

Launch Marketing Highlights Impact of Performance Agencies Through Measurable B2B Results

Full-service marketing agency in Austin delivers data-backed marketing strategies that drive growth.



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30, 2025 /EINPresswire.com/ -- Launch Marketing, a [B2B marketing firm in Austin](#), Texas, is reinforcing its position as a performance-driven agency by delivering marketing strategies that produce measurable business outcomes. The firm's performance-gearred model is designed to align marketing efforts with key growth metrics, including lead generation, conversion rates, and revenue impact.

Launch Marketing's approach is rooted in data and accountability. Every engagement is structured to deliver results that can be tracked, analyzed, and optimized. This model has helped clients across the B2B technology and professional services sectors achieve performance improvements.

Specific client outcomes include:

- 100%+ increase in website users and new users from revamped BDR campaign
- 18% response rate from C-level Execs from a personalized and targeted campaign
- 30% increase in opportunities resulting from a multipronged ABM campaign

"We believe marketing should be a growth engine, not a cost center," said Chris Leger, CEO of Launch Marketing. "Our clients don't just want activity, they want outcomes. That's why we've built our model around performance."

As a [full-service marketing agency](#), Launch Marketing's services include strategic planning, messaging creation, brand development, campaign execution, digital optimization, and more. The firm's team of marketers, content creators, and digital specialists work collaboratively to ensure marketing initiatives are tied to business goals and backed by performance metrics.

"Being a performance agency means we're accountable for results," Leger added. "We track everything. We optimize constantly. And we never lose sight of what matters most, helping our clients grow."

As more companies seek performance agencies and marketing partners that deliver measurable impact, Launch Marketing continues to offer [b2b marketing strategies](#) and solutions that combine strategic insight with executional rigor.

About Launch Marketing

Launch Marketing is a full-service marketing agency focused on delivering bold B2B marketing that drives growth. The team brings a breadth of senior-level expertise with a collaborative approach, helping clients maximize the impact of marketing for their business. Since 2001, they have helped 200+ clients successfully launch their company, dive into new markets, introduce new products, generate qualified leads, and build marketing momentum. More information can be found at launch-marketing.com.

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