

MeanPug Digital named to 2026 Inc. 5000 for second time

New York, New York— MeanPug Digital, a full-service law firm marketing agency, was named to the 2026 Inc. 5000, marking its second appearance on the annual ranking of the fastest-growing private companies in the U.S.

MeanPug ranked No. 1,935 nationally. The company also ranked No. 152 among advertising, marketing and public relations companies, No. 153 among companies in New York and No. 181 in New York-Newark-Jersey City, NY-NJ.

The 2026 recognition follows MeanPug's first Inc. 5000 appearance in 2024, when the company ranked No. 1,291. Earlier this year, MeanPug ranked No. 93 on the 2026 Inc. Regionals: Northeast list after reporting 54% growth over two years.

"We launched MeanPug in 2020 with the goal of building a marketing agency for the legal industry that could redefine what a modern legal brand could look like," said Bobby Steinbach, founder of MeanPug Digital. "Six years later, we work with nearly 100 law firms across a wide range of practice areas and major U.S. markets. Being named to the Inc. 5000 for a second time is an important milestone, and we're just getting started."

The recognition also follows MeanPug's No. 4 placement on The National Law Review's 2026 ranking of legal marketing companies for lawyers and law firms.

Founded in 2020 by Steinbach and Andrew Nasrinpay, MeanPug was built specifically for law firms. Both founders previously held leadership roles at Morgan & Morgan: Steinbach in engineering and Nasrinpay in paid digital advertising. Their experience shaped a model that treats brand, media, websites, technology, intake, reporting and follow-through as parts of one connected system.

MeanPug connects brand strategy and creative, website design and development, search engine optimization, content and AI search visibility, paid digital and traditional media, customer relationship management (CRM) and intake integrations, custom software, analytics, attribution and measurement within coordinated client engagements.

Rather than treating those capabilities as separate services, the company helps law firms understand how marketing, lead delivery, intake, follow-up and business operations work together to support case acquisition and long-term performance.

MeanPug attributed its continued growth to the trust of its law firm clients, the work of its team and its focus on building stronger connections among marketing, technology, intake and business operations. MeanPug's experience scaling its own team, systems and infrastructure also informs how it advises law firms making decisions about investment, hiring, measurement and growth.

Law firm marketing is changing quickly, driven by shifts in client behavior, new technology, AI-

driven search, rising media costs and increasing pressure to connect marketing activity to actual business performance.

MeanPug plans to continue investing in the people, systems and capabilities needed to help law firms navigate those changes and pursue sustainable growth.

More information about MeanPug's recognition is available in the company's 2026 Inc. 5000 announcement. MeanPug's Inc. honors are also available through its official Inc. company profile.

MeanPug Digital is a New York-based, full-service law firm marketing agency built for ambitious law firms. The company connects brand strategy, creative, websites, search, content, digital and traditional media, technology, intake infrastructure, analytics and measurement to help law firms build stronger case-acquisition systems and connect marketing investment to business performance.

For more information, visit <https://www.meanpug.com>.

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