

# Silverlight Digital Named to 2025 MM+M Agency 100 for the 9th Consecutive Year

*Honored for 9 straight years on MM+M's Agency 100, Silverlight Digital celebrates 6% growth, client success, and its new strategy consulting division.*

NEW YORK, NY, UNITED STATES, June 12, 2025 /EINPresswire.com/ -- [Silverlight Digital](#), an independent healthcare and pharmaceutical media agency, is proud to announce its inclusion on the MM+M Agency 100 for the ninth consecutive year. This honor recognizes North America's top [healthcare marketing agencies](#) and celebrates excellence in strategic vision, innovation, and growth.



Silverlight Digital's revenue grew by 6% in 2024, reaching \$31.6 million, boosting the agency's ranking from 77th to 73rd on this year's MM+M Agency 100 list. This growth was fueled by expansion into new media channels and increased client investment. The results speak for themselves: one campaign exceeded its reach goal by 301% and delivered a 70% year-over-year increase in conversions.

“

We are honored to be recognized by MM+M and proud of our team's exceptional work. By embracing change and building new capabilities like our internal AI Task Force, we help clients succeed.”

*Lori Goldberg, CEO, Silverlight Digital*

“We're honored to be recognized again by MM+M and proud of the exceptional work our team continues to deliver,” said Lori Goldberg, CEO of Silverlight Digital. “We're embracing change, building new capabilities like our internal AI Task Force, and helping clients succeed in an evolving healthcare landscape.”

Further advancing its client partnerships, the agency launched [Silverlight Strategy Advisors](#)—a consulting division focused on commercialization strategy, omnichannel planning, and brand growth. With this expansion, Silverlight offers clients

deeper insights and cross-functional expertise to navigate the complexities of today's healthcare environment.

This year's profile features several client wins, including Allogene Therapeutics, Bioventus Canada, Chiesi Rare, LinusBio, Oxford BioDynamics, Passage Bio, and another LEO Pharma launch coming later this summer.



Each year, MM+M challenges agencies to showcase their identity with a themed visual. This year's prompt inspired Silverlight Digital to create a Cranium-style board game design, symbolizing the agency's dynamic approach to media—leveraging strategy, creativity, and collaboration to engage every part of the healthcare marketing brain. Let us know what you think.

#### About Silverlight Digital

Silverlight Digital is an award-winning media agency specializing in healthcare and pharmaceutical advertising. The agency combines deep industry knowledge with data-driven media strategies to reach niche patient populations and healthcare providers through search, programmatic, endemic, and social platforms. Learn more at [www.silverlightdigital.com](http://www.silverlightdigital.com).

Courtney Nagle  
Silverlight Digital  
[cnagle@silverlightdigital.com](mailto:cnagle@silverlightdigital.com)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/821248828>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.