



BUYER'S GUIDE

Logistics SaaS Marketing Agencies: 5 Compared for Demos and ABM (2026)

8 October 2026 · Vektor Group

Logistics SaaS marketing agencies sell a TMS, a visibility tool or a freight marketplace, which is not the same job as selling freight. The goal is a booked demo and a sales cycle with several buyers, not a quote request on a lane, and the agency should be judged on the first.

Each is set out by its logistics software work, its channels and where its evidence stops.

EXHIBIT 1

How the agencies compare

Agency	Named logistics software evidence	Documented channels	Demo or freight quote goal	ABM and CRM scope	Engagement fit	Evidence limits
Vektor Group	None: no external logistics SaaS marketing case	SEO, Google Ads, email	Both, kept apart: demos for software, RFQs for freight	Account lists and email sequences	Software sold to carriers, brokers and forwarders, where operating language matters	Judge the method; no SaaS result to show
Virago Marketing	Magnus Technology Group, a SaaS TMS for truckload and LTL fleets	Strategy, email, digital, social, content, PR, sales onboarding	Sales qualified leads and pipeline	Says it runs integrated and ABM campaigns and implements the marketing technology stack	Software firm that wants an outsourced marketing and PR department	Undated case; pipeline share and contact growth reported by Virago
Outventure	Globy, a B2B freight marketplace	SEO, PPC, cold email, LinkedIn, landing pages, CRM	Both: demos and trials for SaaS, RFQs for freight clients	Lists HubSpot, Salesforce, Pipedrive and GHL integrations; no ABM service published	Team that wants inbound and outbound under one engagement	No figure for Globy; the reply rate on its email page comes from a forwarder client
Grux Digital	Fretron, a seed funded logistics platform in India	Google campaigns, retargeting email, webinars, meetups	Sales accepted leads and discovery calls	ABM one to one and one to few, managed intent lists	Mid market or enterprise accounts with a target list	\$220K is pipeline, not revenue; the page says 150 days and 60 days for the same result

Agency	Named logistics software evidence	Documented channels	Demo or freight quote goal	ABM and CRM scope	Engagement fit	Evidence limits
Lynn Lead Gen	Alpega TMS and Kpler MarineTraffic	Calling and email in six languages	Qualified, attended demos	No ABM or CRM service described	Vendor that needs meetings across European markets	Demo counts reported by Lynn; outbound only, no SEO or ads

EXHIBIT 2

Where to start

Your situation	Where to look
Our users are dispatchers, planners and freight desks, and our message misses them	Vektor (entry 1), an in-house team that brokers road freight; we have no software client case to show
We need an outsourced marketing department, PR included	Virago (entry 2)
We want inbound and outbound measured in demos and trials	Outventure (entry 3)
We sell to a named list of enterprise accounts	Grux (entry 4), account based marketing paid per sales accepted lead
We need booked demos in several European languages	Lynn Lead Gen (entry 5)
We want SEO and Google Ads on the questions operators search	Vektor (entry 1) or Outventure (entry 3)

Sources

Vektor Group, Marketing for Businesses in Logistics <https://vektorgroup.eu/marketing>

Virago Marketing, Magnus Technology Group case study <https://viragomarketing.com/logistics-marketing-case-study/>

Virago Marketing, homepage <https://viragomarketing.com/>

Outventure, SaaS marketing agency <https://outventure.io/industry/saas/>

Outventure, email marketing for logistics companies <https://outventure.io/industry/logistics/service/email-marketing/>

Outventure, B2B lead gen agencies for logistics SaaS, 30 July 2026 <https://outventure.io/2026/07/30/best-b2b-lead-gen-services-for-logistics-saas-in-2026/>

Grux Digital, Fretron case study <https://grux.digital/case-studies/fretron/>

Grux Digital, ABM for SaaS <https://grux.digital/abm-saas/>

Lynn Lead Gen, homepage <https://lynnleadgen.com/>

Lynn Lead Gen, Alpega case study <https://lynnleadgen.com/case-study/alpega>

Lynn Lead Gen, Kpler case study <https://lynnleadgen.com/case-study/kpler>

Meridian Land Ventures LLC, trading as Vektor Group, Tallinn, Estonia