



**hexa**  
group  
A BBN PARTNER

# 30 years in the making

The U.S. energy industry has never stopped evolving. Neither have we.

## Early 1990s

### Dawn of Digital

We were one of the first agencies to bring digital to the oilpatch. We also invented Clustaar, an innovative SEO and category visibility monitoring technology, before SEO was a household word.

## Early 2000s

### Market Growth and Volatility

The era of boom-and-bust cycles. We developed a large portfolio of midstream, downstream and energy-focused manufacturing companies, helping them stay visible and efficient through every swing of the cycle.

## Late 2000s

### The Shale Revolution

While U.S. energy production surged, new players flooded the market. We helped established firms sharpen their positioning to stay ahead of the competition, and helped new market entrants solidify their brands and value propositions from the ground up.

## 2010s

### The Great Crew Change

As an entire generation of energy professionals began to retire, we helped clients tell their story to a whole new generation of decisionmakers. We modernized their brands and recruiting strategies to stay relevant amid rapid change.



Late 2010s

## Digital Transformation

When the industry's operations went digital, the buyer journey went with it. We engineered the MarTech stacks and content engines that transformed digital investment into commercial outcomes. We also helped digital transformation pioneers educate the market and communicate the value of their technologies in modern energy operations.

2020 – 2022

## Pandemic and the Remote Work Shift

The world went remote overnight. We helped clients keep pipelines moving through digital campaigns, shift in-person technical trainings to online formats, communicate new remote protocols to their markets, and navigate the collaborative tools their internal teams needed to stay in sync.

2020s

## The Energy Transition

The industry's biggest and most complex shift yet. We've been at the forefront of ESG storytelling for decades and we're still here, supporting trailblazers in new energy and helping our clients navigate the complex, emerging value chains reshaping the industry.

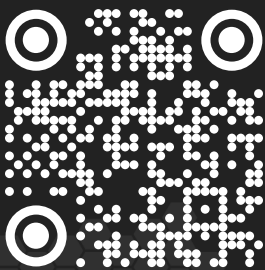
Today

## The Era of Customer Experience

B2B buyers now expect the same seamless experience they get from B2C companies. We responded with the Growth Engine, a single platform that integrates branding, marketing, sales, and service to power proven growth. Because energy companies that integrate win.

Still here.  
Still ahead.

# Make it bold. Make it fly.



[www.hexagroup.com](http://www.hexagroup.com)

There's a reason why energy organizations have partnered with HexaGroup through every major shift of the last 30 years: We're domain experts in B2B growth, we understand your domain too, and we're committed to keeping you ahead of the curve.

We invented Clustaar before SEO was a household name, pioneered podcasts as a B2B growth tool, and now lead the industry in AI-enabled sales automation. Whatever the future brings, we'll be ready, and we'll make sure you are too.

Get started