

BUYER'S GUIDE

Logistics and Supply Chain ABM Agencies Compared by Case Evidence (2026)

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Logistics and supply chain ABM agencies sell a different job from lead generation: a short list of named accounts, the buying group inside each one, and a handoff to sales that both teams sign off. The six agencies here publish logistics or supply chain work, but not all of it is account-based, and each measures results in its own way.

Entry 1 is our own SEO, Google Ads and email service, which is not an ABM programme and can run alongside one. Entries 2 to 7 set out which logistics clients each agency names, the account-based work it documents, whether paid LinkedIn appears in a logistics case, and what to confirm before you sign.

EXHIBIT 1

How the agencies compare

Agency	Logistics clients it names	Account-based work it documents	Paid LinkedIn in a logistics case	Pipeline measure it publishes	Base	Confirm before signing
Vektor Group	None as clients; our own road freight brokerage	None: we do not run ABM programmes	No	RFQs, qualified RFQs and booked loads	Tallinn, Estonia	Whether search, ads and email support the account list
The ABM Agency	Manhattan Associates, Stord	1:many, 1:few and 1:1 tiers; stage definitions agreed with sales	Yes, in both cases	Evaluation-stage accounts, pipeline and closed-won revenue	Not published; works in North America, Latin America, EMEA and APAC	The period behind each figure and whose name the ad accounts sit in
LeadCoverage	ODW Logistics (3PL)	1:1 and 1:few campaigns with intent data, landing pages, email and ads	Not stated; the ad platform is not named	Total and active pipeline, no period stated	Atlanta and Guildford	How pipeline is defined and over what period

Agency	Logistics clients it names	Account-based work it documents	Paid LinkedIn in a logistics case	Pipeline measure it publishes	Base	Confirm before signing
Ironpaper	Ambi Robotics	Campaign to 30 named logistics accounts, with HubSpot lifecycle stages	Not stated; LinkedIn is in its service list	Qualified leads and key contacts	New York	Which channels ran and how many leads became opportunities
PersonalABM	Schneider National, RGL Logistics	1:1 content, messaging and LinkedIn profiles for named accounts	No; organic profiles and articles	Contract value of won and kept accounts	Not published	How much time it needs from your sales leaders, and whether paid media is included
Grux Digital	Fretron	Three tier ICP, Google competitor campaigns, retargeting email, webinars	No; LinkedIn Ads is in its service list	Sales accepted leads and sales qualified pipeline	Noida, India	Whether 60 or 150 days applies, and the rules for accepting a lead
Virago	Magnus Technology Group, Transflo	Lists ABM campaigns; no published ABM case	Not stated	Share of pipeline attributed to marketing; pipeline under review	Not published	An ABM example in your segment

EXHIBIT 2

Where to start

Your situation	Where to look
You sell TMS, WMS or fulfilment software to enterprise accounts in several regions	The ABM Agency (entry 2)
You run a 3PL and want to win named shippers in a niche vertical	LeadCoverage (entry 3)
You sell warehouse automation or fleet technology to large logistics operators and need a buyer story first	Ironpaper (entry 4)
You need to keep or grow existing enterprise accounts, or revive prospects that went quiet	PersonalABM (entry 5)
You are an early-stage logistics software firm and would rather pay per accepted lead than a retainer	Grux Digital (entry 6)
You want an outsourced marketing team that knows freight technology	Virago (entry 7)
You sell freight services and want enquiries from search, Google Ads and email rather than a named-account programme	Vektor Group (entry 1), which does not run ABM

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