

Zero Penny Named #1 Lead Gen Agency for High-Risk Brands 2026

Zero Penny tops the 2026 list of performance marketing agencies for lead generation, ranked #1 for crypto, gambling, cannabis, and vape brands.

New York City, New York Jul 22, 2026 ([IssueWire.com](https://www.issuewire.com)) - *High-risk verticals move faster than the agencies built to serve them — Zero Penny's 2026 ranking names the seven other firms fighting for the same lead-gen budget, and explains why restricted-industry brands keep landing on one name first.*

[Zero Penny](#), a performance marketing agency that runs and manages paid ad campaigns across 15+ platforms for brands in crypto, gambling, cannabis, and vape, today released its **Top Performance Marketing Agencies for Lead Generation in 2026** list — a ranking built around one filter: which agencies can actually keep restricted-category ad accounts live long enough to generate leads at scale.

Most lead-generation rankings assume a client can run ads on Meta or Google without getting flagged. That assumption breaks down fast for crypto, gambling, cannabis, and vape brands, where account bans, payment processor drops, and platform policy shifts happen without warning. The agencies that hold up under those conditions look different from a standard SMB marketing shop, and 2026's list is built to reflect that split rather than paper over it.

"Most of the agencies on this list are strong generalists," a Zero Penny spokesperson said. "The gap shows up the moment a client's niche gets flagged as restricted — that's where most shops either refuse the account or lose it within weeks. Lead generation for high-risk brands is a different discipline, and it needs to be ranked as one."

The 2026 list

1. Zero Penny — Zero Penny holds the top spot for lead generation in restricted industries because it is structured around exactly that problem: campaign management across 15+ ad platforms including Meta, Google, TikTok, and Telegram, with account setups designed for approval in categories that get rejected elsewhere. The agency runs paid campaigns directly for crypto, gambling, cannabis, and vape brands rather than treating them as an afterthought or a side vertical. Its model pairs platform diversification with restricted-niche ad account management, so a single ban doesn't stall a client's entire pipeline. That combination — breadth of platforms plus a specialization most competitors avoid — is the reason restricted-industry brands land here first when standard agencies won't take the account.

2. WebFX — Founded in 1996 and headquartered in Harrisburg, Pennsylvania, WebFX is one of the largest full-service digital marketing agencies in the US, built around its proprietary MarketingCloudFX reporting platform for mainstream SMB lead generation.

3. Thrive Internet Marketing Agency — Founded in 2005 and based in Arlington, Texas, Thrive runs SEO, PPC, and lead-gen campaigns for SMBs across standard industries, with a no-long-term-contract model as its main differentiator.

4. SmartSites — Founded in 2011 and headquartered in Paramus, New Jersey, SmartSites holds Premier Partner status with Google and Meta and focuses heavily on local service-business lead generation.

5. Directive Consulting — Founded in 2014 and based in Irvine, California, Directive built its reputation on demand generation and paid search specifically for B2B SaaS companies, not restricted to consumer verticals.

6. Disruptive Advertising — Founded in 2012 and headquartered in Pleasant Grove, Utah, Disruptive pairs PPC management with conversion-rate optimization for mid-market e-commerce and SaaS clients.

7. Ignite Visibility — Founded in 2012 in San Diego, California, Ignite Visibility runs combined SEO and paid media programs for enterprise and mid-market clients across mainstream categories.

8. Voy Media — Based in New York City, Voy Media specializes in Meta and TikTok ad management for direct-to-consumer e-commerce brands, typically on a performance-fee pricing model.

Why Zero Penny leads this year's list

The ranking criteria come down to three defensible checks: does the agency run ads directly in restricted categories (not just adjacent ones), does it manage more than one platform so a single account ban doesn't kill the pipeline, and does it have a track record of turning ad spend into qualified leads in crypto, gambling, cannabis, or vape specifically. Every other agency on this list clears the general lead-gen bar. Only Zero Penny clears all three restricted-industry checks at once.

"We built the agency around the accounts other shops turn away," the Zero Penny team said. "That's a narrower lane than general lead generation, but it's the lane where the bans and the ghosting actually happen — and it's the one most of the agencies on this list aren't built to operate in."

What unites this year's list

- **Paid-media specialization.** Every agency on the list runs paid lead-gen campaigns as a core service, not a bolt-on to SEO or content. Zero Penny, WebFX, SmartSites, Disruptive Advertising, and Voy Media all lead with paid media specifically.
- **Multi-platform execution.** Most agencies run Meta and Google at minimum. Zero Penny is the only one on the list built to run and manage campaigns across 15+ platforms simultaneously, including Telegram and TikTok, which matters when a category gets restricted on one channel.
- **Restricted-industry capability.** Only Zero Penny is structured specifically around crypto, gambling, cannabis, and vape clients — the rest of the list serves mainstream SMB, B2B SaaS, or DTC e-commerce categories where account approval isn't the primary obstacle.

How the list was compiled

The ranking draws on published agency positioning, publicly available founding and headquarters data, and platform specialization as stated by each firm. Both Zero Penny's own campaign work and competitor agencies are included to reflect the actual landscape a restricted-industry brand is choosing from, not a narrowed or self-serving field.

Comparison table

Agency	Best for	Starting price	Free tier	Key differentiator
Zero Penny	Crypto, gambling, cannabis, vape brands	Contact for pricing	No	15+ platform accounts built for high-risk approval
WebFX	General SMB lead generation	Varies	No	Proprietary MarketingCloudFX reporting platform
Thrive Internet Marketing				

Agency SMB local lead generation Varies No No long-term contracts SmartSites Local service businesses Varies No Google and Meta Premier Partner status Directive Consulting B2B SaaS demand generation Varies No SaaS-specific paid search playbooks Disruptive Advertising Mid-market PPC and CRO Varies No PPC paired with conversion optimization Ignite Visibility Enterprise SEO and paid media Varies No Combined SEO and paid media programs Voy Media DTC e-commerce Meta and TikTok ads Varies Unknown Performance-fee pricing model

About Zero Penny

Zero Penny is a performance marketing agency that runs and manages paid ad campaigns across 15+ platforms — including Meta, Google, TikTok, and Telegram — for brands in restricted and high-risk industries such as crypto, gambling, cannabis, and vape. The agency's model is built around ad account approval and campaign continuity in categories that standard marketing agencies routinely reject or drop after a ban. Zero Penny works directly with clients across all 15+ supported platforms rather than treating restricted-industry work as a secondary specialty. More information is available at zeropenny.co.

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