PEAK ACE®

DELIVERING DIGITAL EXPERIENCES

DIGITAL STRATEGY | AI SOLUTIONS | PAID SEARCH & SOCIAL | DISPLAY & VIDEO | CONTENT & DIGITAL PR

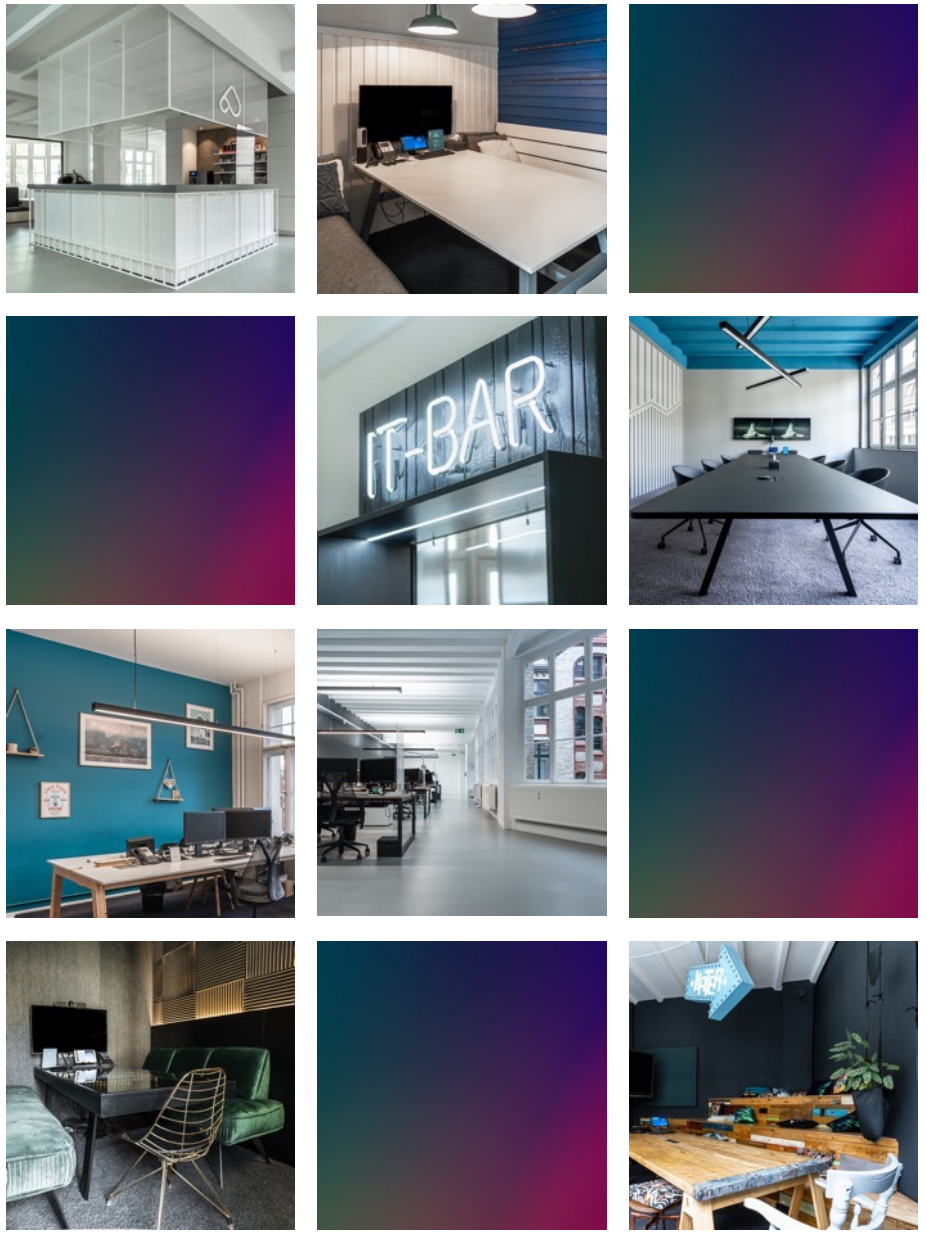
ORGANIC SEARCH (SEO) | DIGITAL ANALYTICS | MARKETING AUTOMATION & CRO

130+	200+	30	170+	25+
Awards	Clients	Industries	Peak Acers	Languages

The core of Peak Ace's mission: delivering unique digital experiences

We develop and execute integrated digital strategies, connecting you to your target groups across all relevant touchpoints. By marrying data with creativity, we enable you to be one step ahead.

Bastian Grimm, Peak Ace CEO



Our services

Our core competencies and service offerings at a glance

DIGITAL STRATEGY & AI SOLUTIONS NEW

- Extensive workshops on determining the status-quo
- Selection & implementation of AI tools
- Strategic use of AI in business & marketing
- AI-driven marketing solutions for increased efficiency & optimisation in workflows

DIGITAL ANALYTICS

- Creation & management of tracking concepts
- Customer journey tracking, analytics & health checks
- Implementation of tracking setup & CMPs
- Data visualisation & dashboards

PAID SEARCH

- International SEA (Google, Bing, Seznam, etc.)
- Shopping, including feed management & optimisation
- Amazon & app advertising
- Automation services (bid management & scripts)

PAID SOCIAL

- International campaigns (Facebook, Instagram, LinkedIn, TikTok, etc.)
- Dynamic campaigns including feed management
- B2B & B2C lead generation
- Brandformance

DISPLAY & VIDEO

- Programmatic advertising
- Google display advertising
- Native & YouTube advertising
- Digital Out Of Home (DOOH)
- Connected TV

SEARCH ENGINE OPTIMISATION

- SEO strategy & audits
- Relaunch & migration support
- International & technical SEO
- Amazon SEO
- Link risk management

CONTENT SERVICES

- Communication & content strategy
- Planning & creation of editorial content
- Localisation & optimisation of editorial content
- AI-powered content solutions & social media content

DIGITAL PR

- Campaign conception (marketing, lead gen, etc.)
- Content, visual & technical implementation & development
- Target group analysis & tone of voice
- Outreach & seeding

MARKETING AUTOMATION

- Custom data engineering solutions & science
- ETL data pipelines
- Google Ads scripting
- Selection & implementation of MarTech stack

CONVERSION RATE OPTIMISATION

- Landing pages & conversion funnel analyses
- Psychological pattern/ behavioural economics
- Landing page creation & optimisation
- A/B testing

DIGITAL STRATEGY & AI SOLUTIONS

Core competencies and service offerings

DIGITAL STRATEGY

- Development of comprehensive marketing strategies
- Market & competitor analysis
- Identification of potential digital marketing channels (growth levers)
- Target group definition (personas, Jobs-to-be-Done framework)
- User journey mapping
- Sparring on go-to-market strategies
- Management of marketing budget with a holistic ROI focus

INCREASING EFFICIENCY IN DIGITAL MARKETING

- Creation of synergy through coordinated marketing measures
- Selection & implementation of MarTech & ad tech stack
- Selection of AI tools to automate repetitive tasks

AI SOLUTIONS

- Extensive workshops on determining the status-quo
- Selection & implementation of AI tools
- Strategic use of AI in business & marketing
- AI-driven marketing solutions for increased efficiency & optimisation

DIGITAL ANALYTICS

Core competencies and service offerings

DATA TRACKING STRATEGY

- Definition of KPIs
- Tracking concepts
- Tool selection

TRACKING IMPLEMENTATION

- Analytics health checks
- Server-side tracking
- Conversion tracking ad tools
- CMP integration
- Offline data connection

REPORTING

- BigQuery setup & implementation (DWH)
- Reporting automation
- Data visualisation

PAID SEARCH

Core competencies and service offerings

PPC MANAGEMENT

- Full-service account management
- Platforms: Google Ads, Microsoft Advertising, Amazon Ads, Seznam
- Campaign types: Search, Shopping, Display, YouTube, App
- Strategy development
- Keyword/target group research & ad creation
- Ongoing campaign creation & optimisation
- Multi-channel reporting & bid management
- Ads API & script development

PERFORMANCE TRACKING

- Product feed creation, optimisation & testing
- Price comparison & search engine optimisation
- Google Shopping, Idealo, Amazon Ads etc.

CONSULTING

- PPC workshops & trainings
- Strategy & concept development
- Detailed account analysis & evaluation
- Monitoring & tracking concept development

PAID SOCIAL

Core competencies and service offerings

PSA MANAGEMENT

- Social advertising strategy development (LinkedIn, Instagram, TikTok, etc.)
- Ad copy creation & automation
- Setup & management of all paid marketing objectives
- Ongoing campaign optimisation
- Audience management & bidding
- Multi-channel reporting

PERFORMANCE TRACKING

- Social platform pixel & attribution
- Dynamic tracking solutions
- Integrated tag management solutions

CONSULTING

- Workshops & trainings
- Strategy & concept development
- In-depth account analysis & review
- Monitoring & tracking concept development

DISPLAY & VIDEO ADVERTISING

Core competencies and service offerings

DISPLAY & VIDEO STRATEGY

- Strategy development (Programmatic, GDN, Native, YouTube, DOOH, Connected TV)
- Target group/targeting research
- Creative planning & design (GMP Studio, Design Services)
- Media planning & delivery

PROGRAMMATIC MEDIA BUYING

- Programmatic buying via DV360 or other DSPs
- Planning, implementation & optimisation of ads (CM360)
- A/B testing
- Campaign creation & optimisation
- 1st-/3rd party data integration
- Data reporting & analysis

CONSULTING

- Workshops & trainings
- Strategy & concept development
- Detailed account analysis & evaluation
- Monitoring & tracking concept development

SEARCH ENGINE OPTIMISATION

Core competencies and service offerings

STRATEGY

- Keyword research & strategy
- Competitive research & benchmarking
- International & local SEO strategy
- Content strategy development & optimisation
- SEO workshops & trainings

TECHNOLOGY

- Website health checks & audits
- Crawl & indexation management
- Domain, website & platform migrations
- Web performance optimisation
- Structured data & voice search optimisation
- Amazon SEO & app store optimisation

LINKS

- Link auditing & prospecting
- Link risk management & link profile analyses
- Link removal & penalty management

CONTENT SERVICES

Core competencies and service offerings

CONTENT STRATEGY

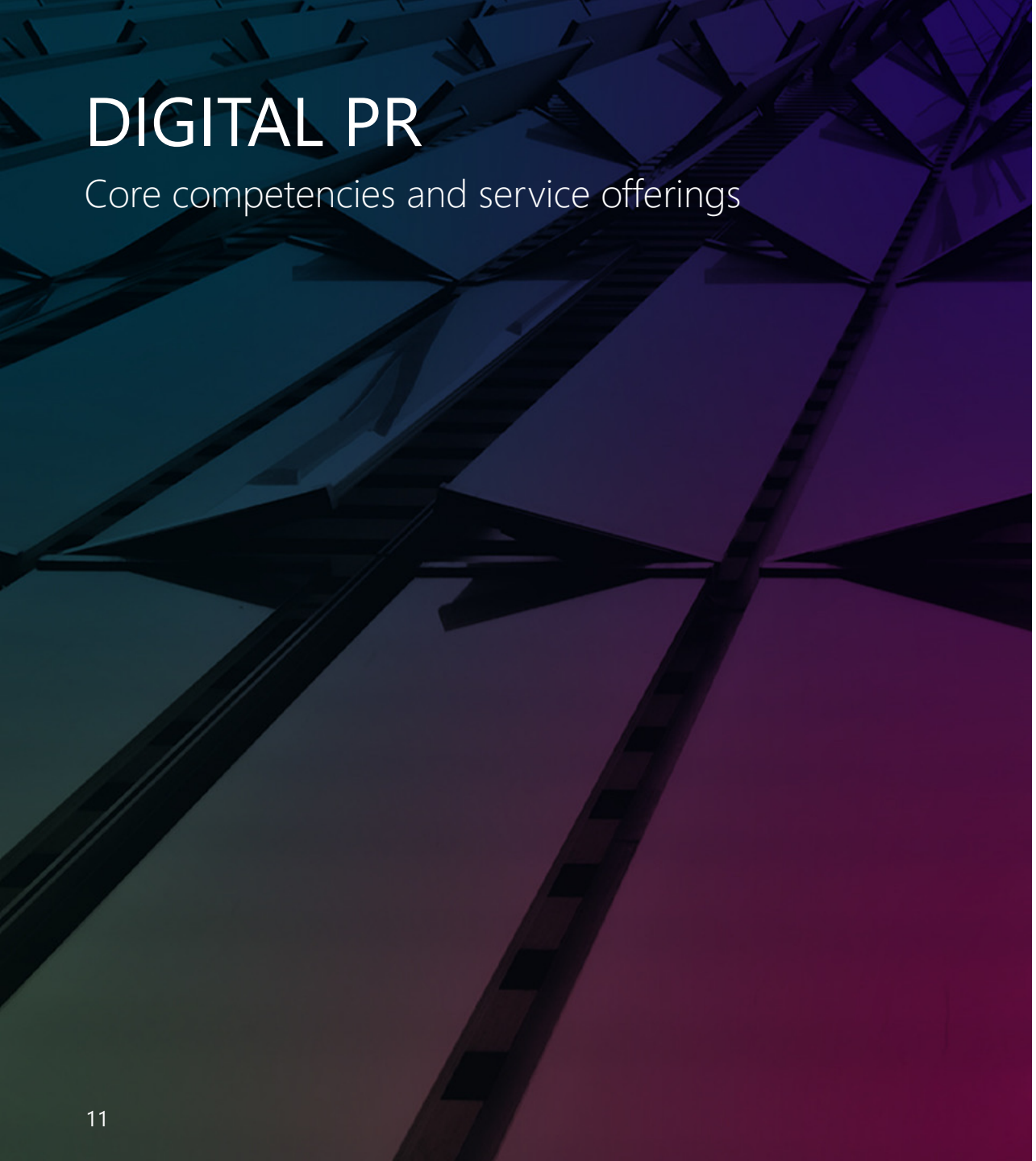
- Communication & content strategy
- Content & competitor analysis
- Content audits & potential analysis
- Brand building & storytelling

CONTENT CREATION

- Content & data research
- Planning & creation of editorial content
- Localisation & optimisation of editorial content
- Guidebook, blog & magazine content
- Website, category & product texts
- Content marketing campaign creation in the form of studies, expert articles, maps, infographics, whitepapers & eBooks, etc.
- Data visualisation
- AI Concierge Service for AI-powered content solutions

WORKSHOPS & TRAININGS

- Content strategy & storytelling
- Editorial planning
- Creative writing



DIGITAL PR

Core competencies and service offerings

DEVELOPMENT & CONCEPTION

- Target group analysis & tone of voice
- Campaign & strategy conception
- Online, data & real-time PR strategy
- Storytelling & thought leadership

OUTREACH & SEEDING

- Pre-outreach & strategy evaluation
- Target media analysis & contact management
- Press releases
- Seeding strategy
- Content outreach
- Press & media monitoring

WORKSHOPS & TRAININGS

- Digital PR strategy & conception
- Digital PR tools

MARKETING AUTOMATION

Core competencies and service offerings

REPORTING AUTOMATION

- ETL data pipelines
- Data warehouse setup (BigQuery)
- Custom Looker Studio connectors
- Data science analyses

CUSTOM SOLUTIONS

- Integration of AI tools
- Google Ads scripting
- Google Apps Script
- Custom data engineering & science

TOOL STACK CONSULTING

- Analytics & CMP
- CRO & A/B testing
- ETL & data warehouse (DWH)
- Data engineering software

TECHNOLOGY & CRO SOLUTION

Core competencies and service offerings

CUSTOMER JOURNEY TRACKING & ANALYTICS

- Definition of KPIs & digital analytics strategy
- Creation of tracking concepts & technical implementation
- Dashboards & automation of reporting

TOOL IMPLEMENTATION & SETUP

- Google BigQuery & Cloud Platform
- Google Analytics 360

GOOGLE ADS SCRIPTING

- High-performance scripts for monitoring & automation of PPC campaigns

CONVERSION RATE OPTIMISATION

- Conversion consulting & audits
- A/B testing
- Landing page creation & optimisation

WORKSHOPS

- Google Analytics & Tag Manager

An overview of our clients

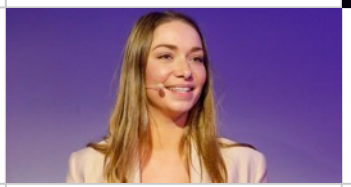
We assist clients of all sizes across multiple different industries to achieve success.

Language diversity at Peak Ace

Together with our native speakers of 25+ languages, we develop target market-oriented campaigns in order to sustainably expand our global reach.

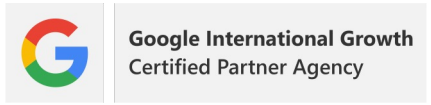
German	US-English	UK-English	Dutch	Finnish	French
Danish	Italian	Japanese	Norwegian	Hungarian	Polish
Portuguese	Russian	Spanish	Swedish	Turkish	Czech
Romanian	Arabic	Croatian	Chinese	Thai	with more to come

Our Peak Acers share their knowledge at major industry events all over the globe



Peak Ace: certified experts, trusted industry partners

We have close contacts to the most important players in the industry and direct access to these advertising companies' services and tools.



Multi-award-winning work for our clients

Our campaigns achieve outstanding, innovative results and global recognition. Awards we won most recently:

24x Nominations, 6x Awards:

"Most Innovative Campaign (SEO)"

"Best Use of Content Marketing"

"Best Use of Search - B2C (PPC)"

+3 other awards

24x Nominations, 5x Awards:

"Best Use of Search – Finance (PPC): Large"

"Most Innovative Campaign (SEO): Large"

"Best Local Campaign (SEO): Large"

+2 other awards

20x Nominations, 3x Awards:

"Best SEO Campaign"

"Best Crisis Communications or Response Campaign"

"Multi-Territory Agency of the Year"

9x Nominations, 2x Awards:

"B2C Content Campaign of the Year"

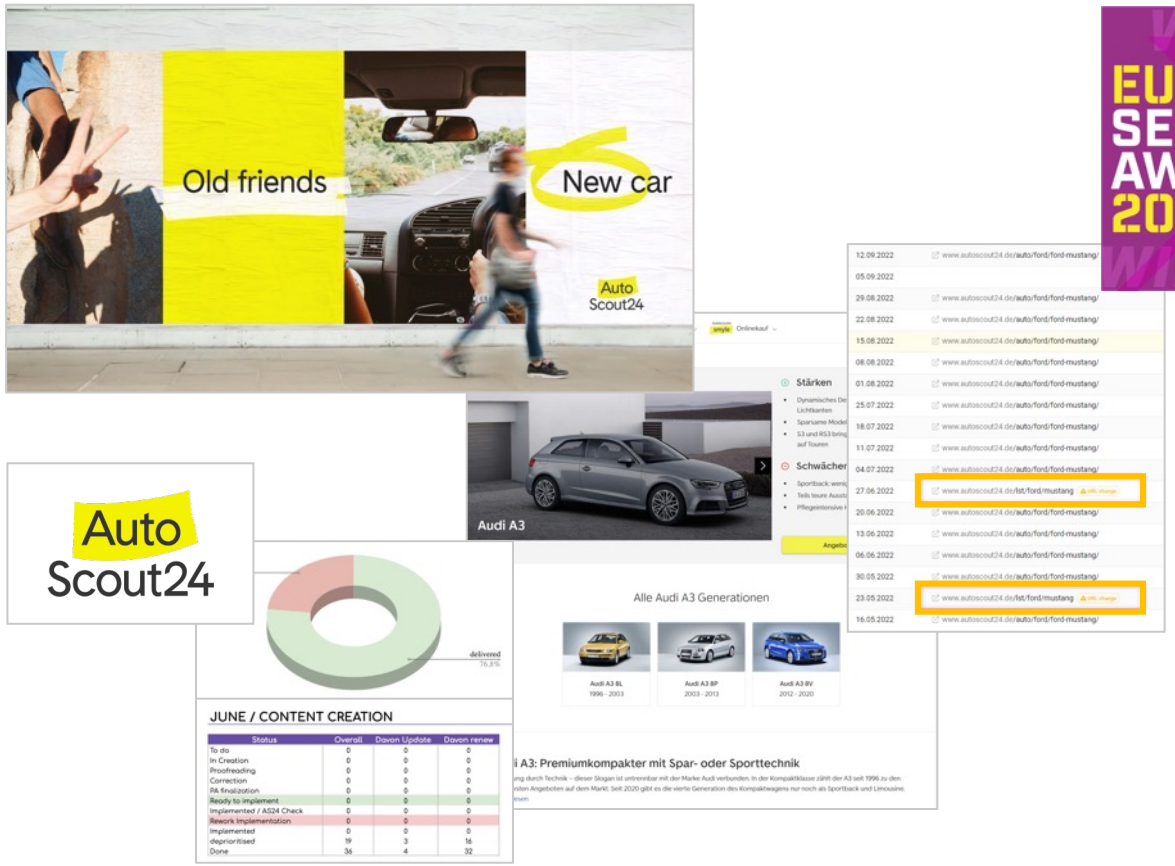
"Crisis Response Content Campaign of the Year"

Award-winning work

Our current awards

AutoScout24: Against all odds – Crisis-proven content

Our campaign for AutoScout24 has won four awards so far this year, including "Best Use of Search - B2C (SEO)" at the European Search Awards 2023.



"Best Use of Search – B2C (SEO)"

"Crisis Response Content Campaign of the Year"

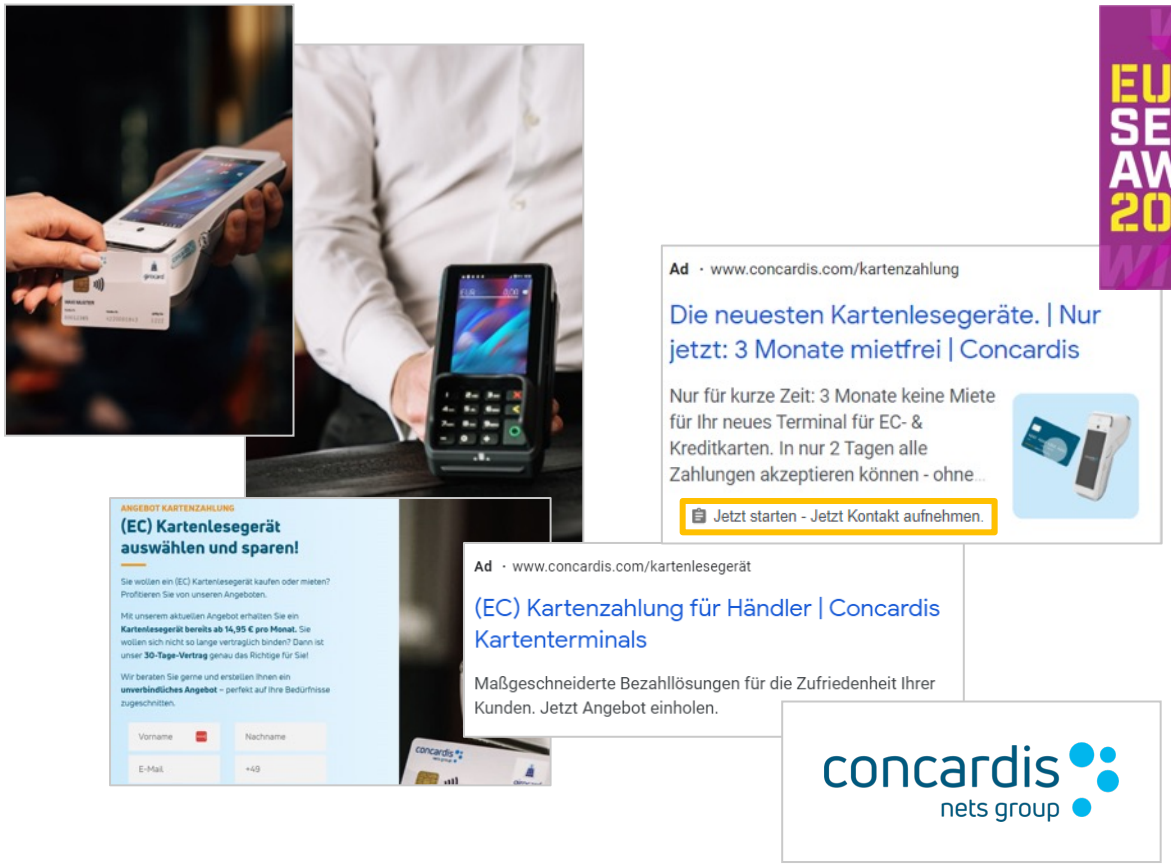
"Best Use of Search – Automotive"

"Crisis Communications or Response Campaign"

Source: https://pa.ag/3OQ5BbK

Concardis: Tracking the way to higher card acceptance

Our campaign for Concardis has won two awards so far this year, including "Best Use of Search - B2B (PPC)" at the European Search Awards 2023.



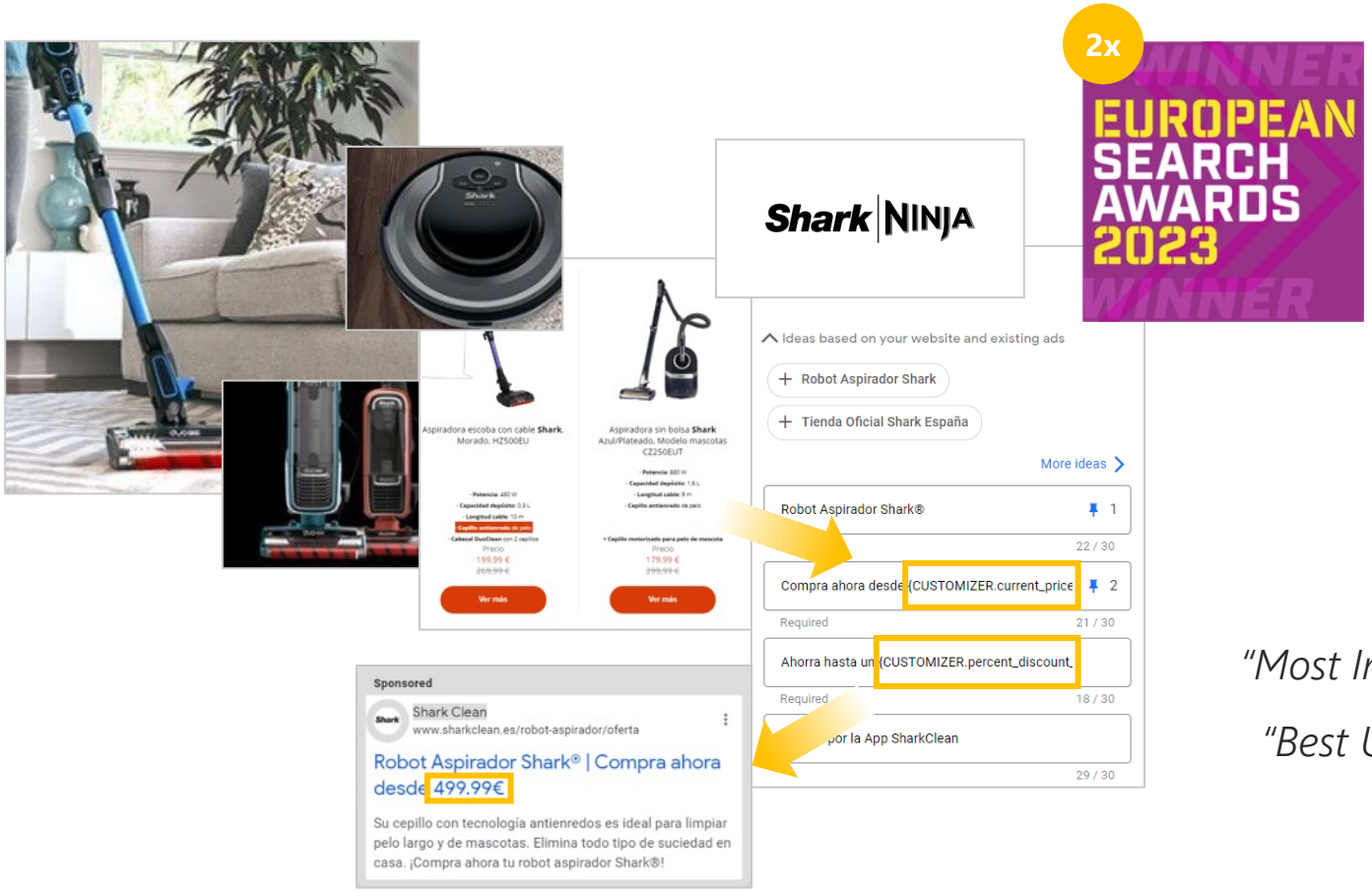
"Best Use of Search - B2B (PPC)"

"Best Use of Search – Finance (PPC)"

Source: https://pa.ag/3OQ5BbK

SharkNinja Spain: Cleaning Spanish houses since 2020

Our campaign for SharkNinja Spain has won two awards so far this year, including "Most Innovative Campaign (PPC)" and "Best Use of Search - B2C (PPC)" at the European Search Awards 2023.



"Most Innovative Campaign (PPC)"

"Best Use of Search - B2C (PPC)"

Source: https://pa.ag/3OQ5BbK

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