



rankingCoach established as a standalone software product and successful exit

Fairrank sold to Müller Medien - rankingCoach established as standalone



Logo of rankingCoach

Cologne, Germany, April 01, 2014 –The Cologne-based software startup rankingCoach has sold its service company Fairrank, which offers online marketing for small and medium-sized businesses. Buyer is the Nürnberger yellow pages publishing house Müller media. The Fairrank investors DuMont Venture, KfW and the Swiss Family Office Wecken and Cie put a large part of the "clearly" seven-figure sales back into ranking coach.

The Cologne separate with the sale of their services and focus on software solutions. The company, founded in 2004, is thus relying on the Startup rankingCoach, which was founded in early 2014 and offers a software-as-a-service solution for smaller companies with which they can optimize their Internet presence. After an analysis of the website, the companies are led to implement step-by-step improvements, for example, to integrate search terms into the metadata of the website. Every week, the platform provides data on its own progress and an overview of the numbers of the main competitors in the network.

"rankingcoach already generates millions of dollars in sales. One year after launch, rankingcoach's software is available in seven European countries, North America and Mexico. The money from the financing should now help the startup to expand its business internationally."

– Thomas Meierkord, COO of rankingCoach

"The aim is to be represented in all relevant markets worldwide by the end of 2015."

– Daniel Wette, CEO of rankingCoach

rankingcoach claims to have more than 40,000 customers in Germany and works with partners such as Strato, Blacknight, Hostpoint, KPN, Argeweb and Deutsche Telekom. 25 employees work for the startup.

About rankingCoach

rankingCoach provides online marketing software solutions that allow small businesses to optimize their websites for search engines quickly and easily themselves - even without a huge marketing budget or expertise in online marketing. The multi-award winning software solutions are available in 22 countries. Founded in 2012, the company based in Cologne, Germany has now 45 employees worldwide and is continuous growing.

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