

# Digital & Demand Gen Agency

More theory. More data. More tech. You've never had more tools at your disposal to generate demand. But along with these opportunities come more expectations. Expectations not only to attract customers, but to convert and retain them. To perform the impossible and to prove it.

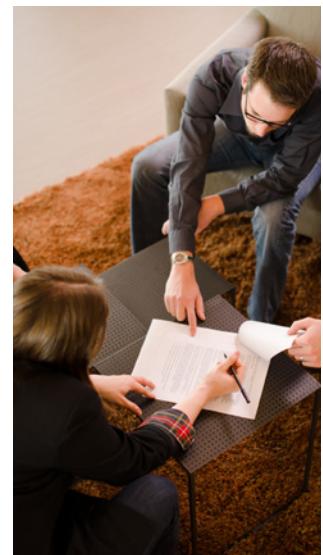
At The Mx Group, we have expertise across strategy, content, digital and demand. We make sense of today's marketing and sales technologies to make the most of data and automation. We create new assets — messages, websites and apps — that engage prospects and customers alike. We make it all work together to help you rise above the noise and focus on what really matters: driving reliable growth for your business.

## Services

B2B MARKETING STRATEGY	DESIGN AND CONTENT	DEMAND GEN AND LEAD MANAGEMENT	DIGITAL DEVELOPMENT
Brand Strategy	Interactive Content	Program Design & Execution	Digital Strategy Services
Buyer Strategy	Content Marketing	Marketing Automation Optimization	Website Design & Development
Sales & Marketing Alignment	Video Production	Marketing Technology Outsourcing	Website Optimization
Demand Waterfall Forecasting	Asset Creation	Lead Management	Mobile App Development
Market Mapping	Lead Gen Content	B2B Telemarketing	Search Engine Optimization
Research & Insight		Attribution, Analytics & Reporting	Sales Enablement Tools
Account-Based Marketing			

## Clients

Abaco Systems  
Alonti  
Altran  
ASSA ABLOY Hospitality  
Atlas Copco  
Belden  
Benefit Mobile  
Bosch Rexroth  
Certified Collectibles Group  
Chevron  
Cox Automotive (DealShield,  
vAuto, VinSolutions, Xtime)  
Deublin  
Flexera  
Grenzebach Glier and  
Associates (GG+A)  
Grundfos  
Huron  
J.D. Power  
JLL  
JPW Industries  
MAVERICK Technologies, a  
Rockwell Automation Company  
NAVIS  
RACO Manufacturing  
Siemens  
Spraying Systems  
Steel Tube Institute  
Tempur Sealy (Hospitality)  
The Vitality Group  
U.S. Cellular  
U.S. Tsubaki Power Transmission  
WIN (Wireless Information Networks)  
Wonderlic  
Zekelman Industries



## Corporate Information

### OWNERSHIP STRUCTURE

Privately held since 1989

### TOTAL NUMBER OF EMPLOYEES

105

### OFFICE

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## Contact Information

### BUSINESS INQUIRIES

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