 4. Balance your KPIs

Expand beyond core demand metrics to include revenue-centric metrics like pipeline value, average deal size, lifetime customer value vs. acquisition cost, and recurring revenue (if part of your business model). Establish benchmarks against these metrics now, and then compare those to the results you see when you are running brand and demand together in order to justify additional spend and to identify points of optimization.

To sustainably drive demand in the future, marketers must leverage emotional and rational storytelling, create visibility online and offline, balance short- and long-term KPIs, and deliver them in the only way that matters – across a connected customer experience.



fig. 4



# Attention Must Be Earned

If you don't have to defend it, don't say it. Otherwise, it's just noise.

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PART OF  THE WORLD'S B2B AGENCY



# ToFu-MoFu-BoFu: Is our appetite for funnels healthy?

CHRIS EIFERT,  
Principal, TriComB2B



## Chris Eifert questions whether the sun has set on our funnel obsession

When I first saw the ToFu (top of funnel) acronym, I smirked. When I saw MoFu (middle of funnel), I cringed. And as for BoFu (bottom of funnel), I've yet to develop feelings. The emergence of these acronyms into the mainstream underscores our efforts to organize and quantify a messy and imperfect business world.

Funnels serve many purposes, from categorizing buyer needs to helping us think through messaging. But they are often taken out of context, too strictly adhered to, and held up as a panacea. Their linear and lemniscate-shaped derivatives create marketing habits that are short-term, obligatory and often impractical. That's because funnels:

- › Overemphasize transactions and devalue important aspects of marketing such as brand-building.
- › Lead to campaign strategies that can't be executed in the real world.

Sales-qualified leads at the bottom of a funnel can steer us away from long-term thinking. If you subscribe to the 95-5 rule, you understand that buyers are 'out-market' most of the time. Contrast that with a LinkedIn study that shows 96% of B2B marketers expect to see impact from campaigns within two weeks and you start to see the problem. As Binet and Field explained, marketers tend to lean on sales activation as their primary motivation, forgoing brand-building efforts which address the complete audience over time. Show a CMO or CSO a funnel and you'll be talking pipeline within minutes.

Campaigns designed to 'sell' can take too much credit for when a sale happens – even when it's 'measurable'. When we see that a customer visited a website from a video ad, submitted a form, interacted with emails, and after sales calls became a win, we're neglecting years of awareness and brand-building that set the stage for those interactions to do their thing. Purely focusing on sales metrics can cause budgets to get stacked almost entirely around activation.

Human beings are unpredictable, emotional decision-makers. Funnels attempt to organize personas rationally in terms of content preferences and communication channels. The outcome is often an extensive list of marketing assets in multiple formats; an obligatory checklist most teams can't practically produce. Format is important, but I think the question often gets asked too early. If you haven't figured out messaging and creative that will compel audiences, should you be worried about how many white papers and case studies you'll need? The strategy often becomes more about a to-do list and less about the message.

In a world where unpredictable human beings aren't thinking about buying most of the time, our funnel obsession feels overdone. Factor in the digital context where algorithmically driven tidbits fight for attention and things get more complicated. Neatly organized, funnel-based sales activation campaigns can't be the only answer. We might be better served fixating on great ideas and content that are impossible to ignore, regardless of where your target audience is in their journey.

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The ability to reach potential customers used to be differentiating. Now it's table stakes. Our approach to B2B marketing is focused on building genuine relationships with your customers. We use data-driven strategy, real industry insight, and brave creativity to show them how your brand will make a positive impact on their lives. We don't just tell customers who you are and what you sell — we go deeper, exploring the unique ways your products improve their world.

If you'd like a partner to help you create true brand relevance and measurable, repeatable marketing results, let's talk.

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DIGITAL & MEDIA • CHANNEL MARKETING • PUBLIC RELATIONS*

**TWO RIVERS**  
MARKETING

[tworiversmarketing.com/b2b-guide](http://tworiversmarketing.com/b2b-guide)

# Building brand relevance by celebrating people

**In industries with lots of copycats and product parities, great marketing must go beyond the features and benefits. Brad Olson reflects**

Inflation. Recession. A polarizing political environment. There are plenty of challenges, conflict, and uncertainty right now. As marketers, we have an opportunity to cut through all that by celebrating the good that happens every day.

How? By focusing on the value and benefit of the products you provide to your customers every day. Marketing that promotes positivity helps build better and stronger relationships.

Now more than ever, we need emotional, authentic connections. We need to recognize the good in people and the value in everyday accomplishments. When given the chance, everyone will choose to smile and feel pride in their work. They enjoy the simple act of celebrating something great. They just need more opportunities to do it.

Smart brands understand the power of celebration, not only with their customers but also with their employees. When you provide channels for people to share their interests and encourage one another's accomplishments, great things will happen for them and your brand.

## **Tapping into emotion**

The first step is to create a marketing formula that's based on emotional, engaging, and energizing content. This is how you'll reach your audience and build true brand advocates.

One way to start is by spotlighting achievements – showcase your industry's contributions to society, celebrate advancements made in your field and, most importantly, acknowledge the people who make and

**BRAD OLSON,**  
*Vice President, Two Rivers  
Marketing*



use your products and services.

When you share stories about your customers' and employees' contributions and skills, you'll find you don't need to talk about your products' features and benefits nearly as much because your audience will be doing it for you.

For over two decades, Two Rivers Marketing has built marketing strategies that spotlight the men and women behind our brand partners: the builders, farmers, engineers, welders, equipment operators, fleet managers, chefs, salespeople, dealers, drivers, and everyone else who plays a role. Without fail, when our marketing focuses on their passion, other customers join in and share their enthusiasm and support. It's authentic. It's uplifting. And it's effective.

Marketing campaigns that celebrate people consistently earn higher engagement, more leads, greater views, increased likes, happier clients and associates, and ultimately sales growth.

## **Creating a culture of celebration**

Next, incorporate the feel-good theme into your company culture. Prioritize it and provide ways for your team to celebrate as well.

For example, Two Rivers makes a big deal out of everyday life celebrations – like bringing in chocolate chip cookies to announce a new family member or sharing photos of newlyweds. From start to finish, our quarterly meetings showcase and recognize our associates' great work, anniversaries, and accomplishments. We created an online kudos board for real-time recognition. Feel-good experiences are everyday occurrences.

Why is the celebration approach successful? Because everyone wants to be recognized for hard work and accomplishments. They want their work to be meaningful and valuable.

When we focus on positive achievements, we create the key to long-term business success: highly engaged customers and employees who believe that what they're doing makes a difference in their communities.

Marketers who strive to celebrate will be more relevant and build strong and loyal relationships with their audiences.

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# 2.718 Marketing

## PHILOSOPHY

2.718 is also known as Euler’s number, or *e* in math – and it’s the key to exponential growth. So it should come as no surprise that we are laser-focused on growing our B2B clients’ business.

What ‘growth’ means to individual organizations can vary. That’s why we offer a strategic, integrated approach. From branding and creative, to generating and scoring leads through to conversion, to PR strategies that get publications like The Wall Street Journal to sit up and take notice, we improve and prove the impact of marketing efforts on every organization we work with.

Our clients range from growth-hungry start-ups to established Fortune 100 powerhouses, but they all have one need in common – they want results – and that’s what we deliver with our game changing work.

It’s not just about company growth, though. It’s about enabling you, the stalwart marcomm pros, to grow your individual success by showing your boss (and your boss’s boss) just how powerful your marketing expertise can be.

That’s why we confidently say that 2.718 Marketing is the agency you want if growth is what you’re looking for.

## AWARDS

Content strategy and execution for Whirlpool Corporation

*Hermes 2021, Platinum*

Video series for Blue Diamond Almonds

*The Viddy Awards 2020, Platinum*

Public relations

*PCC Golden Trumpet 2020*

## CLIENTS

- ▶ Blue Diamond Almonds
- ▶ Chaucer Foods
- ▶ Cornerstone Building Brands
- ▶ Rabobank
- ▶ University of Illinois at Chicago
- ▶ Whirlpool Corporation

## SECTORS



Financial services



Food, drink and ingredients



Industrial, manufacturing and engineering



Building and Home Products

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1988

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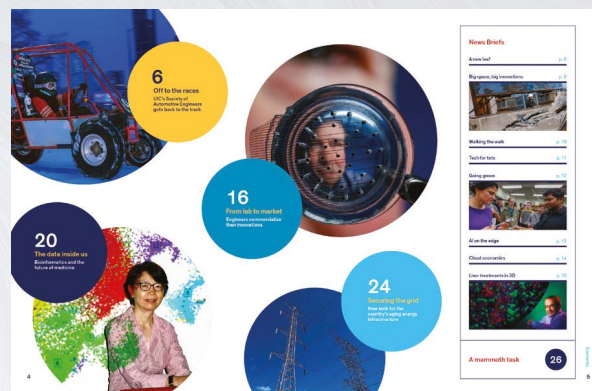


**Whirlpool**  
CORPORATION

**7,958**  
New Leads  
at IBS



**1,153**  
Net-New MQLs



**UIC ENGINEERING**

**4,237**  
New Enrollments

We delivered exponential growth for Whirlpool Corporation at the International Builders Show, for Blue Diamond Global Ingredients' Webinar Series and for University of Illinois Chicago's College of Engineering.

# Agent3

## PHILOSOPHY

Agent3 was founded ten years ago with a single idea: that innovations in data, technology and content could be harnessed to deliver marketing outcomes far in excess of what had previously seemed possible. Marketing that was more targeted. More meaningful. More predictable. More measurable. And, as a result, more valuable.

A decade later that idea has turned into an integrated group of 200 specialists across 10 global locations, unified around a common set of principles and ideals. We deliver award-winning programmes for the most progressive brands in the world, predicated on an obsession with bringing buyers and brands closer together throughout the customer lifecycle.

Our heritage in pioneering ABM has given us a deep foundation helping Revenue and Marketing leaders to build richer relationships with their most transformational customers. We're all operating in an increasingly competitive world; the winners of the next decade will be those who fundamentally differentiate the experience of their most-important customers at every stage of their partnership.

Our first ten years have been a wild ride and we're immensely proud of the colleagues, partners, clients, and friends who've been a part of that. Yet the untapped potential for data, technology and content at all points of the customer journey remains vast. Here's to the next ten!

## AWARDS

Best multichannel campaign	<i>The B2B Marketing Awards 2022, Gold</i>
Best customer engagement initiative	<i>The B2B Marketing Awards 2022, Gold</i>
Optimizing ABM campaigns	<i>ITSM Marketing Excellence Awards 2022, Diamond</i>

## CLIENTS

- › PayPal
- › Salesforce
- › ServiceNow
- › Splunk
- › State Farm
- › Uber

## SECTORS



Financial services



Information services (i.e. publishing)



Professional services



Technology and telecoms

**YEAR FOUNDED:**  
2013

**WEBSITE:**  
agent3.com

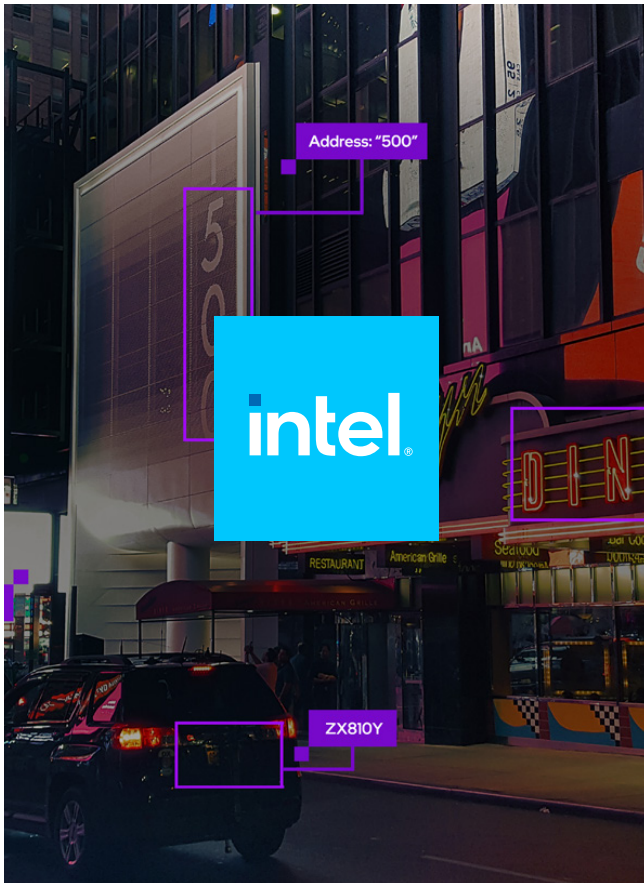
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666 Third Ave, 7th Floor,  
New York, NY 10017





Agent3 helps brands earn customer value by connecting on their terms, through short form content, long form, digital, IRL and everything in between.



# Bader Rutter

## PHILOSOPHY

We're Bader Rutter, a top U.S. B2B agency. We believe in work that's B2Braver, B2Bolder, B2Better.

And always put the client's B first.

This philosophy makes us fierce champions of our clients' success. We're independent. Never bought another agency, never been bought. Our 50 years of growth has been steady, stable and purposeful because we focus on helping our clients drive business results (surprising how many agencies disregard that simple truth).

Our heritage lies in agriculture, but over the years, we've navigated the complexities, audiences and channels of that world so well, we've grown. We were recognized as both the number one US marcom agency, and as part of BBN, the number one international B2B marcom agency/network by B2B Marketing in 2022. We've also stayed atop AgriMarketing Magazine's rankings 27 times.

We're a full-service agency of 260 thinkers and doers who dream big and plan meticulously. We're located in Milwaukee and Chicago, with employees across 17 states. While our biggest clients have global footprints, we are undeniably Midwestern.

By the way, it's pronounced "Bay-dr Ruh-dr" – though we never get huffy about it.





## AWARDS

Design	<i>The Drum Awards: Marketing 2022, Winner</i>
Best documentary	<i>Female Feedback Film Festival 2022, Winner</i>
Site of the year	<i>Awwwards 2021, Winner</i>

## CLIENTS

- ▶ Corteva Agriscience
- ▶ McCain Foods
- ▶ Raymond
- ▶ Seaboard Foods
- ▶ Tetra Pak
- ▶ Zoetis

## SECTORS

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

YEAR FOUNDED:  
1973

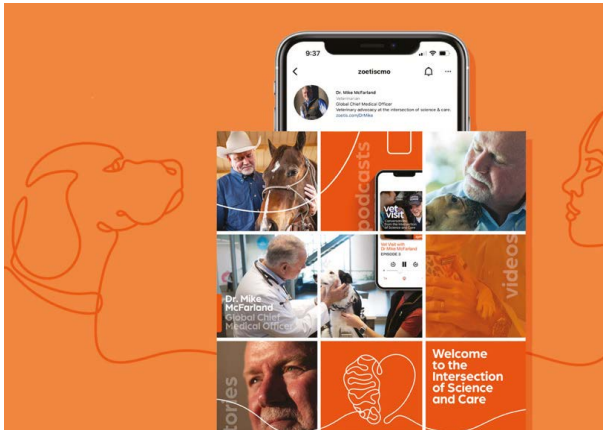
WEBSITE:  
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444 N. Michigan Ave, Suite 3350  
Chicago, IL 60611



Share your challenges. We'll listen. Better yet, we'll get right to work. [baderrutter.com/hello](https://baderrutter.com/hello)

# BBN International

## PHILOSOPHY

A different global agency model – powered by humans and enhanced by innovation, BBN is unique. As business owners ourselves, we are opportunity-over-problem thinkers. This thinking and the same mindset are then applied to our clients' businesses. Yes, we have robust systems and some neat marketing tools, but our real strength is in the humans that deliver them.

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

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

## AWARDS

Best B2B for  
Pergraphica MONDI

*IPA Effectiveness  
2022, Gold*

Creative Agency  
of the Year

*Global Ace Awards  
2022*

B2B Design Award

*The Drum Awards for  
Marketing 2022, Best  
Design Award*

## CLIENTS

- › Acora
- › Honeywell
- › Korn Ferry
- › Seksui
- › Trelleborg
- › Zoetis

## SECTORS



Industrial,  
manufacturing  
and engineering



Pharmaceuticals  
and life sciences



Professional  
services



Technology  
and telecoms

**YEAR FOUNDED:**  
1987

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444 N Michigan Avenue Ste 3350,  
Chicago, IL 60611

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Led by Experience

**ONETOUCH**

## OneTouch Ultra Plus Reflect®

Helps to manage diabetes with colors, cheers you on and provides Guidance.

Colours are important. They can signal what is going on. Using nature to inspire our technology OneTouch Ultra Plus Reflect® meter helps to manage diabetes with colors. Thanks to ColourSure® Plus technology you could know if you're below, within or above your target range. This is the only meter with Blood Sugar Mentor feature which Encourage and cheers you on, provides Insights and Guidance.

Download free OneTouch Ultra Plus Reflect app

**ColourSure** TECHNOLOGY

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## Meet Dr. Mike

stories

Welcome to the Intersection of Science and Care

**TRELLEBORG**

# Take the Smarter Approach

INTRODUCING AUTOMOOR

Clockwise from top :Acora-Integrated campaign and TV Advert (True) | Zoetis-Brand Advocacy, thought leadership and awareness (Bader Rutter) | Trelleborg - Martech powered brand awareness and demand campaign (Stein IAS) | Lifescan - Brand and product campaign (INL)



# BOL

## PHILOSOPHY

BOL is an award-winning B2B agency.

For over 20 years, we've crafted innovative experiences that aren't just smart, they prove marketing influence on revenue. (CMOs and CFOs tend to like that.)

With a relentless focus on meeting audience needs at every stage of the journey, we give more buyers more of what they need, more often.

We are pioneers in ABM, having worked with 6sense since their very beginning. We are also experts in Rollworks, Demandbase and Drift.

We believe that standout creative leads to outstanding results, so we have an exceptional team of writers, art directors and designers to bring your campaigns to life.

We also have expertise in strategic consultation, marketing and sales automation, integrated marketing with multichannel experience, project management, SEO, paid media and closed-loop sales and marketing reporting.

Our approach delivers B2B performance, accelerated. And our mission is to help B2B companies achieve their performance goals.

But enough about us. What can BOL do for you?

## AWARDS

Inc. Power Partner	<i>Inc. 2022</i>
Top B2B company	<i>Clutch 2022</i>
Best places to work	<i>AdAge 2023</i>

## CLIENTS

- › Cision
- › Hitachi
- › Honeywell
- › PayPal
- › Pfizer
- › Thermo Fisher

## SECTORS



Energy and utilities



Industrial, manufacturing and engineering



Technology and telecoms



SaaS

**YEAR FOUNDED:**  
1999

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795 J. St., San Diego,  
CA 92101

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Building smarter, safer facilities from the ground up.

Honeywell

GET TIPS

CHAPTER **1**

**BEFORE THE SHOVEL HITS THE DIRT**

Honeywell

INTRODUCTION

**PLAN ON POSITIVE OUTCOMES**

Connecting design with diagnoses

HEALTHCARE NEVER RESTS

Honeywell

Ad creative for BOL clients: CareMetx, GrammaTech, and Honeywell



# DeSantis Breindel

## PHILOSOPHY

Are you merging, acquiring, spinning off, going public? Entering a new category or redefining the one you're in?

DeSantis Breindel is a brand strategy and experience design firm. We work with leaders, founders and investors to build brands that drive value creation as they take their next big leaps.

Leaps propel businesses forward. But they can also leave people behind, and that's why we always think 'who?' first. We build empathetic brands: brands that create value born of deeper connections with the people you care about. We know the key to a successful leap is building a brand that listens, understands and acts. A brand that invests in discovering people's deepest needs and motivators and shapes a shared journey – one that creates value.

Brand drives value creation with every human relationship it builds. So we build brands people won't just choose, but believe in. That's the difference between a leap that falls short and one that soars.

So reach out to us the next time you leap. Together, we'll build an empathetic brand that creates value – to take you further than you ever thought possible.

## AWARDS

Best corporate rebrand following a merger or acquisition

*Transform Awards 2021, Gold*

Best strategic or creative development of a new brand

*Transform Awards 2022, Silver*

Top five branding agency

*Clutch 2022 Global Leaders Awards 2022, #5*

## CLIENTS

- ▶ e2open
- ▶ Gibraltar
- ▶ Guggenheim
- ▶ LPL
- ▶ Neuberger Berman
- ▶ West Monroe

## SECTORS



Energy and utilities



Financial services



Professional services



Technology and telecoms

**YEAR FOUNDED:**  
2003

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30 West 21st St, 8th Floor,  
New York, NY 10010



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FORWARD**

with you at the helm

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OneMain Financial  
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Features Who we are Account FGA

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meet life's  
moments.**

Get started

Qualified for credit  
**BrightWay**

Alex Duncan

Selected work from DeSantis Breindel for (clockwise from top left): Travel + Leisure, Michelin, OneMain Financial and LPL Financial.

# Gravity Global

## PHILOSOPHY

Gravity Global is a new model B2B marketing business, providing multi-specialty, full-service capability from brand-to-demand.

With more than 500 employees providing coast to coast coverage of the USA and an integrated network of offices worldwide, we support local and global brands wherever their key markets are. We are as culturally diverse as our clients' target audiences and are known for our capabilities in decoding market complexities on a regional and global scale.

As the B2B world's "most awarded", Gravity has become recognized for our transformational impact on brand strength of businesses navigating complex markets or operating in sectors undergoing radical disruption and digital transformation.

What makes us truly unique, enables our clients to outperform their competitors, and optimizes ROI on marketing spend end-to-end through their marketing program, is our proprietary marketing performance model **F.A.B.** By applying three core drivers of growth – Fame, Admiration, and Belief – to streamlining millions of data points into actionable insights, we uncover the big creative ideas that deliver market resonance, relevance and stand-out, to quantify and track the competitive impact of every aspect of marketing programs from brand-to-demand.

We empower clients to make their programs more adaptive to competitive change and use data to help them constantly enhance and optimize for greater return on their marketing investment.

**YEAR FOUNDED:**  
1989

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+1346-439-8096

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**TWITTER:** @gravity\_\_global

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1201 San Jacinto St Suite #267,  
Houston, TX 77002



## AWARDS

**B2B Agency of the Year** *Don't Panic Global Agency Awards 2022, Winner*

**Creative Agency of the Year** *Don't Panic Global Agency Awards 2022, Winner*

**Global Marketing Agency of the Year** *Titan Business Awards 2022, Winner*

## CLIENTS

- › 3M
- › Ameriprise Financial
- › AkzoNobel
- › Embraer
- › GE
- › NVIDIA

## SECTORS



Aerospace and Transportation



Financial Services and Fintech



Technology and SaaS



Healthcare and Pharma

FAME creates

# +320%

increase in global awareness

For Embraer's "The Profit Hunter" single aisle aircraft. Still the world's most awarded B2B campaign

BELIEF drives

# +1020%

return on total marketing investment

Launching a new SaaS based commercial intelligence platform and restructuring the brand architecture for Evaluate

BELIEF drives

# 30%

YOY increase in annual subscription services revenue

To nearly \$1bn for Pure Storage, a global provider of enterprise storage-as-a-service flash data solutions

ADMIRATION creates

# +63%

positive improvement in image

For Payoneer – an ambitious fintech business offering a global payment platform to digital commerce SMBs

ADMIRATION drives a

# +73%

uplift in brand positivity

For EDGE Empower, a leading software-based Diversity, Equity, and Inclusion (DE&I) solution

FAME increases share of attention by

# +160%

For MAN trucks over the course of their multi-award-winning brand "Super Human" campaign – increasing market share by 96%

Gravity Global's **F.A.B. (Fame. Admiration. Belief.)** growth framework drives competitive outperformance and helps deliver transformational growth for our clients.

# Iris



## PHILOSOPHY

We are Iris – a creative, strategy and innovation company that uses the power of participation to move your business forward.

The participation era is here – customers are in control, and every brand is a step away from rejection. Businesses must urgently evolve to keep up with customers’ rising expectations. Participation brands deliver disproportionate levels of excitement, involvement, and they outperform the competition.

Our purpose is to excite progress for our clients, people and the wider world. We hustle to make change happen. We create visions that galvanize. We work together in exciting ways. All to build ideas that will move a business forward. We harness the power of participation to create genuine leaps forward. Our specialisms in B2C and B2B enable us to: create brands, products, experiences and services; connect your offering into your audience’s lives; and convert new customers and profit potential. We break down the boundaries between specialisms to collide our skills in strategy, creativity, martech, data, design and innovation with customers out there in the real world, to create a disproportionate return on involvement. Iris, moving your business forward.

## AWARDS

Best product launch	<i>B2 Awards 2022, Gold</i>
Out of home	<i>ACE Awards 2022, Gold</i>
Best product launch	<i>B2B Marketing Elevation Awards 2022, Gold</i>

## CLIENTS

- › Bosch
- › Flextrack
- › HUB International
- › PayPal
- › Ripple
- › Samsung

## SECTORS



Financial services



Industrial, manufacturing and engineering



Professional services



Technology and telecoms

**YEAR FOUNDED:**  
1999

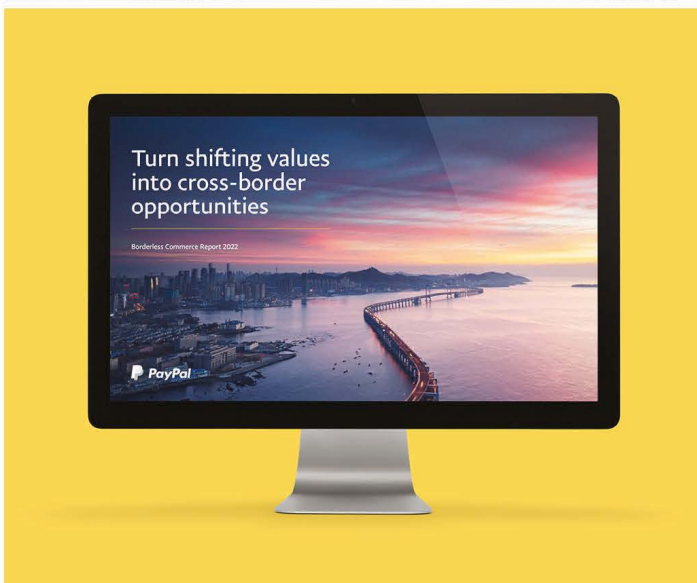
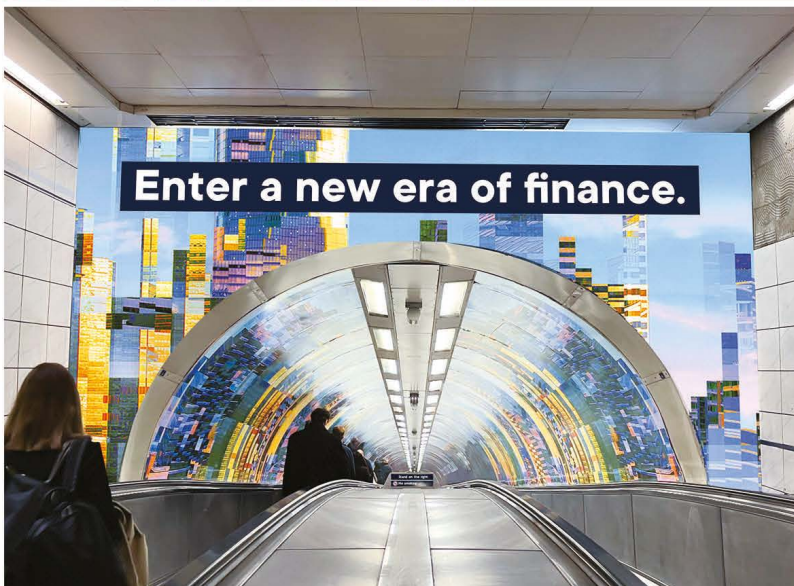
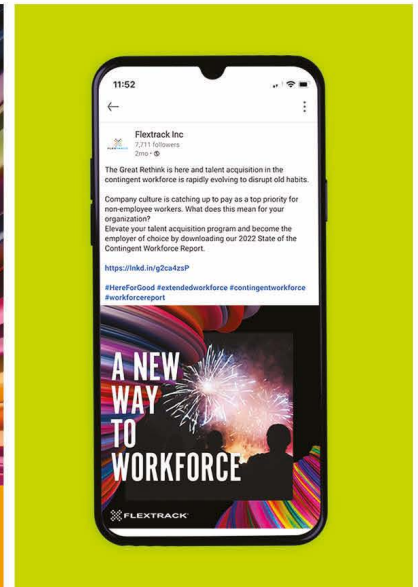
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From top to bottom: Flextrack Rebrand Work; Ripple, 'Crypto Means Business' Campaign; PayPal, 'Borderless Commerce' Campaign.



# Just Global

## PHILOSOPHY

Relationships are at the heart of everything we do – we get it, and we share our clients’ challenges. We deliver the kind of brand to performance B2B marketing that enables the growth you need to exceed your goals. You’ve got numbers to hit. But real growth needs more than transactional marketing – it’s built on extraordinary relationships and remarkable experiences.

We believe an agency should do more than understand you and your goals. You need an agency that listens, thinks deeply about how to address challenges and realize opportunities, that will share your marketing problems as their own, and won’t stop until the job is done. And when it is, they keep going.

We are always looking and always learning. We build centers of excellence where we can connect our full services to continuously deliver extraordinary experiences to your customers and the kind of growth you need to hit your goals.

We’re an integrated marketing agency that’s built to grow the world’s most impactful brands. It’s a time of global digital transformation, so let’s achieve remarkable things together.





## AWARDS

Best use of data	<i>Campaign Media Awards 2022, Silver</i>
Midsize agency of the year	<i>ANA B2 Awards 2022, Silver</i>
Best lead generation or nurturing campaign	<i>B2B Marketing Elevation Awards 2022, Gold</i>

## CLIENTS

- › Adobe
- › Anaplan
- › D&B
- › Palo Alto Networks
- › PayPal
- › TCS

## SECTORS

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

**YEAR FOUNDED:**  
1996

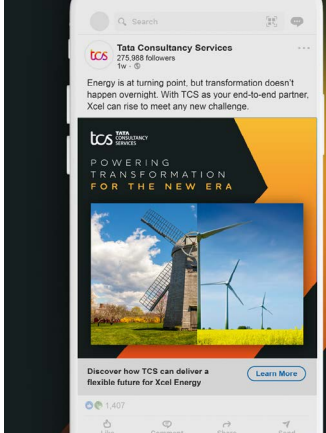
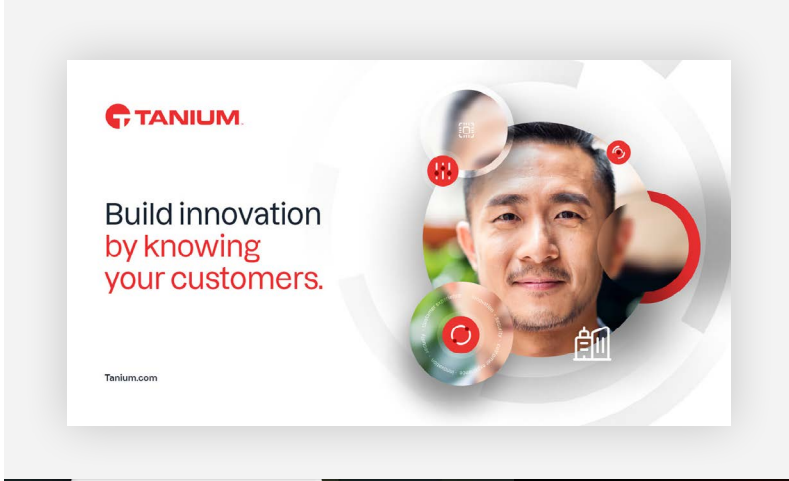
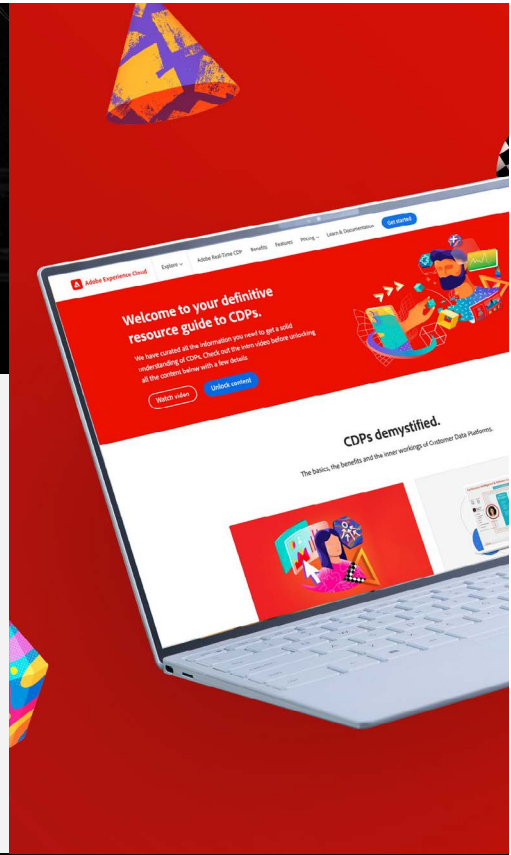
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Creative that inspires - examples of our work for some of the worlds most impactful brands – See more at [www.justglobal.com](http://www.justglobal.com)

# LoSasso Integrated Marketing



## PHILOSOPHY

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

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

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





## AWARDS

Brand Momentum	BrandSmart 2021, Gold
Social Video: Use of 2D Animation	Telly 2021, Silver

## CLIENTS

- ▶ Automate Show/A3
- ▶ CNA Insurance
- ▶ HEIDENHAIN Corporation
- ▶ Jayco and Starcraft RVs
- ▶ Mazars USA
- ▶ North American Association of Food Equipment Manufacturers (NAFEM)

## SECTORS

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

YEAR FOUNDED:  
1989

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Chicago, IL 60640



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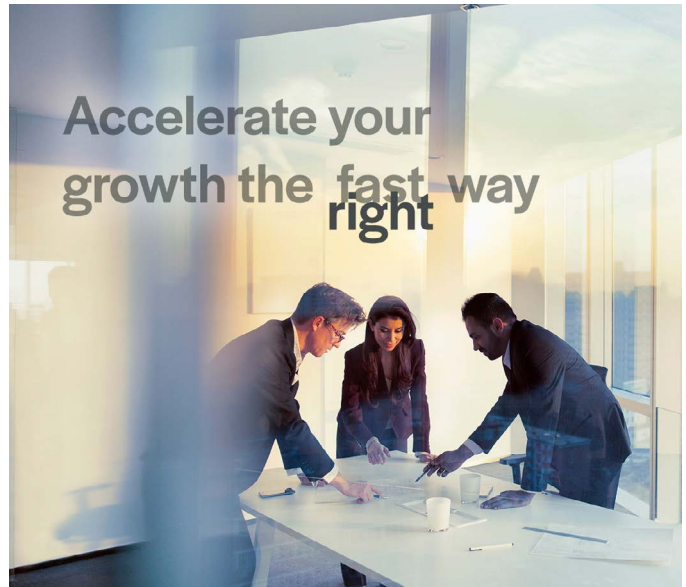
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LoSasso Integrated Marketing helps brands drive greater impact with creativity, insight and relentless optimization.



# MarketReach, Inc.

## PHILOSOPHY

Since 1994, it's been our privilege to provide B2B technology leaders with the marketing materials and experiences they need to bring their solutions to market.

We got our start providing tech companies with event management and partner marketing services. Over the years, our clients' thirst for content grew, and so did our capabilities. We recruited all sorts of video, design, web development, writing, and project management talent. And we grew into an award-winning creative production shop, with nearly 100% of our work serving tech marketers.

We've always had a client-centered philosophy. We've never insisted on our own brilliance. And we invest considerably in our relationships – gaining a deep understanding of each client's unique needs, processes, likes, and dislikes.

While every client is unique, there are challenges common to all technology marketing. With our longstanding familiarity with tech marketing project types, terminology, solutions, and channels, we come to every new project with a head start. For our clients, this makes us easy to hire, faster to ramp up, and a pleasure to work with.

## AWARDS

Service marketing video	<i>Hermes Creative Awards 2022, Platinum</i>
Video marketing	<i>dotcom Awards 2022, Platinum</i>
Specialty item	<i>MarCom Awards 2022, Gold</i>

## CLIENTS

- ▶ Amazon Web Services
- ▶ Dell Technologies
- ▶ Hewlett Packard Enterprise
- ▶ Indeed
- ▶ NetApp
- ▶ VMware

## SECTORS

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

**YEAR FOUNDED:**  
1994

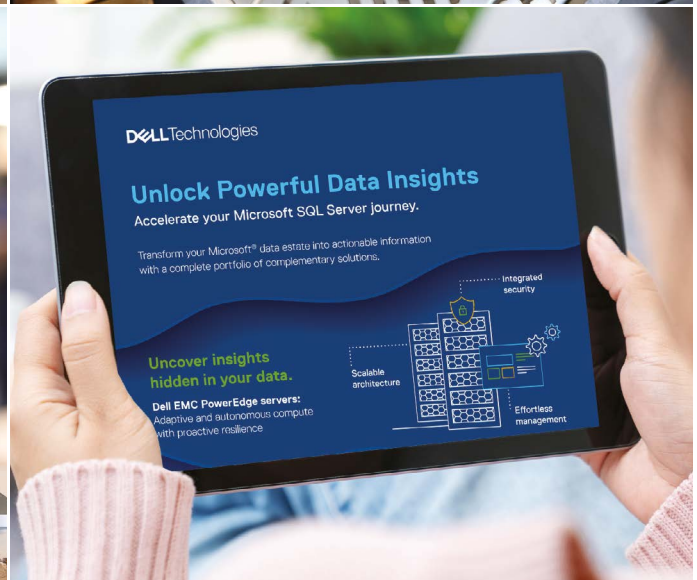
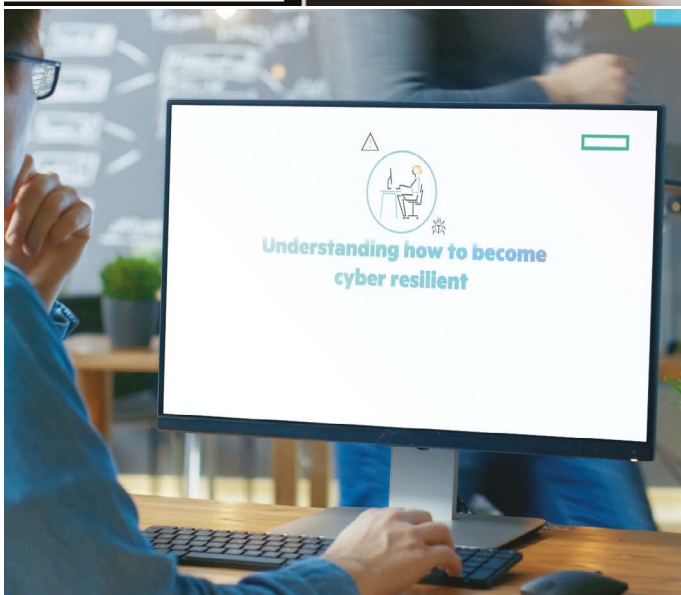
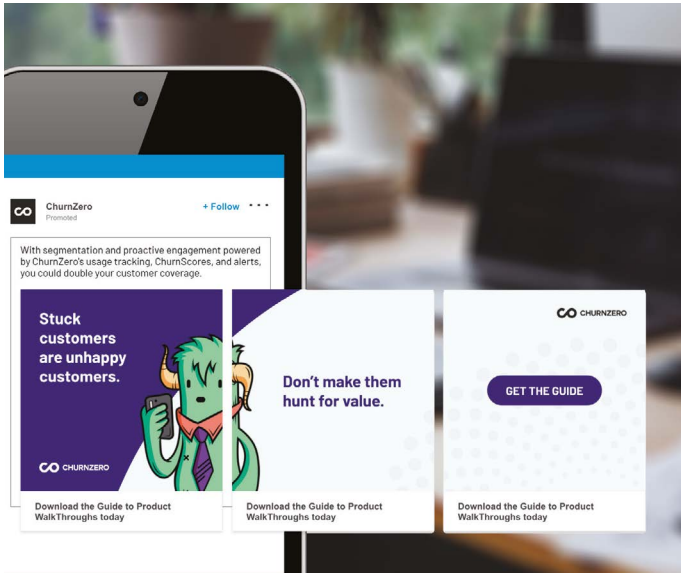
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Samples of our creative services for tech marketers, from infographics to custom grill hardware. Featured here: ChurnZero, VMware, HPE, NetApp, Palo Alto Networks, and Dell Technologies.



# Park & Battery

## PHILOSOPHY

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

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

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





## AWARDS

Top B2B brand engagement agency	Chief Marketer 200 2023
Best ABM content	B2BMX Killer Content Awards 2023, Winner
Best brand purpose initiative	The Drum B2B Awards 2022, Highly commended

## CLIENTS

- › Esquire Bank
- › KBI Biopharma
- › Questex
- › Thermo Fisher Scientific
- › Truepic
- › UBS

## SECTORS

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

**YEAR FOUNDED:**  
2022

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- 13% increase in days on therapy
- 25% lower spending on program interventions

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A selection of work from Park & Battery



# Quarry

## PHILOSOPHY

Multiple voices. Opposing views. Mountains of information. Mounting regret.

The sheer number of obstacles facing today's B2B buyers have made buying journeys much tougher – and longer – than they should be.

At Quarry, we're on a mission to change that. To create moments your buyers can't miss with momentum that won't stop. To Demand Reaction®.

Experts in demand and exclusive to B2B tech, Quarry sparks, enables, mobilizes and accelerates buying journeys. And we do it for leading enterprise marketers across North America.

Hire our top-ranking team of insight specialists, demand strategists, experience designers and marketing technologists when you need to:

- › Understand buyers and ideal accounts.
- › Claim your Unique Buying Proposition.®
- › Plan for demand.
- › Design for demand and deploy.
- › Scale with modern martech.
- › Optimize performance.
- › Align sales and marketing.

Intrigued? Let's chat.

## AWARDS

Best use of account-based marketing *The Elevation Awards 2022, Gold*

Best customer engagement initiative *The Elevation Awards 2022, Gold*

Best account-based marketing *ANA B2B Awards 2022, Gold*

## CLIENTS

- › Chevron Lubricants
- › FIS Global
- › Graebel
- › Hilti
- › Windstream Enterprise
- › Zebra Technologies

## SECTORS



Financial services



Industrial, manufacturing and engineering



Professional services



Technology and telecoms

**YEAR FOUNDED:**  
1973

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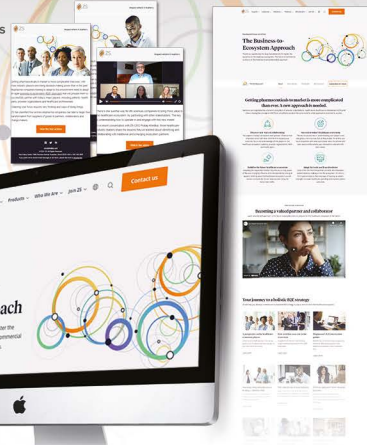
**ADDRESS:**  
1440 King St. North,  
St. Jacobs, ON, N0B2N0

## AWARD-WINNING, INTEGRATED ACCOUNT-BASED PROGRAMS

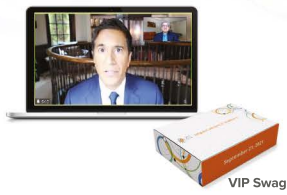
### Account-Targeted Paid Media (Display, Social, Content Syndication)



### Emails



### Online VIP Event with Dr. Sanjay Gupta



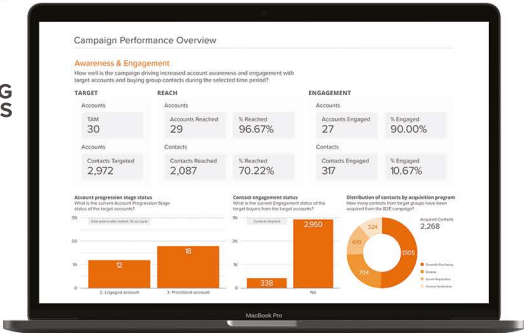
### Custom Content



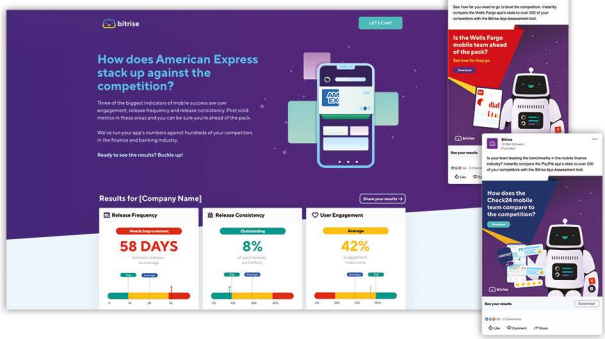
Campaign Microsite



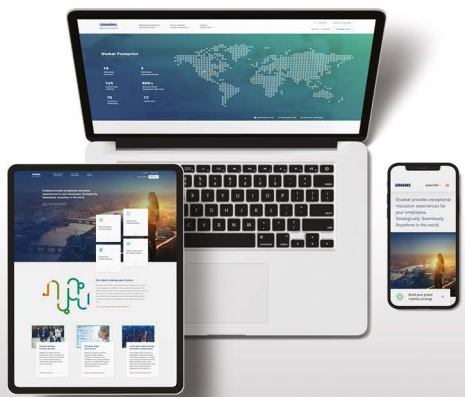
## MARKETING DASHBOARDS



## PERSONALIZED BUYER EXPERIENCES



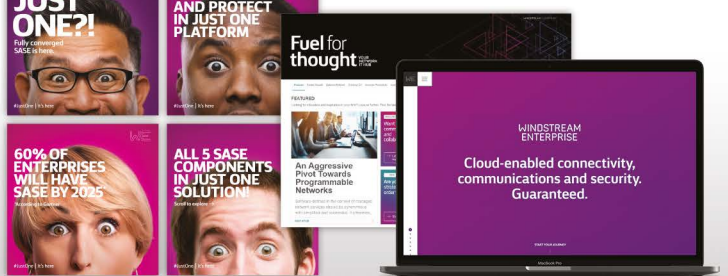
## DIGITAL EXPERIENCE DESIGN



## TARGETED MEDIA



## FULL-FUNNEL DEMAND MARKETING



Quary is a top-ranking B2B demand marketing agency with a superpower in ABM. Here's a glimpse of their award-winning B2B client work.



# RAB2B

## PHILOSOPHY

There's so much happening in B2B marketing right now, from rapidly evolving audiences to an explosion of MarTech partners; from changes in data practices to competition cropping up in the most unexpected places. Not to mention the incredible pressure we're all under to produce results.

You need an agency that can tackle disruption by working strategically and cross-functionally to deliver insights-driven experiences across every touchpoint of the customer journey.

At RAB2B, we roll up our sleeves and center our attention on the audience to get the job done the well-orchestrated way, with granular detail. We're obsessed with our clients' outcomes. We go beyond the brief to get intimate with our clients' reality. We dissolve boundaries to tackle the difficult questions. We plunge into customer journeys, uncover new opportunities from data sets and take a differentiated approach to the market. We're the agency that enables fundamental transformation.

That's how we co-create winning strategies in today's challenging B2B landscape. We thrive on helping our clients rise to their biggest opportunities by finding — and closing — the gaps. As a partner, not a vendor.

Let's team up to gain ground on your goals.

## CLIENTS

- › Baxter International
- › Cisco Systems
- › Donnelley Financial Solutions
- › DOW Chemical
- › Revance Therapeutics
- › Zebra Technologies

## SECTORS



Financial services



Industrial, manufacturing and engineering



Pharmaceuticals and life sciences



Technology and telecoms

**YEAR FOUNDED:**  
1984

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2031 Harrison St.  
Hollywood, FL 33020



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HP PageWide Advantage 2200 with HP Brilliant Ink

hp

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CREO

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+55M Impressions

Motorola

**420%**  
Revenue growth in 2 years

STARBUCKS COFFEE

ZEBRA

RAB2B delivers high-impact results for clients with complex challenges in critical industries.



# Red House

## PHILOSOPHY

Red House was founded in 2001 to help B2B marketers achieve their goals through integrated marketing. We believe the solution to your marketing problem should be equally driven by strategy and creative, so we spend considerable energy understanding your prospects' buying process. Then, we develop strong messaging and memorable creative executions.

If your programs span multiple internal departments, we're comfortable collaborating across brand, corporate, product and field marketing, as well as sales and IT. We can develop the data strategy and technical requirements to ensure a seamless workflow, and we're experienced with industry-standard CRM, marketing automation and analytics platforms.

We're a full-service firm offering solutions that include account-based marketing (ABM), content and digital marketing, as well as services such as analytics, automation, creative, and website development. Our team has decades of experience in marketing, data strategy, technology, and sales, and our expertise includes financial, healthcare, manufacturing, mobility, supply chain, and technology.

## AWARDS

Top B2B agencies *Chief Marketer 2023*

Top demand generation agencies *Chief Marketer 2023*

## CLIENTS

- › Cognizant
- › Hitachi Vantara
- › Mercer
- › Modivcare
- › Sovos
- › Spectrum Enterprise

## SECTORS



Industrial, manufacturing and engineering



Professional services



Technology and telecoms



Healthcare technology & medical device

**YEAR FOUNDED:**  
2001

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KINEXON

**MOVE OVER RTLS. LPA IS HERE.**

Take the next step in automating your operations with **Location-based Process Automation**

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KINEXON

**Spectrum Enterprise** Insights Services Support

Using artificial intelligence to improve patient outcomes and streamline processes

By **Theresa Dudley** 10/10/2022

Global investment in artificial intelligence (AI) has more than doubled over the last two years — to a staggering \$775 billion. In healthcare, AI is a multi-beneficial technology used in diagnosis, treatment, and both analyzing and reviewing medical images. In fact, AI can read imaging scans **150 times faster** than a human.

AI offers many benefits for healthcare practitioners. Predictive analytic AI platforms, for example, can use patient DNA as well as radiology and pathology data to develop analytical patient wellness programs. However, AI platforms or applications are built on high-powered algorithms and massive data sets that require enormous computing power. This dramatically increases the demand for bandwidth. Without a **high-capacity network**, intensive AI and machine learning (ML) workflows lack the necessary processing power to run efficiently, ultimately creating network bottlenecks and reduced response times — negating the potential of emerging technology in healthcare.

In addition to being highly data-intensive, AI and ML often require real-time transit and processing speeds. As a result, health systems and physician practices need reliable and resilient networking bandwidth, which can support big data transmission needs and an increasing number of IoT sensors and devices.

The continued adoption of AI and IoT technology is having a transformational impact on health care. Practices are using IoT devices to monitor and record patient data such as heart rate, blood pressure and temperature. When this technology and the data it collects is fed into AI models for analysis, it can lessen the labor needed to keep track of a patient's well-being and reduce the need for follow-up visits and help predict health issues that may arise.

**How artificial intelligence is improving patient care**

The rapid adoption and infusion of AI across the healthcare ecosystem is improving patient treatment, improving

**RELATED**

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- Blog** How managed security services can help prevent ransomware...
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**Why are more ACOs choosing Arcadia?**

More and more ACOs are turning to Arcadia to help them reduce cost, create savings and improve performance. To see exactly how we can make your data work harder for you, schedule a no-obligation consultation to discuss how we can help your ACO achieve its goals.

**The preferred healthcare analytics platform for ACOs**

A winning track record in value-based care. Flexible analytics and benchmarking for ACO expense management and financial data. An EHR-agnostic approach that includes more than 2500 existing EHR and claims data connectors so your ACO can interact with any payer and provider. And a commitment to tailor our recommendations to your ACO and its needs.

**What to expect when you reach out**

- Fill out the form and we'll reach out the same day by phone or email
- We'll set up a 30-minute discovery call to discuss your ACO's specific needs
- We'll put together a demo on how we can integrate patient data across your ACO to help improve performance and care

**Schedule a call to learn how we help ACOs**

First Name\*

Last Name\*

Email\*

Company\*

Job Title\*

**LET'S TALK**

**Meet your Arcadian ACO experts**

**ARCADIA** Helping ACOs REACH new heights in health equity →

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**LexisNexis**  
RISK SOLUTIONS

**See why more ACOs are choosing Arcadia**

**This app release, is, well, Epic**

[SEE HOW IT WORKS](#)

Examples include content and video development for Cognizant and Spectrum Enterprise, and digital and social marketing for Arcadia, KINEXON and LexisNexis Risk Solutions.

# Sullivan



## PHILOSOPHY

Sullivan helps organizations with complex, high stakes offerings to build and activate brands that move audiences to action.

Whether that's selecting a technology solution that changes how your company will operate, deciding who to trust with your investments, or choosing a management consultant to optimize your operations, we help our clients reach their constituencies when and where it matters most.

We've helped top organizations uncover the humanity behind their complexity since our inception in 1990. Where other agencies focus on high-level awareness building Sullivan helps organizations with complex ecosystems use brand to reach customers at critical points of decision. Across branding, sales enablement, client engagement, and employee experience we help our clients use brand as a business tool.

Sullivan is an independent certified women owned business.

## AWARDS

Insight Partners  
corporate image -  
design system

*ANA Ace Awards 2021,  
Gold*

Longfellow Real Estate  
Partners - website and  
mobile site

*The Webby Awards, 2023,  
Honoree*

Roll by ADP B2B

*FCS Portfolio Awards  
2022, Gold*

## CLIENTS

- › ADP
- › American Express
- › Crown Castle
- › JPMorgan Chase
- › Kearney
- › LinkedIn

## SECTORS



Financial  
services



Industrial,  
manufacturing  
and engineering



Professional  
services



Technology  
and telecoms

**YEAR FOUNDED:**  
1990

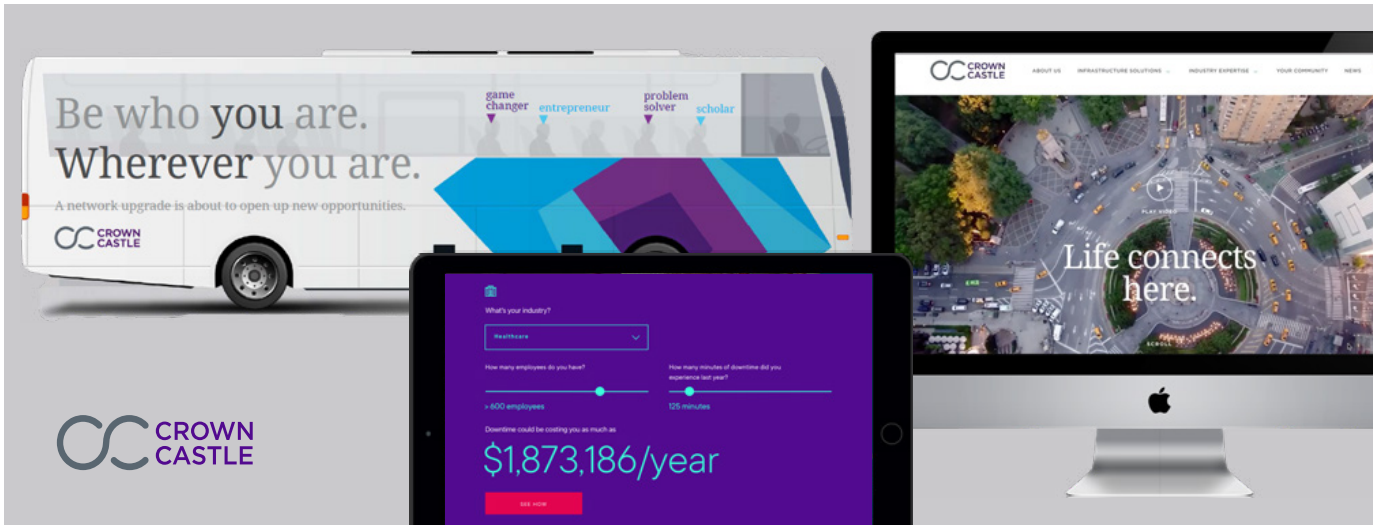
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New York, NY 11217



To see more work of consequence, please visit [sullivannyc.com/work](https://sullivannyc.com/work)



# The Marketing Practice

## PHILOSOPHY

We're the growth engine for B2B brands.

Over the past 18 months we've expanded rapidly, uniting 500 of the best people in tech, data, media and creativity, to provide integrated skills across the entire customer journey.

Our vision is to change the B2B marketing services industry to make it work better for clients and agency teams. Our twin goals are:

To transform the client-agency partnership to drive more commercial impact for clients. To radically improve the world of work by promoting psychological safety, diversity and inclusion.

Our agile operating model brings specialists together in multi-skilled teams with an intense focus on the customer and responsibility for outcomes, supporting clients from brand to demand. We've also invested in a new ways of being and working programme that promotes vulnerability, empathy, and gives teams tools to work collaboratively.

Our radical new combination of full funnel expertise, agile working and empowered teams is, leading positive change in our industry.

Welcome to new era of B2B.

## AWARDS

Collaborating  
with Sales

*ITSMA Awards 2022,  
Diamond*

Best Channel Marketing  
Initiative

*Global B2B Marketing  
Awards, Gold*

Best M&A Initiative

*The Drum Awards, Winner*

## CLIENTS

- › Boeing
- › Microsoft
- › Nutanix
- › ServiceNow

## SECTORS



Financial  
services



Professional  
services



Technology  
and telecoms

**YEAR FOUNDED:**  
2002

**WEBSITE:**  
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720-904-8169

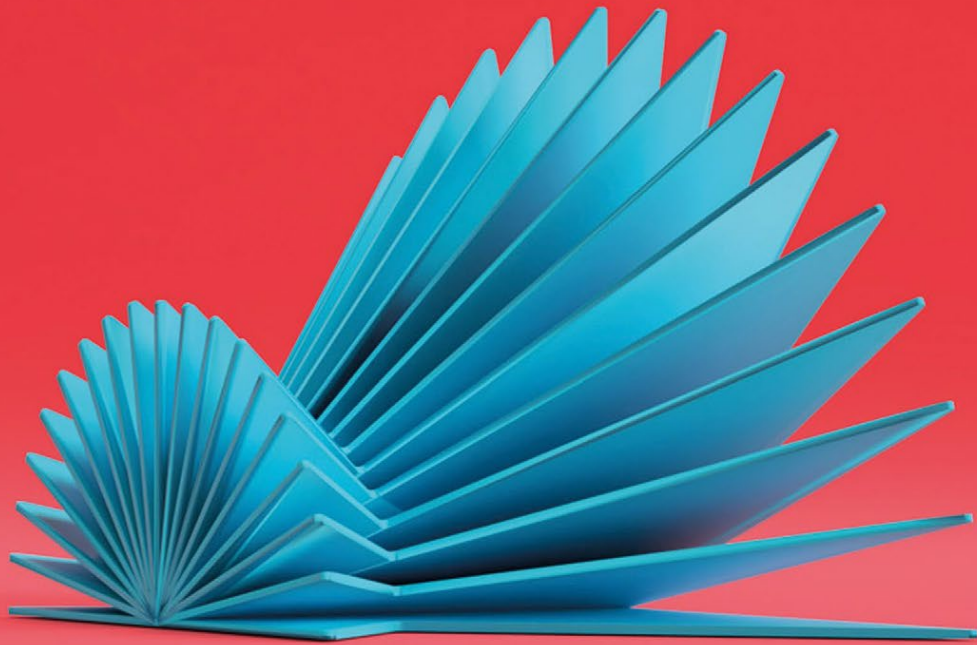
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WA 98121



## The Marketing Practice



Flick through our creative  
[themarketingpractice.com/creative-showcase](https://themarketingpractice.com/creative-showcase)





# The Mx Group

## PHILOSOPHY

The Mx Group is one of the fastest-growing independent B2B agencies in the country, with a mission to impact the marketplace for companies that impact the world. We do it by helping our clients connect the dots across the total customer experience through integrated work that elevates brands, drives demand and increases loyalty. We've been purely B2B for the last 30 years and know it inside and out. But that's the cost of entry in our view.

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

Let's talk about what we can do together.





## AWARDS

Agency of the year	<i>B2B Marketing Awards 2022, Gold</i>
Best and brightest companies to work for in the nation	<i>Best and Brightest 2022</i>
Killer content awards	<i>B2B Marketing Exchange 2022</i>

## CLIENTS

- › Cummins
- › Discover
- › Graphic Packaging International
- › HF Sinclair
- › Reckitt
- › WHOOP

## SECTORS

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

**YEAR FOUNDED:**  
1989

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Burr Ridge, IL 60527



# WHEN TEXAS FROZE OVER

YOU CAN'T PREDICT THE WEATHER, BUT CSENA'S COMMITMENT TO PEOPLE IS ALWAYS IN THE FORECAST. *That's just what we do.*

FOR A WORLD THAT'S ALWAYS ON

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GRUNDFOS

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Lysol PRO COMMERCIAL USE DISINFECTANT SPRAY

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THE DYNASTY COLLECTION™

MICHAEL JORDAN'S  
SIX CHAMPIONSHIP-CLINCHING SNEAKERS

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FUJIFILM Value from Innovation

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Optimize IP Workflows and Improve Strategic Decision Making

Take your productivity to the next level and make informed Business Decisions

WE IMPACT THE MARKETPLACE FOR COMPANIES THAT IMPACT THE WORLD.

Examples include internal communications, content marketing, headquarters design, digital advertising and development for B2B businesses across the globe.



# TriComB2B

## PHILOSOPHY

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

Group dynamics, extended buying cycles and human behavior add complexity to the decisions that drive business. We've studied the emotion, trust, motivation and brain science behind these decisions and apply this collective expertise in ways that take B2B from table stakes to inspired — without a lot of fuss. No complex theories, jargon or pretentiousness.

We just want our clients to do great B2B.

That means helping clients understand that trust and authenticity are B2B imperatives; that emotion drives decisions; and that communicating platitudes they don't have to defend is a waste. It means delivering big ideas, sound strategies and content that's on point.

These are big promises we keep by staying completely focused on what we do best: B2B. And while that focus is important, we know there's a lot more to making the client-agency relationship work. Our clients are in it for the long haul, and so are we. We're successful when we exchange honest opinions and advice. And we do whatever we can to be a source of excitement and a bright spot in their day.

## AWARDS

Top 200 agency	Chief Marketer 2023
Best place to work	Dayton Business Journal 2022
Long-form content	PRSA 2022, Gem City Award

## CLIENTS

- › BioLife Solutions
- › Crown Equipment
- › Cummins
- › Emerson
- › Flowserve
- › Honeywell

## SECTORS



Energy and utilities



Industrial, manufacturing and engineering



Pharmaceuticals and life sciences



Material handling and logistics

**YEAR FOUNDED:**  
1984

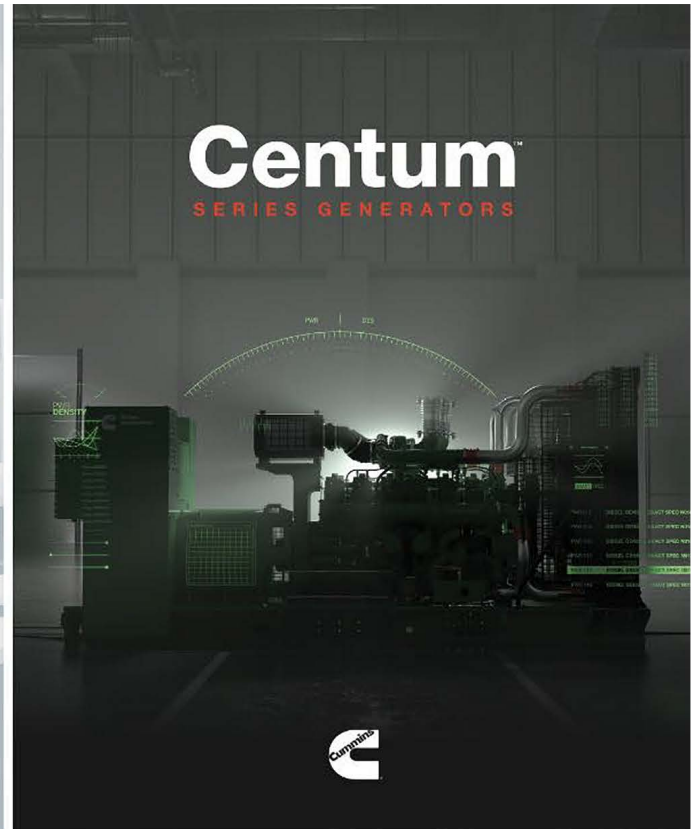
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Clockwise from top left: Emerson sustainability campaign; Cummins product launch; Norwood Medical internal campaign; Henny Penny and Lee's Famous Chicken NIL social media campaign



# Two Rivers Marketing

## PHILOSOPHY

At Two Rivers Marketing, we believe that the connection between a brand and sales revenue in B2B marketing is the “2” – a real relationship between your business and your customers. While we’re experts in the B’s, like industrial manufacturing, construction equipment, transportation, energy, financial, and agriculture businesses, we particularly excel at the 2: 2 is the connection; 2 is the challenge; 2 is where the real transformation happens.

Two Rivers Marketing can help you own the 2 and connect with your customer in a deeper, more meaningful way. We create insightful, integrated, data-driven B2B campaigns that make brands and their complex products relevant in their customers’ lives – creating long-term partnerships and sales revenue. As B2B specialists, we understand complex, technical information. Our enthusiasm for immersing ourselves in your business and our ability to speak your industry’s language make us experts at finding the best way to communicate your unique story.





## AWARDS

Campaign	<i>AAF 2022, Winner of Two Gold Awards</i>
Public relations	<i>Public Relations Society of America 2022, Winner of Two Prime Awards</i>
Public relations	<i>Drake University 2022, PR Alum of the Year</i>

## CLIENTS

- › Briggs & Stratton
- › John Deere
- › Pioneer Brand Seed
- › Rain Bird Corporation
- › TE Connectivity
- › Volvo Construction Equipment

## SECTORS

-  Energy and utilities
-  Industrial, manufacturing and engineering
-  Transport
-  Agriculture

**YEAR FOUNDED:**  
2000

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106 East 6th St., Des Moines,  
IA 50309

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**INSTAGRAM REELS**

**TRADE SHOWS**

**WELCOME TO VOLVO.**

This Customer Center is designed to educate, enlighten and inspire the builders of tomorrow. We're glad you're here.

**Our Name Is Our Mission**

What's Next Happens Here

**GRADED IN OUR HERITAGE.**

**DIGITAL TRANSFORMATION | OUR APPROACH**

**AUTONOMOUS CONTROL OF MANUFACTURING**

Production flow will be managed autonomously and can be optimized and adapted in real time.

**More than a name.**

**What's in a name?**

At Pioneer, our name is also our promise. We started as trailblazers and we will continue to push the limits to give you the best genetics in the industry for a great to raise a true Pioneer. Forwarding. It must outperform 999% of everything else we test - so you can plant with confidence.

What's next happens here. Visit [Pioneer.com](#) to learn more.

**CORTEVA** **PIONEER** **CORTEVA** **PIONEER**

MADE TO GROW™

Two Rivers Marketing delivers smart, compelling content. The agency communicates to its clients' customers with an integrated approach through a variety of channels, as demonstrated by this showcase of work.

# Services selector

Agencies were asked to select three options that best reflect their primary services

	2.718 Marketing	Agent3	Bader Rutter	BBN International	BOL	DeSantis Breindel	Gravity Global	Iris	LoSasso Integrated Marketing	MarketReach, Inc.	Park & Battery	Quarry	RAB2B	Red House	The Marketing Practice	The MX Group	TriComB2B	TwoRivers
ABM		•			•							•		•	•			
Branding				•		•	•	•	•		•							
Campaign and creative execution	•	•	•	•	•			•		•		•	•				•	•
Channel marketing			•							•								
Content marketing services (including video)	•		•						•	•	•		•	•				
Copywriting						•												
Demand generation		•					•						•	•	•	•		
Lead generation	•																	
Marketing planning/strategy					•				•								•	•
Martech deployment and/or management				•				•				•						
Media planning and/or buying							•				•				•			
PR																		•
Thought leadership																	•	
Web design/development						•										•		

## ABOUT

# B2B Marketing and Propolis

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

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

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

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

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