

Reboot Online

# **The Best Data Marketing Agencies in 2025**

# Data Marketing Agencies Agency Comparison

We've summarised all the information in this article into a quick-to-read table format so you can easily compare data marketing agencies at a glance.

Agency	Location	Notable Clients	Why They Stand Out	Ideal For
Reboot Online	Fully remote (UK)	Allianz, Alan Boswell, RVU	<ul style="list-style-type: none"> <li>✔ Data-driven strategies backed by real-world experiments</li> <li>✔ Specialist teams for Europe; additional services include SEO, Digital PR and Paid Media</li> </ul>	Brands who want to purchase a one-time data for DPR package and those seeking a data-driven partner for long-term growth.
Brainlabs	Global offices; London HQ	Adidas, American Express, Just Giving	<ul style="list-style-type: none"> <li>✔ The agency's software developers have custom-built a platform called Cortex, which includes hundreds of features to automate the stages of the marketing lifecycle</li> </ul>	Brands looking for an agency run by data experts including mathematicians, scientists, and programmers.
Fractl	Florida, USA	DirectTV, Paychex, Superdrug	<ul style="list-style-type: none"> <li>✔ Experience working with public records, collating datasets that have featured in high-authority publications including Huffington Post.</li> </ul>	Brands seeking a data-led agency who offers collection, analysis, and visualisation.
SEO Works	Offices in Birmingham, London, Leeds, Manchester; Sheffield HQ	Decathlon, Investingoal, University of Birmingham Dubai	<ul style="list-style-type: none"> <li>✔ Aims to help brands understand the importance of digital channels, as well as assisting them in growing them</li> </ul>	Brands that want to focus on their SEO with data-forward strategy.
Bind Media	Bath, UK	Gousto, Pet Drugs Online, Strava	<ul style="list-style-type: none"> <li>✔ Passionate about paid media focussed on data-led strategy, rather than the number of clicks.</li> </ul>	Brands who want to invest in a paid media strategy that is rooted in data
Gravity Global	Offices in the UK, USA, and China	Airbus, Dole, Honda	<ul style="list-style-type: none"> <li>✔ Has built a proprietary market performance model which collates thousands of data points to map a brand's demand and attention level.</li> </ul>	Any brand looking for data-led expert guidance on how to keep up in an ever-changing industry.
PMG Advertising Agency	Offices in the UK, USA, Germany, and Costa Rica. HQ in Dallas.	Best Western Hotels and Resorts, Huggies, Who Gives a Crap	<ul style="list-style-type: none"> <li>✔ Has built its own marketing intelligence platform, which uses AI to derive unique insights and enable autonomous campaign optimisation</li> </ul>	Brands who are looking to experiment with AI to help build and analyse data.
Journey Further	Offices in Leeds, London, and Manchester	Boots Hearingcare, Gym King, Marks and Spencer	<ul style="list-style-type: none"> <li>✔ Has experience working with first-party data technology, and premier partnership access to third-party sources including YouGov</li> </ul>	Brands seeking an agency to work with across the board, with all strategy backed by marketing science.
SALT.agency	HQ in Leeds, with offices in London and Boston.	TCGplayer, The Pen Company, University of Leeds	<ul style="list-style-type: none"> <li>✔ Uses a six step process that places emphasis on the use of unique data for creative campaigns, and evaluating end data to better inform strategy</li> </ul>	Brands looking to boost their PR potential using original data sourced by DPR experts.
Directive Consulting	Offices across the USA, UK, Canada, and Mexico. HQ in California.	Arctic Wolf, Seagate, Wordpress	<ul style="list-style-type: none"> <li>✔ Highly specialised in SaaS, and focuses on customer generation in the industry which attracts high-value customers and grows predictable revenue</li> </ul>	SaaS brands seeking a growth partner with special expertise in their industry.



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# Data Marketing Service Offerings

We've also analysed each agency's data marketing services to summarise what each offers. We have used criteria that we think make for the best data marketing services and have scanned each agency's website and social media presence to compare their offerings.

Data marketing agency	Data sourcing	Data analysis	Data visualisation	Data for Digital PR packages	Proprietary technology	Data marketing thought leadership	Transparent pricing & packages	Readily available case studies
Reboot Online	✓	✓	✓	✓	✗	✓	✓	✓
Brainlabs	✓	✓	✓	✗	✓	✗	✗	✓
Fractl	✓	✓	✓	✗	✗	✓	✗	✓
SEO Works	✓	✓	✓	✗	✗	✓	✗	✓
Blind Media	✓	✓	✓	✗	✗	✓	✗	✓
Gravity Global	✓	✓	✓	✗	✗	✓	✗	✓
PMG Advertising Agency	✓	✓	✓	✗	✓	✓	✗	✓
Journey Further	✓	✓	✓	✗	✗	✓	✗	✓
SALT.agency	✓	✓	✓	✗	✗	✓	✗	✓
Directive Consulting	✓	✓	✓	✗	✗	✓	✗	✓

Please note that the above table is based on our findings and understanding taken from each individual agency website. This is subject to change. Please get in touch to make any corrections by emailing [hello@rebootonline.com](mailto:hello@rebootonline.com).



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# Looking for an agency to partner with?

Let's connect and explore how we can support your business growth.

We'd love the chance to learn more about your goals and discuss whether our team is the right fit for you.

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**UK SEARCH AWARDS**  
2024  
BEST LARGE SEO AGENCY



**EUROPEAN 2024 SEARCH AWARDS**  
WINNER

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