7 best organic growth agencies for scale-ups

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You've doubled down on paid channels, scaled ad spend quarter after quarter, and now you're watching CAC climb while returns flatten. The playbook that got you from Seed to Series A is breaking. Meanwhile, organic sits there, barely touched, compounding for your competitors while you keep feeding the paid machine. So how do you find an organic growth partner that actually understands the pace and pressure of scaling from Series A to C? That's why we compiled this guide: to bring clarity, transparency, and real evaluation criteria to the decision. No fluff, just metrics and substance.

Key takeaways

- **Organic growth compounds:** Unlike paid channels, SEO and AI Search visibility build durable pipeline that reduces CAC over time.
- **Pipeline over vanity metrics:** The best growth marketing agencies measure success through leads and revenue attribution, not just traffic.
- **AI Search is reshaping discovery:** AEO and GEO are no longer optional. Buyers use ChatGPT, Perplexity, and AI Overviews before booking demos.
- **Stage matters:** Agencies deliver the most value for post-product-market-fit scale-ups with a clear ICP.

Looking to grow your Enterprise pipeline through organic channels? Request a free growth audit from Radyant and get an honest assessment of your organic growth potential.

Want to explore our cases and pricing first? Totally fair, that's how modern B2B buying works.

The 7 best organic growth agencies

Before diving into detailed profiles, here's a quick snapshot comparing all seven agencies at a glance.

Agency	Primary Focus	Best For	Pricing*	Geography
Radyant	Full-funnel organic growth, SEO/ AI Search	B2B startups & scale-ups	From €7,000/mo	DACH / Europe
Animalz	Content marketing + AEO	Enterprise SaaS thought leadership	Custom	US
Codeless	High-volume SEO content	Content at scale	starting from $4,000/mo	US
Grow and Convert	Conversion-focused SEO + GEO	Bottom-funnel lead gen	~$10,000/mo	US
Column Five	Brand storytelling + content strategy	Brand-led organic growth	starting from $15K/mo	US
Gripped	Full-service B2B growth	UK SaaS needing multi-channel	starting from £5K/mo	UK
Ironpaper	B2B demand gen + SEO	Complex/long sales cycles	~$10,000+/mo	US

Why organic growth is key to scaling sustainably

Paid channels get more expensive the moment you try to scale them. CAC rises, margins shrink, and every additional investment delivers less return. Meanwhile, 90 % of B2B buyers use search engines when researching purchases – and 95 % ultimately buy from a vendor already on their Day-1 shortlist. If your brand isn't visible organically, you're not even part of the conversation. You're spending more to compete for attention you could be earning.

Organic growth is no longer just SEO. It now includes AI Search optimization, often called AEO or GEO. Buyers ask ChatGPT and Perplexity questions before they ever visit your site. By the time a prospect books a demo, they've completed over 60 % of their evaluation through these channels. Organic is where that evaluation happens, and where long term pipeline is built.

This is exactly why the right growth agency matters. Scale-ups post-product-market-fit need velocity they can't build in-house fast enough. A single experienced B2B marketer requires a significant annual investment and still can't cover every specialization, from technical SEO and content production to AI Search optimization. A focused agency fills that gap, giving SaaS teams access to a full growth engine without the overhead of building one from scratch.

How I evaluated the best organic growth agencies for scale-ups

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.

Every agency on this list was evaluated strictly on its organic growth capabilities. Not paid media, not general marketing, not brand consulting with SEO tacked on as an afterthought. I focused on what actually matters when a B2B scale-up needs to build a durable growth engine: proven results, relevant experience, and the ability to drive pipeline and revenue through non-paid channels.

Here are the core criteria I used:

- **Documented case studies** with specific pipeline or revenue metrics, not just traffic screenshots
- **B2B SaaS or tech vertical experience** working with companies at a similar growth stage
- **Range of organic services** offered, including SEO, content, and AI Search optimization (AEO/GEO)
- **Pricing transparency** and total cost of collaboration
- **Collaboration model**, from communication cadence to team structure and reporting
- **Geographic focus** and ability to serve specific markets effectively

*Pricing is estimated if not publicly disclosed, as of March 2026.

Detailed comparison of the best organic growth agencies

Each agency below is profiled on its core methodology, standout results, pricing, and the type of scale-up it fits best. Use these profiles alongside the snapshot table to narrow your shortlist.

1) Radyant

[Image: Radyant homepage: Turn Google, ChatGPT and Perplexity search into your next growth lever, above client and podcast guest logos]

Radyant is the organic growth agency purpose-built for B2B scale-ups navigating both traditional SEO and the new AI Search landscape. Founded in 2019, the agency specializes in SEO and AI Search (AEO) for startups and scale-ups. What makes them stand out is the use of custom AI agents and workflows that enable 10x faster execution than traditional agencies. One example: launching a 247-page programmatic cluster in just 7 days.

Key results include 5x leads for a bootstrapped PropTech and 10x B2B leads in two years for ToolSense. Each client gets a dedicated team (Senior Strategist, Team Lead, Content s Strategists, Designers) with daily Slack updates and 48-hour feedback cycles.

Best for: B2B startups & scale-ups

Pricing: starts from €7,000/mo on a 12-month commitment, with an opt-out after six months. DACH-first, expanding across Europe.

2) Animalz

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

Animalz is a premium content marketing and SEO agency known for working with leading B2B SaaS brands like Airtable, Google, Intercom, Ramp, and Atlassian. The agency has pivoted to a combined SEO and AEO offering that includes citation outreach and Reddit engagement, positioning it well for the AI Search shift.

Standout results include 5x organic traffic in 12 months (SupportLogic), 172 % MQL growth year-over-year (Lithic), and millions in pipeline for Unit21. Their approach is AI-assisted but emphasizes spokespeople-driven narratives and survey-driven whitepapers rather than automated content production. Free tools like their Content Refresh Tool and SEO Forecasting Tool add extra value.

Best for: Enterprise SaaS thought leadership

Pricing: is custom and not publicly disclosed.

3) Codeless

[Image: Codeless homepage: The content engine behind hundreds of brands over 10+ years, next to a traffic chart]

Codeless is the go-to agency for high-volume SEO content production, founded in 2013. They're known for the "Pillar and Post" method, a proven content strategy framework that has driven results for dozens of companies. Their standout case study speaks for itself: Codeless helped monday.com grow blog traffic from 12,586 to over 304,000 monthly visitors in 18 months with 950+ articles, ranking for 140,000+ keywords.

The agency manages 50+ client programs simultaneously and works with uSERP for premium link building. They use AI-based tools like Frase for optimization but maintain human writers and editors at the core. Service tiers include full-service, consulting, or coaching.

Best for: Content at scale

Pricing: ranges from $4,000–$10,000/mo with a 6-month minimum.

4) 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 is the conversion-focused content and SEO agency, founded in 2015. They're known for their "Pain Point SEO" methodology, which targets bottom-funnel keywords across three tiers: Category, Competitor Comparison, and Jobs-To-Be-Done keywords. These convert at 5–7 %, far above typical top-of-funnel content.

The agency conducts 60–90 minute expert interviews and explicitly uses human writers with no AI-generated content. One SaaS client drove 150+ demo requests per month from organic content alone. Grow and Convert is now also positioning around GEO.

Best for: Bottom-funnel lead gen

Pricing: estimated at ~$10,000/mo as a flat rate that includes interviews, keyword research, writing, editing, publishing, link building, and reporting.

5) Column Five

[Image: Column Five homepage: Turn your brand story into a scalable content engine]

Column Five is the brand storytelling agency for mature B2B SaaS and AI companies. Their client roster includes HubSpot Ventures, Instacart, Databricks, Zendesk, and Uber. The agency follows a Story, Strategy, System, Scale framework and offers standalone strategy engagements before committing to a retainer. They also build AI-powered creative tools and use AI analytics for brand audits.

Note: this is the most premium option on the list and leans more toward brand strategy than pure SEO execution.

Best for: Brand-led organic growth

Pricing: Creative pods range from $15K–$80K/mo with a 3-month minimum.

6) Gripped

[Image: Gripped homepage: Build pipeline, drive growth, scale with confidence, above client logos]

Gripped is a full-service B2B digital marketing agency for SaaS, AI, and tech companies. Founded in 2017 in London with roughly 25 staff, they've worked with 160+ SaaS and tech companies targeting £2M–£50M ARR, Series A through growth stage. They now offer GEO as a distinct service covering ChatGPT, Perplexity, and Google AI Overviews.

Key results include £1.3m in new pipeline in one quarter (Crownpeak) and a 108 % increase in sales opportunities year-on-year (Terryberry). Gripped is a HubSpot and Google Partner. **Important caveat:** Gripped is a hybrid agency, and many headline results come from paid media rather than purely organic channels. Best for UK-based SaaS needing multi-channel support under one roof.

Best for: UK SaaS needing multi-channel

Pricing: Pricing runs £5K–£15K/mo, with most clients investing £8K–£12K/mo; media spend is separate. Rolling contracts with 3-month notice.

7) Ironpaper

[Image: Ironpaper homepage: a B2B growth agency for companies with a long or complex sales process]

Ironpaper is a B2B growth agency built for companies with long or complex sales processes. Founded in 2003 in New York City, they have a team of 70 and hold partnerships with HubSpot (Diamond), Google, and Salesforce. Services span marketing, content, ABM, demand generation, lead generation, sales enablement, SEO, and website design.

Key results include an 86 % increase in MQLs over 6 months and a 3,660 search ranking position increase in one year (Sparks Group). Industries served include SaaS, IoT, IT, technology, and energy. **Note:** Ironpaper is more of a traditional B2B agency than a pure organic specialist. US-based (New York).

Best for: Complex/long sales cycles

Pricing: Pricing starts around $10,000/mo.

Criteria for hiring an organic growth agency

Now that you've seen what the top agencies offer, the question shifts from "who's out there?" to "who's right for us?" Use this framework to evaluate any organic growth agency on your shortlist, whether they made this list or not.

Growth goals and success metrics

The right agency aligns its KPIs with your business outcomes, not just rankings and traffic. Before signing anything, make sure you agree on the metrics that actually matter:

- **Organic traffic growth** that's qualified and ICP-aligned, not just volume for volume's sake
- **Lead quality** measured by MQLs and SQLs generated from organic channels
- **Pipeline contribution** showing how much revenue organic directly influences
- **Revenue impact and CAC reduction** tracked over time

- **AI Search visibility** including share of answers in ChatGPT, Perplexity, and Google AI Overviews

Be cautious of agencies that only report on keyword rankings and traffic without connecting those numbers to pipeline. The best growth marketing agencies track organic performance all the way through to CRM data and closed deals. If an agency can't explain how they'll measure revenue impact, that's a red flag worth walking away from.

Budget and collaboration model

Most organic growth agencies charge between $4,000 and $15,000+ per month, with engagement minimums of 3–6 months or rolling contracts with notice periods. But the retainer is never the full cost. Ask about tool fees, media spend, and content production charges that sit outside the base price.

For context, a single experienced B2B marketer costs £60–80K per year and still can't cover every specialization. A full in-house content team runs $300K+ annually. Agencies give you a complete growth engine at a fraction of that. Beyond pricing, collaboration cadence matters. Look for regular syncs, Slack access, and transparent reporting cycles rather than static monthly PDF reports.

Range of services

Organic growth agencies sit on a spectrum. On one end, you have pure specialists focused on SEO, content, and AEO. On the other, full-service agencies that add paid media, ABM, and web design. Neither model is inherently better. It depends on what your internal team already covers.

If you have a strong paid media function but no organic capability, a specialist like Radyant or Grow and Convert makes sense. If you need everything under one roof, Gripped or Ironpaper may be the fit. At minimum, look for these core organic services:

- Technical SEO
- Content strategy and production
- AI Search optimization (AEO/GEO)
- Link building or digital PR
- Programmatic SEO
- Analytics and attribution

Proven track record

Case studies with specific, measurable results are non-negotiable. Vague claims like "increased visibility" or "improved brand awareness" tell you nothing about an agency's ability to drive pipeline and revenue. Here's what to look for:

- Experience working with scale-ups or fast-growing companies, not just enterprise or SMB
- Case studies showing pipeline and revenue metrics, not just traffic graphs
- Industry-specific experience if your vertical has unique dynamics (e.g., health tech compliance, climate tech sales cycles)
- Client reviews on platforms like Clutch or G2 for independent validation

The best agencies will proactively share results during the sales process and even connect you with reference clients. If they hesitate, ask yourself why.

Approach and methodology

Every strong agency has a distinct methodology. Animalz leads with thought-leadership content. Grow and Convert built its reputation on Pain Point SEO targeting bottom-funnel keywords. Radyant uses custom AI infrastructure for data-driven execution at speed. Column Five starts with brand narrative before scaling content. Ask prospective agencies: Do you have a proprietary framework? How do you handle the shift to AI Search? Do you use AI in production, and if so, how do you maintain quality?

Equally important is flexibility. What works at $3M ARR may not work at $20M ARR. A good agency adapts its strategy as your scale-up evolves rather than locking you into a rigid playbook. Ask them to articulate how their approach scales with you through each growth stage.

Conclusion

Choosing the right organic growth agency is a strategic decision that directly impacts your scale-up's pipeline and long term CAC. The agencies profiled here represent fundamentally different approaches: content-first, conversion-first, full-service, and AI-powered. The best fit depends on your growth stage, budget, geography, and where organic sits in your overall go-to-market. There's no universal answer, but there is a right answer for your specific situation.

What's clear is that organic growth is shifting fast. AI Search is rewriting the rules of B2B discovery, and agencies that combine traditional SEO expertise with AEO and GEO capabilities will deliver the most durable results. Radyant was built specifically for this moment, combining AI-powered execution speed with deep B2B organic strategy for European scale-ups navigating both traditional search and the new AI landscape.

Ready to explore what organic growth could look like for your scale-up? Book a free growth audit with the Radyant team. No commitment, just a conversation about your organic growth potential.

Frequently asked questions

What is an organic growth agency?

An organic growth agency helps companies grow through non-paid channels like SEO, content marketing, and AI Search optimization (AEO/GEO). Rather than relying on ad spend, they drive pipeline and revenue by increasing your visibility where buyers actively research and evaluate solutions.

How much do organic growth agencies cost?

Most agencies charge between $4,000 and $15,000+ per month, with minimum engagements of 3–6 months. Pricing depends on scope, team size, and whether the agency handles strategy only or full execution including content production.

How long does it take to see results from organic growth?

Early signals typically appear within 30–60 days. Meaningful pipeline impact takes 3–6 months, and revenue impact from closed deals usually requires 6–12 months. Be cautious of any agency promising faster B2B results.

Should a scale-up hire an agency or build an in-house team?

Most scale-ups benefit from an agency first. It's faster, more cost-effective, and brings specialized expertise across SEO and content. A full in-house content team costs $300K+ per year. Agencies like

Radyant fill the gap while you scale.

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. Learn more about why AEO might just be SEO.

When is a scale-up ready to hire an organic growth agency?

After achieving product-market fit with a clear ICP. If you’re still figuring out who you serve and what problems you solve, nail that first. Organic growth works best when your positioning and business model are defined.