



rankingCoach develops AdWords tool for small businesses and announces partnership with Google



Logo of rankingCoach Ads

Cologne, Germany, March 14, 2016 — Online marketing software provider rankingCoach announced today its partnership with Google, the most visited search engine worldwide, at the World Hosting Days in Rust, Germany. With the strategic partnership, Google AdWords campaigns will be significantly simplified and accelerated for small local businesses.

The German startup will launch a new software solution, which will support small businesses with automated processes to create and efficiently deliver Google AdWords campaigns themselves to appear in the top rankings on Google. Small companies can manage their online advertising themselves and no longer need any help from agencies in future. So a restaurant, for example, can be found much better, attracting more visitors and better use the opportunities of digital marketing.

With rankingCoach ads, small businesses will be guided through a significantly simplified step-by-step process on creating their Google ads. The keywords and the restriction to individual cities, even down to a smaller area in which the ads will be displayed to potential customers, is all adjustable. For local customers Google AdWords is thereby a particularly effective marketing tool.

"Online marketing for SMBs is often complicated, therefore rankingCoach has developed a central platform that reduces the complexity significantly. This partnership with Google will help us to continue our international growth, helping SMBs all over the world."

— Daniel Wette, CEO of rankingCoach

"With the new AdWords tool rankingCoach provides a perfect service for small businesses, it helps them increase visibility and gain new customers on the web. The software is self-explanatory and you don't need to be an expert using it."

— Marius Gerdan, CTO of rankingCoach

Jimdo is the first partner, who will provide its customers with the new AdWords tool from rankingCoach. More than 15 million websites have been created with the website construction kit worldwide. rankingCoach ads complements the successfully established online marketing software solutions rankingCoach and listingCoach very well.

About rankingCoach

rankingCoach provides online marketing solutions that allow small businesses to optimize their websites for search engines quickly and easily, without a large marketing budget or expertise in online marketing. rankingCoach has developed partnerships with numerous well-known web hosters as well as telecom companies, including Deutsche Telekom, Strato, or KPN. The multi-award winning software solutions are available in 22 countries. Founded in 2012, the company based in Cologne, Germany. In 2015 rankingCoach was elected by the German online magazine Gründerszene as one of the fastest growing startups in the German software industry. Investors include DuMont Venture, KfW, and the Swiss Care4 AG. Learn more about the rankingCoach at www.rankingCoach.com

Contact

rankingCoach GmbH

Managing Directors:

Daniel Wette (CEO) | Marius-Eugen Gerdan (CTO) | Thomas Meierkord (COO)

www.rankingcoach.com

press@rankingcoach.com

