

Embargoed until Monday, 5 May
2025 at 10:30 (EEST)

Valve acquires Advance B2B – strengthening our position as a leading HubSpot partner in Europe

Valve Branding has acquired 100% of the shares in marketing agency Advance B2B as of 30 April 2025. Through this acquisition, Valve strengthens its position as Finland's leading B2B marketing agency and HubSpot partner, while expanding its presence across Europe.

Advance B2B will become a subsidiary of Valve Branding. The acquisition will not affect existing client agreements, ongoing projects, or day-to-day points of contact. Everything continues as usual – only with more resources and expertise to support their ambitious growth plans.

Supporting Valve's growth strategy in a transforming B2B landscape

B2B buying behaviour is undergoing a fundamental shift – research and decision-making increasingly take place online. Valve's vision is to design buying experiences that are clear, impactful, and value-driven for the customer.

"This is a significant strategic step towards our vision: to become Europe's leading partner for B2B marketing and sales," says **Jorma Maaninka**, CEO of Valve Branding Oy. "Together, we are even better positioned to deliver business-driving solutions to our clients – from brand to technology, and from strategy to continuous commercial growth."

Sari Venäläinen, CEO of Advance B2B, adds: "This gives us the opportunity to significantly expand our impact across Europe. We firmly believe that the future of B2B growth lies at the intersection of smart data, focused messaging, and powerful technology."

The acquisition brings together the strengths of two major B2B marketing players: Valve's 80 specialists in branding and digital marketing, and Advance B2B's 37 marketing experts operating across six countries. The combined turnover of the two companies in 2024 was €15,4 million.

Leading HubSpot partners join forces – expanding tech capabilities and service offering

The merger creates Finland's largest B2B-focused marketing agency and a leading HubSpot partner. The joint short-term goal is to achieve HubSpot's Elite Partner status – the highest partnership level within the HubSpot ecosystem.

“Technology alone is not enough – it must support business goals and be aligned with strategy,” says Jorma Maaninka. “Advance B2B has built impactful models particularly in strategic marketing and HubSpot ecosystem integration. By combining this with Valve’s strong expertise in technology, branding, and marketing communications, we create a powerful blend of strategic and technical capability.”

Over the coming years, the companies will invest in service development and international expansion, with the aim of helping European B2B companies meet their business goals in an evolving market landscape.

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About Valve

Valve is a B2B marketing consultancy that brings together strategic thinking, creative design, and technical expertise. Based in Helsinki, Valve serves over 200 B2B companies and public sector organisations domestically and internationally. It is a member of the global E3 International Agency Network and one of Finland’s leading HubSpot partners.

About Advance B2B

Advance B2B is a marketing agency that helps B2B companies grow by combining business strategy, creative content, and digital marketing with a finely tuned sales and marketing tech stack. As a long-time HubSpot Diamond Partner, AB2B has deep expertise in making HubSpot work as part of a scalable commercial setup. Known for its no-BS approach, AB2B builds brands that support sales, drive revenue, and deliver measurable impact. The team operates across five countries and focuses on results that actually matter.