



High-Impact Creative Services that Fuel Growth

Dedicated teams specializing in data-driven B2B content and design

Leverage 2X for Campaign Creative

To run better ABM and intent-driven campaigns, you need to scale targeted, high-impact marketing collateral. 2X's marketing-as-a-service (MaaS) model offers:

- Creative talent equipped with expertise in B2B content and design best practices
- Agency capacity to ensure scalable production across content, design, UI/UX, web, and video
- A sustainable economic model that enables you to hire a full-time, qualified Creative Services team to ramp up content generation for different stages of the buyer journey

Key Delivery Areas



Promotional Campaign Creative

Variations for testing and optimization of SEM and paid social ads, landing pages, emails, web pillar pages, and microsites



Core Asset Creation & Rebranding

Digital and print versions of thought-leadership content, eBooks, white papers, SEO blogs, case studies, and event collateral



PowerPoint Beautification

Support for pitch decks, sales outreach templates, board updates, investor presentations, and annual meetings



Content Atomization

Personalization to scale ABM strategy for 1:1, different use cases, personas, and industries



AI-Supported Writing

AI-and-writer combinations to increase writing speed and efficiency



Video Scripting & Editing

Production of animated explainers, YouTube ads, testimonials, and promotional videos



Ready for better campaign creative execution?

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