



BUYER'S GUIDE

Best Logistics Email Marketing Agencies: 7 Compared by Workflow (2026)

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Logistics email marketing agencies cover five separate jobs: following up a quote, nurturing a lost opportunity, updating customers, reactivating quiet accounts and prospecting new ones. An agency that designs a good newsletter does not necessarily run any of them.

Each entry sets out what the agency says it does, what it leaves to you and what logistics work it shows.

EXHIBIT 1

How the seven compare

Agency	Design or managed sending	Owned list or outbound	CRM and automation	List sourcing	Reporting	Public logistics proof
Vektor Group	Managed: we write, send and report the sequences	Both: customer updates and quiet accounts, plus outreach to shippers and carriers	Quote follow up and re-engagement sequences	Agreed in writing per engagement	Replies, RFQs and signed partners, monthly	Carrier partner outreach for our own brokerage
Outventure	Managed: writes, sets up and runs the flows	Both: owned list flows, and outbound on a separate cold email page	Welcome, RFQ follow-up, onboarding and re-engagement flows; names HubSpot, Salesforce and Pipedrive	Your CRM for lifecycle flows; its own prospect research and email verification for cold email	Weekly email snapshots, a Looker Studio dashboard, a monthly call and report	Global Forwarding and Globy, described by Outventure
Virago Marketing	Managed, inside a full service engagement	Owned list work within the wider programme; ABM listed, cold email not published	Automation and follow-up sequences in its Magnus case; CRM and stack work	Not published	Attribution listed in its marketing technology work	Magnus Technology Group, a TMS vendor, described by Virago

Agency	Design or managed sending	Owned list or outbound	CRM and automation	List sourcing	Reporting	Public logistics proof
F5 Marketing	Managed: builds and runs the sequences	Outbound, with nurture sequences for inbound leads on a separate page	CRM workflows, lead scoring and nurture sequences in HubSpot or Salesforce	Trade and shipping data with verified contacts; also sells US importer lists	Monthly: positive replies, meetings held and pipeline	Interworld Freight, a website and SEO case, not an email one
Spiral	Managed: Spiral launches after you approve the messaging	Outbound only (LogOutbound); owned list email not published	Not published	Industry prospect lists built by Spiral	Friday reports on leads and booked appointments, a reply dashboard, monthly calls	Testimonials without company names
LINK by Concept	Managed: its own reps call and email, then hand over qualified leads	Outbound only; no target account list needed from you	Not part of LINK; Concept sells HubSpot and Salesforce consulting separately	Its own database, plus ZoomInfo and Clay	Each lead emailed with notes; campaign reporting not published	Concept names Trinium Technologies and Panalpina as outbound clients, undated; no LINK case
Sentily	Design only: you send	Your owned list, which Sentily does not hold	No; the page states no automations	None; your list stays with you	Not published	Example designs labelled with logistics firms

EXHIBIT 2

Where to start

Your situation	Where to look
Quotes go unanswered, or customers have gone quiet	Vektor (entry 1) or Outventure (entry 2)
We need carrier partners as well as shippers	Vektor (entry 1)
We sell software to logistics teams and need a whole marketing team	Virago (entry 3)
We want meetings with shippers who have never heard of us	F5 (entry 4), Spiral's LogOutbound (entry 5), or Outventure's separate cold email service
We sell to US importers and want a monthly list to work ourselves	F5's importer lists (entry 4)
We want qualified conversations handed to our sales team, not a campaign to run	LINK by Concept (entry 6)
Our newsletter looks dated and we send it ourselves	Sentily (entry 7), design only

Sources

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