Orange Marketing Earns A+ Rating from Better Business Bureau®

HubSpot Diamond Partner's Highest BBB Rating Reflects Its Commitment to Transparency and Responsible Client Service



Orange Marketing Earns A+ Rating | Better Business Bureau®

NEWPORT BEACH, CA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- Orange Marketing, a top-10 HubSpot Diamond Partner that helps B2B companies and nonprofits grow through demand generation, CRM automation, and AI-era marketing strategy, announced that it has earned an A+ rating from Better Business Bureau® (BBB®) Mountain West & Pacific Southwest.

BBB assigns ratings from A+ to F based on information it obtains about a business, including factors such as complaint history, time in business, transparency, and advertising practices. A+ is BBB's highest rating.

As a BBB Accredited Business, Orange Marketing has also committed to BBB's Standards for Trust: build trust, advertise honestly, tell the truth, be transparent, honor promises, be responsive, safeguard privacy, and embody integrity.

The rating follows Orange Marketing's recent Platinum Pinnacle Award for AI-Powered Marketing Innovation, which recognized the agency's work helping B2B brands improve visibility in AI systems such as ChatGPT and Google AI Overviews. Together, the recognitions reinforce a central principle of the agency's work: trust is something to demonstrate, not simply claim.

For B2B companies and nonprofits evaluating a marketing partner, the A+ rating offers an independent, third-party signal of Orange Marketing's commitment to transparent business practices and responsive client service. Over the past two years, the agency has also developed tools to help B2B marketers improve how AI systems interpret and assess their digital

> Truth isn't something you claim, it's something a third party has to confirm. An A+ from the BBB says exactly that: clients and partners can take us at our word. ”
>
> *Rebecca Gonzalez, CEO, Orange Marketing*

presence.

The accreditation may be especially relevant to nonprofit organizations, whose boards and donors often expect vendors involved in fundraising, outreach, and constituent communications to demonstrate strong accountability and transparent practices.

"We ask our clients to be transparent with their customers and with the AI systems evaluating them," said Rebecca Gonzalez, CEO of Orange Marketing. "It only made sense to hold ourselves to the same standard, and to have an outside organization confirm we're meeting it."

"An A+ rating isn't about a single campaign or client win, it's about whether our day-to-day processes hold up: how clearly we bill, how quickly we respond when a client raises a concern, how consistently we follow through on what we promised," said Kirill Ougarov, Director of RevOps at Orange Marketing. "That's exactly what RevOps is built to protect, so seeing it validated externally matters to us."

To learn more about Orange Marketing's BBB Accreditation, visit its BBB Business Profile.

About Orange Marketing
Backed by 160+ five-star reviews, Orange Marketing is a HubSpot Diamond Partner helping B2B companies and nonprofits drive growth through GTM execution, CRM automation, and RevOps. As AI Overviews and tools like ChatGPT fundamentally reshape how buyers research vendors, the agency has established itself as a leading voice in AI visibility, publishing playbooks and hosting webinars to help brands navigate the new era of search.

For more information, visit https://www.orangemarketing.com.

About BBB Mountain West & Pacific Southwest
As the leader in advancing marketplace trust, Better Business Bureau® serves over 29,000 Accredited Businesses across the Mountain West and Pacific Southwest, with hubs in Fresno, Phoenix, and San Diego. They connect businesses with customers, support ethical students, and help companies improve daily. Through media studios and resources like the BBB Breakthrough Accelerator and workspaces, they give brands a voice while fostering ethical growth.

For more information, visit https://www.bbb.org.

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