10 best organic growth agencies for B2B SaaS

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Your paid CAC climbed again last quarter, and your organic pipeline barely moved. The content calendar is packed, yet demo requests from inbound stay flat. Sound familiar? Most agencies will just sell you more content. This guide is about the ones that connect organic visibility to pipeline and how to tell the difference. We compiled this guide using documented case studies, full-funnel thinking, and AI Search readiness as evaluation criteria. Below, you will find the 10 best organic growth agencies for B2B SaaS companies serious about long-term growth.

Key takeaways

- **Organic tends to compound.** Unlike paid channels, every ranking you earn and every piece of content you publish keeps delivering returns over time, making organic a high-ROI long-term growth channel for most B2B SaaS companies.
- **AI Search is reshaping B2B discovery:** ChatGPT and Perplexity are already the second largest source of qualified B2B leads (10Fold, 2025). The agencies on this list vary widely in how seriously they take this.
- **Traffic is not pipeline:** The best agencies on this list measure success in SQLs and revenue, not rankings. You will learn how to tell them apart.
- **Geography matters.** Not every agency that claims to serve European markets actually understands them. If you are a B2B SaaS company in DACH or Europe, look for an agency with genuine local market expertise, not just a remote-friendly timezone.

Thinking about making organic a real growth channel? Get a free growth audit from Radyant and find out where your biggest opportunities lie. Prefer to do your homework first? Totally reasonable! Check out our cases and pricing.

Why B2B SaaS companies invest in organic growth

Organic growth is not a new concept, but three forces are making it urgent for B2B SaaS companies right now. **Buyer behavior has shifted, paid economics are deteriorating, and AI-powered search is rewriting the discovery playbook**. Together, these trends create a compelling case for treating organic as a primary long-term growth engine, though as with any channel, the right balance depends on your stage and market.

B2B buyers research before they talk to sales. Are you visible?

B2B buyers conduct an average of 12 searches before engaging with a brand (Think with Google), and according to research by 6sense, buyers are nearly 70% through their purchasing process before initiating contact with a vendor (6sense, 2024 Buyer Experience Report). If your company is invisible during that research phase, you lose the deal before your SDR even knows it existed. Today's buyers form opinions across multiple touchpoints:

- **Google search** results and featured snippets
- **AI chatbots** like ChatGPT and Perplexity

- **Review sites** such as G2 and Capterra
- **Peer communities** on Slack, LinkedIn, and Reddit

Organic visibility across these channels is pipeline visibility. Miss the research phase, and no amount of outbound will recover the opportunity.

How paid and organic fit together, and why organic tends to win long-term

Most B2B SaaS companies spend 40-60% of their marketing budgets on paid media, while SEO typically receives less than 10%. Paid channels can absolutely generate pipeline and even build brand awareness over time, but they require continuous investment to sustain results. The moment you reduce spend, visibility drops. Organic works differently: every piece of content you publish, every ranking you earn, and every AI citation you secure keeps delivering returns long after the initial investment. According to First Page Sage, B2B SaaS companies see an average 702% ROI from SEO, with breakeven at roughly 7 months. For most companies at the startup and scaleup stage, that compounding effect makes **organic one of the most efficient long-term growth channels**, even if paid plays an important complementary role.

The AI Search shift changes the organic growth equation

Google AI Overviews, ChatGPT, Perplexity, and Copilot are becoming the new front door for SaaS discovery. According to Similarweb data, Gemini tripled its share of the AI chatbot market in just 12 months, growing from 5.4% to 18.2% between December 2024 and December 2025 (Technobezz, December 2025). The distinction matters: traditional SEO means ranking for keywords, while AI Search optimization means getting recommended in AI-generated answers. Competition in AI Search is still low, which creates an asymmetric opportunity for fast movers willing to invest now. We treat SEO and AI Search as integrated but distinct disciplines within a broader organic growth strategy. For a deeper look at how that works in practice, our guide to content strategy for AI search explains the methodology behind it.

How we evaluated the best organic growth agencies for B2B SaaS

Most “best agency” lists are thinly veiled ads where the publisher ranks themselves first and calls it research. We wanted to do better. This evaluation uses four concrete criteria plus a transparent disclaimer about our own inclusion. Here is exactly what we looked for.

Documented B2B SaaS case studies with pipeline impact

We prioritized agencies with named B2B SaaS clients and published results tied to pipeline or revenue metrics, not just traffic. Ideally, **case studies included testimonials** from marketing leaders or C-suite executives who could speak to business outcomes. Vanity metrics like “500% traffic increase” without revenue context were deprioritized. If an agency cannot show how organic work translated into qualified leads and pipeline growth, the results are incomplete.

Full-funnel thinking from traffic to revenue

Does the agency connect content strategy to conversion optimization to CRM attribution? Or do they hand off a blog post and call it done? The best growth marketing agencies **think in terms of ICP-aligned traffic**, **qualified leads, and sales pipeline,** not just keyword rankings. We evaluated whether each agency demonstrates a **full-funnel approach** that ties organic visibility to actual revenue rather than stopping at the traffic dashboard. For more on what this looks like in practice, our guide on

building a content plan connected to pipeline goes deeper on the methodology.

Modern organic stack including AI Search

We assessed whether agencies have a clear methodology for AI Search optimization. The terms vary (GEO, AEO, LLMO), but the discipline is the same: **getting your brand recommended in AI-generated answers** across ChatGPT, Perplexity, and Google AI Overviews. Agencies focused on traditional Google rankings without addressing AI Search were marked down. We also evaluated proprietary tooling and content engineering capabilities that enable faster, more scalable execution.

Transparent pricing

Pricing transparency is poor across the agency industry. We gave preference to agencies that publish starting prices or provide clear ranges on their websites. Agencies requiring “book a call” with zero pricing guidance were noted as less transparent. Where pricing is not publicly disclosed in this article, all figures are estimated based on available information and should be verified directly with the agency.

Why is Radyant first on a list Radyant wrote?

I'm Niklas, CEO of Radyant. We wrote this list, and we put ourselves first. You should know that before you read a single profile. You should also know why, in things you can check yourself:

- **We show our work.** We work with companies like Allianz, PostFinance, Peec AI, osapiens, Heyflow, deeploi and Planeco Building, to name only a few. We publish as much of that work as our NDAs allow. Heyflow reached #1 in AI Search visibility among its competitors, Planeco Building grew its leads five times, and deeploi's organic leads grew 250%.
- **A public price.** Growth partnerships start at €7,000 a month, and it says so on our pricing page before you ever get on a call.
- **Our research is public.** The persona study and the software study we ran with OMR Reviews show our data and how we read it.
- **You work with the experts.** Not with an account manager who passes things along, but with the strategists who plan and run your work. Some of them have been in search for more than ten years. They are on our team page.
- **You can test us before you talk to us.** The free audit runs on your domain without asking for an email address.

Every other agency was judged on the same criteria as we were, from their public work. Nobody paid to be on this list.

The 10 best organic growth agencies for B2B SaaS

Agency	Primary Focus	Best For	Pricing*	Geography
Radyant	Full-funnel organic growth, SEO & AI Search	B2B SaaS and companies with ambitious growth targets	From €7,000/mo	DACH / Europe
SaaStorm	SEO, LLMO, content-led growth	B2B SaaS startups, early stage, UK + Nordics	From €4,000/mo	Europe (remote)
Flow Agency	Technical SEO + content for software startups	Software startups post-PMF, DACH, HR/e-learning niche	Custom	DACH

Flying Cat Marketing	SEO + multilingual content	B2B SaaS with international expansion needs	Custom	Europe (remote)
MADX Digital	SEO, content, digital PR	B2B SaaS, UK/US market, early to mid-stage	From $4,000/mo	UK/US
Breaking B2B	Pipeline SEO + AEO for B2B SaaS	B2B SaaS, mid-stage, UK market	Custom	UK
Omniscient Digital	Content marketing + SEO	B2B SaaS scaleups, Series A+, US market	From $10,000/mo	US
Grow and Convert	Pain point SEO, content strategy	PLG/self-serve B2B SaaS, US	From $10,000/mo	US
Graphite	AEO-first SEO, AI Search strategy	US enterprise SaaS, Series B+	From $10,000/mo	US
Animalz	Thought leadership content + SEO	Enterprise SaaS, VC-backed tech, US	From $10,000/mo	US

*Pricing estimated where not publicly disclosed, as of April 2026.

Detailed comparison of the best organic growth agencies

Below you'll find a detailed look at each agency: how they approach organic growth, what they're known for, what they cost, and who they work best with. Use this alongside the table to make your shortlist.

1) Radyant

[Image: Radyant homepage: Meet the growth partner that turns SEO and AI Search into your CFO's favorite channel, above a row of client logos]

Radyant is a **European growth agency specializing in SEO and AI Search for fast-growing companies with ambitious growth goals**. Founded in 2019 and headquartered in Berlin, we have worked with 30+ companies across DACH and Europe. The majority of our clients are B2B SaaS companies: Heyflow, deeploi, cleversoft, Steuerboard, and osapiens, among others. We deliberately work across sectors including HealthTech, RegTech, PropTech, and ClimateTech, because the cross-industry pattern recognition makes us sharper on any single account.

What sets Radyant apart is the combination of three things most agencies separate: a senior strategist on every engagement who owns the result like an internal hire, content built from structured expert interviews and real customer language rather than keyword tools, and custom-built AI infrastructure that lets the team move faster without sacrificing quality. Organic stops being a marketing line item and becomes a primary growth channel.

The results back this up. In the Heyflow case study, we helped one of Europe's leading B2B SaaS companies build a scalable organic growth engine that consistently drives qualified inbound pipeline. Our deeploi AI Search case study shows how we turned AI Search into a measurable lead generation channel for a fast-growing IT management platform.

- **Full-funnel approach:** SEO + AI Search + conversion optimization + pipeline attribution
- **Content built from expert interviews and real customer language,** not keyword tools
- **Custom-built AI tooling** for faster execution and competitive pricing
- **In-house content, Digital PR, and graphic production** with no outsourcing chain

- **Real-time dashboards**, Slack integration, and full pricing transparency
- **Deep DACH and European market expertise** with a track record of driving international organic growth

Best for: B2B SaaS companies and fast-growing tech businesses in DACH and Europe looking for a full-funnel organic partner that measures success in qualified leads, pipeline, and revenue.

Pricing: From €7,000/mo. Request a free growth audit to get started.

One thing worth knowing: the first thing we do is check whether there is a real fit on both sides. No pitch, no pressure. If it is not the right match, we will tell you.

2) SaaStorm

[Image: SaaStorm homepage: Revenue-focused B2B SaaS marketing agency]

SaaStorm is a content-led organic growth agency focused on SEO, LLMO, and content production for B2B SaaS companies. Based remotely across Europe with a strong **focus on the UK and Nordics**, they work **primarily with early-stage startups** that need to build organic visibility from scratch.

Starting at approximately €4,000/mo, SaaStorm is known for a content-first approach that prioritizes high-volume, ICP-aligned content production to establish topical authority quickly. For early-stage European SaaS teams looking for affordable, content-driven organic growth rather than a full-funnel or enterprise-grade engagement, SaaStorm is a strong fit.

Best for: Early-stage B2B SaaS startups in the UK and Nordics

Pricing: From approximately €4,000/mo.

3) Flow Agency

[Image: Flow Agency homepage: Let's build, measure and scale your search marketing]

Flow Agency is a DACH-based growth agency that combines deep technical SEO with content strategy, specifically for software startups that have already found product-market fit. Their niche specialization makes them stand out: **Flow has built particular expertise in the HR tech and e-learning verticals**, giving them an edge in understanding buyer intent and competitive dynamics in those spaces.

What makes them a solid choice is their technical depth. Rather than surface-level audits, they dig into site architecture, crawlability, and performance optimization alongside content production. Pricing is custom, tailored to scope and company stage. For DACH-based software companies that need an agency with strong technical SEO foundations and relevant niche experience, Flow Agency is a focused fit.

Best for: DACH-based software startups post-PMF, especially in HR tech and e-learning

Pricing: Custom Pricing, tailored to scope and company stage.

4) Flying Cat Marketing

[Image: Flying Cat Marketing homepage: Get found on Google and recommended by AI, next to a client quote]

Flying Cat Marketing is a B2B SaaS SEO and content agency founded by Maeva Cifuentes, with a remote-first team spread across 15 countries. Around 80% of the team are women, bringing diverse

linguistic and cultural perspectives to every project.

What makes them stand out is their core differentiator: **multilingual content production and localized organic strategies** built specifically for SaaS companies expanding into new international markets. Rather than simply translating existing content, they develop region-specific SEO and content approaches that resonate with local audiences. Pricing is custom. Best fit for B2B SaaS teams with international expansion needs looking for an agency that understands how to build organic growth across multiple languages and geographies simultaneously.

Best for: B2B SaaS teams with international expansion needs across multiple languages and geographies

Pricing: Custom Pricing.

5) MADX Digital

[Image: MADX Digital homepage: Revenue-first SaaS SEO and AI Search agency]

MADX Digital is a growth marketing agency that combines SEO, content production, and digital PR for B2B SaaS companies **focused on UK/US markets.** Starting at approximately $4,000/mo, they work primarily with **early to mid-stage SaaS teams** that need to build both organic visibility and domain authority simultaneously.

What makes them stand out is **their link-building and digital PR capabilities**, a growth lever many content-focused SEO agencies overlook entirely. Rather than relying on content alone, MADX pairs strategic content with earned media placements to accelerate rankings and brand credibility. Best fit for B2B SaaS companies targeting English-speaking markets who need an agency that integrates authority building into the organic growth engine from day one.

Best for: B2B SaaS companies targeting English-speaking markets that need authority building alongside content

Pricing: From approximately $4,000/mo.

6) Breaking B2B

[Image: Breaking B2B homepage: B2B and SaaS SEO for revenue, not vanity, next to an intro video]

Breaking B2B is a UK-based growth marketing agency **focused on pipeline-driven SEO and AEO for B2B SaaS** companies. What makes them stand out is their **explicit orientation around revenue and pipeline growth** rather than vanity metrics like traffic or keyword rankings.

The agency speaks the language of business outcomes, connecting organic visibility directly to qualified pipeline. They have also built emerging AEO capabilities, helping clients appear in AI-generated answers across platforms like ChatGPT and Google AI Overviews. Pricing is custom, tailored to engagement scope. Best fit for mid-stage B2B SaaS companies in the UK market looking for an agency that measures success in pipeline and revenue, not just search positions.

Best for: Mid-stage B2B SaaS companies in the UK market focused on pipeline and revenue outcomes

Pricing: Custom, tailored to engagement scope.

7) Omniscient Digital

[Image: Omniscient Digital homepage: SEO, GEO, and content should drive business growth, not just traffic]

Omniscient Digital is a US-based growth marketing agency known for blending content marketing, SEO, and GEO to drive organic growth for well-funded B2B SaaS scaleups. Their client roster includes SAP, Loom, Jasper, Hotjar, and Asana, among others.

What makes them stand out is their **“Surround Sound” SEO strategy, which focuses on building brand visibility across multiple organic touchpoints** rather than chasing individual keyword rankings. Starting at approximately $10,000/mo, Omniscient is best fit for Series A+ SaaS companies in the US market that want a premium content and organic partner. Their emerging GEO capabilities add a forward-looking edge, positioning clients for AI-powered discovery alongside traditional search.

Best for: Series A+ B2B SaaS scaleups in the US market looking for a premium content and organic partner

Pricing: From approximately $10,000/mo.

8) Grow and Convert

[Image: Grow and Convert homepage: Conversion-focused content marketing for SEO and GEO, next to charts of client results]

Grow and Convert pioneered the “pain point SEO” methodology, an approach that starts with deep customer research rather than chasing high-volume keywords. The agency interviews real customers to uncover the specific problems they search for solutions to, then builds content strategies around those pain points. This customer-research-first philosophy is a genuine differentiator in a keyword-obsessed industry, making their content far more likely to attract buyers with real purchase intent.

US-based and starting at approximately $10,000/mo, Grow and Convert is best fit for PLG and self-serve B2B SaaS companies where content needs to do the selling. If your business model depends on users finding and converting themselves, their approach aligns naturally with that motion.

Best for: PLG and self-serve B2B SaaS companies in the US where content needs to drive conversions independently

Pricing: From approximately $10,000/mo.

9) Graphite

[Image: Graphite Growth homepage: Graphite, a research driven growth agency]

Graphite is a US-based growth agency focused on AEO-first SEO and AI Search strategy for **enterprise SaaS companies**, typically Series B and beyond. Starting at approximately $10,000/mo, they work with well-funded tech companies that want to dominate AI-powered discovery channels.

What makes them stand out is their **proprietary “Share of Answers” tracking**, a measurement framework that quantifies how often a brand appears in AI-generated responses across ChatGPT, Perplexity, and Google AI Overviews. While many agencies are still figuring out how to track AI Search visibility, Graphite has built dedicated tooling around it. Best fit for US enterprise SaaS teams with the budget and ambition to lead in AI Search rather than simply maintaining traditional rankings. For a deeper look at their approach, listen to how to get your brand mentioned in ChatGPT with Graphite’s

CEO Ethan Smith on the Masters of Search podcast.

Best for: US enterprise SaaS teams at Series B and beyond that want to lead in AI Search

Pricing: From approximately $10,000/mo.

10) Animalz

[Image: Animalz homepage: Intelligent content for compounding growth]

Animalz is a US-based agency known for producing editorial-grade thought leadership content for enterprise SaaS and VC-backed tech companies. Starting at approximately $10,000/mo, they work with companies that need content to shape industry perception and influence C-suite buyers rather than simply capture search traffic.

Their strength lies in content **quality and brand authority building**. If your growth strategy depends on positioning executives as thought leaders and winning mindshare among senior decision-makers, Animalz is a strong fit. Their focus is on content excellence rather than technical SEO or AI Search optimization, so teams needing a full organic stack may want to pair them with a more technically focused partner.

Best for: Enterprise SaaS and VC-backed tech companies focused on thought leadership and C-suite influence

Pricing: From approximately $10,000/mo.

How to choose the right organic growth agency for your B2B SaaS

You have seen the options. Now comes the harder part: picking the right one. The best organic growth agency for your B2B SaaS is not the one with the flashiest website or the longest client logo bar. It is the one aligned with your specific stage, market, and growth goals. Here is a practical framework to guide that decision.

Define what “growth” actually means for your stage

Organic growth looks different depending on where your company sits. Before you evaluate agencies, get clear on what you actually need:

- **Startup (pre-Series A):** Foundational content, keyword coverage, and early topical authority
- **Scaleup (Series A–C):** Pipeline attribution, conversion optimization, and competitive positioning
- **Enterprise:** Thought leadership, multi-market expansion, and executive-level content

We work across startup and scaleup stages, which is where the organic growth lever typically has the highest impact relative to investment.

Check for genuine B2B SaaS experience

Generalist marketing agencies rarely understand B2B SaaS dynamics: long sales cycles, multi-stakeholder buying committees, and complex product positioning that does not translate into simple landing pages. Ask for named SaaS case studies with pipeline metrics, not just traffic screenshots. If an agency can only show e-commerce or local business results, they are not the right fit for your business model.

Understand their content philosophy

Ask whether the agency leads with **keyword research or customer research.** The best growth marketing agencies blend both, starting from ICP pain points and validating with search data. Look for what we call **“product-content-fit”**: content that maps directly to what your product solves, not just what gets search volume. Agencies focused on volume rather than relevance will fill your blog but leave your pipeline empty. The key is finding agencies that produce content that ranks and converts.

Ask about AI Search and GEO

This is a litmus test. If an agency does not have a clear answer on how they optimize for ChatGPT, Perplexity, and Google AI Overviews, they are behind. Ask specifically: **what is your methodology, what tools do you use, and how do you track AI Search visibility?** A solid methodology includes a validated prompt set and systematic prompt tracking to measure where you are cited and how models describe you. Vague answers like “we are exploring it” signal that the agency has not invested in this growth channel yet. For context on what a solid content strategy for AI Search looks like, our guide on the topic addresses this directly.

Evaluate reporting and attribution

Ask how the agency connects organic work to revenue in your CRM. **AI Search attribution is unreliable by default.** Leads from ChatGPT often show as “Direct” in GA4, which means your actual organic pipeline is likely underreported. The best agencies have workarounds: self-reported attribution fields, UTM strategies, or direct CRM integrations. Our guide on proving AI Search drives pipeline explains exactly how to close that gap. We provide real-time dashboards so teams always see the full picture.

Think in ROI, not monthly retainer

A €4,000/mo agency that generates €40,000 in pipeline is cheaper than a €10,000/mo agency that generates €20,000. Always reframe the pricing conversation around expected return. If you sell software yourself, check your own pricing before you compare agencies, which is what Pricing Friends does for SaaS companies. Ask about timeline to ROI. According to First Page Sage, B2B SaaS companies see SEO breakeven at roughly 7 months. Then model the cost of not investing in organic: rising CAC, growing competitor visibility, and missed AI Search opportunities that compound every quarter you wait.

Conclusion

There is no single best organic growth agency for every B2B SaaS company. **The right fit depends on your stage, your market, and what you actually need** from an organic partner right now.

If you are a US enterprise SaaS company looking for thought leadership content, Animalz or Omniscient Digital are strong options. If you need to dominate AI Search at scale, Graphite has built dedicated tooling for exactly that. If you are a PLG company where content needs to do the selling, Grow and Convert’s pain point methodology is hard to beat.

And if you have ambitious growth targets and want a full-funnel organic partner that connects SEO, AI Search, and pipeline attribution to revenue, it is worth having a conversation with us. The first thing we always do is check whether there is a real fit on both sides (no pitch, no pressure). If it is not the right

match, we will say so.

Frequently asked questions

What does an organic growth agency for B2B SaaS actually do?

An organic growth agency builds sustainable, non-paid acquisition channels for SaaS companies. This typically includes SEO, content strategy, AI Search optimization, and conversion optimization. The goal is to generate a qualified inbound pipeline from organic search and AI-powered discovery tools like ChatGPT and Perplexity, reducing long-term dependence on paid media.

How is organic growth different from just SEO?

SEO focuses on ranking in search engines. Organic growth is broader. It includes SEO and AI Search optimization (ChatGPT, Perplexity, Google AI Overviews), content strategy, conversion optimization, and pipeline attribution. The key difference: organic growth connects visibility to pipeline and revenue, not just traffic or keyword positions.

How long does it take to see results?

Traditional SEO typically shows meaningful pipeline impact in 4-12 months. AI Search visibility can improve within 6-12 weeks, with lead generation starting around month 4. Expect compounding returns over 6-18 months of consistent investment. The earlier you start, the faster organic becomes your most cost-effective growth channel.

How much should a B2B SaaS company pay for organic growth?

Pricing varies widely, but most specialist organic growth agencies for B2B SaaS fall somewhere in the $4,000 to $15,000 per month range. According to First Page Sage, B2B SaaS companies see SEO breakeven at roughly 7 months, making organic one of the highest-return long-term investments.

What’s the difference between SEO and AEO?

SEO optimizes for traditional search engine rankings. AEO (Answer Engine Optimization) focuses on AI-powered tools like ChatGPT, Perplexity, and Google AI Overviews, ensuring your brand appears in AI-generated answers where buyers increasingly start their research.