



PRESS RELEASE

Reinventing B2B: Just Global joins Trilliad to create new B2B Growth Services Provider category

Team behind Merkle's rise makes strategic acquisition of global B2B agency to form the world's first Growth Services Provider.

Annapolis, MD., July 17, 2024 -- Trilliad is thrilled to announce the acquisition of Just Global, an award-winning B2B marketing agency. This strategic move propels Trilliad's mission to create the world's first Growth Services Provider, bridging the gap between the offices of the CMO and CRO within global Enterprise B2B brands.

Just Global has been at the forefront of B2B Marketing, renowned for its full-funnel Connected Experience approach that seamlessly integrates strategy, media, creative, ABM, and analytics on a global scale. Their sustained growth and numerous 'B2B Agency of the Year' accolades underscore their leadership during a time of unprecedented market change.

Trilliad, led by industry pioneers David Williams and Craig Dempster, former CEOs of Merkle, aims to revolutionize the intersection of marketing and sales. By aligning and optimizing the entire buying experience across marketing, sales, and customer success, Trilliad is set to enhance marketing efficiency, boost seller productivity, and reduce Customer Acquisition Costs.

Brandon Friesen remains CEO of Just Global, and along with the existing leadership team, will continue to lead the strategy and operations of the business under the Trilliad umbrella. The acquisition marks a strategic leap forward in Just Global's mission to become the world's most influential B2B agency.

"This is a strategic leapfrog move," says Friesen. "Marketing and sales are melding in the B2B enterprise. CMOs and CROs now share revenue goals, and AdTech, MarTech, and SalesTech are increasingly integrated. It's only logical to create a new category to support these connected worlds with data- and tech-enabled services. Joining Trilliad and partnering with David and Craig, who share our people-first, customer-centric vision, ensures our team and customers will continue to thrive in this rapidly evolving world."

Craig Dempster, CEO of Trilliad, commented, "In the current landscape, aligning marketing and sales for shared growth delivers a competitive edge for organizations. We are thrilled to welcome the impressive Just Global team to Trilliad. This marks a major step in our journey to offer something unique and essential with a new Growth Services Provider category. We are

shaping our services to power unified performance and produce real results for B2B brands globally.”

This acquisition marks Trilliad’s second of 2024, with plans for additional growth to come in the balance of the year, following the recent addition of Sercante, a CRM consultancy and execution business. Together, these acquisitions are set to transform business performance for B2B brands worldwide.

About Just Global:

With full-funnel solutions from brand to demand to ABM, Just Global deliver services across strategy, media, creative, content and analytics to break down marketing silos. This integration drives performance to achieve and exceed objectives.

The agency is headquartered in San Francisco, with offices and service hubs around the world to deliver truly integrated and global marketing solutions for Enterprise B2B clients. The team of B2B global specialists combine AI and human expertise to innovate at scale, personalizing and measuring every engagement.

Just Global is the current Global B2B Agency of the Year, with a vision to reinvent B2B to deliver exceptional business results as true partners to customers.

Visit www.justglobal.com for more information.

About Trilliad:

Trilliad is a market-leading Growth Services Provider (GSP) focused on solving problems and driving results for sales and marketing leaders. Trilliad’s full-service solutions deliver competitive advantage for the brands it works with by optimizing their sales/marketing strategy, processes, skills and technology.

Trilliad drives efficiency and predictability at the intersection of sales, marketing, and customer success to increase seller productivity, lower cost per lead, decrease cost per sale, accelerate time to close, and drive customer lifetime value.

Visit www.trilliad.com for more information.

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