

Company: rankingCoach, Cologne
Nomination Submitted by: rankingCoach GmbH
Company Description: rankingCoach is the complete Digital Marketing app that offers a variety of resellable solutions covering SEO, listings, brand monitoring, Google Ads, & social media marketing. rankingCoach is now available in 32 countries and 14 languages. The award-winning software solution founded in 2014 is integrated into the services of numerous well-known web hosters, CMS, telcos, and MarTech companies.
Nomination Category: App Categories
Nomination Sub Category: Best Use of Generative AI Technology
Nomination Title: Empowering SMBs Through AI Evolution



1. Date this app or site was first released:

rankingCoach was first launched in 2014 with a clear vision: to make digital marketing accessible, affordable, and effective for small and medium-sized businesses (SMBs). This mission laid the foundation for what has now become a revolutionary transformation driven by artificial intelligence.

In 2023, rankingCoach began its transformation into an AI-first platform—evolving beyond a guided, do-it-yourself tool into a smart, proactive assistant. Throughout 2024 and into 2025, we’ve continued this evolution with a steady stream of powerful AI-driven innovations that enable users to achieve more with less effort—simplifying digital marketing like never before.

2. Briefly describe this mobile site or app’s objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

Total 198 words used.

rankingCoach is on a mission to make advanced digital marketing simple and accessible for SMBs. With the introduction of AI, our platform has evolved into a smart assistant that automates time-consuming tasks and delivers real results—without the complexity.

AI-powered features include:

- **AI SEO Tasks** – Actionable suggestions to improve Google rankings
- **AI Avatar** – Presents tasks in an intuitive, guided format
- **AI Text Optimizer** – Refines content with SEO best practices
- **AI Onboarding** – Fast setup with competitor and keyword insights
- **AI URL Optimizer** – Full-page SEO audits in one click
- **AI Automated Replies to Reviews** – Professional, fast responses
- **AI Reply Suggestions** – Customizable, smart response ideas
- **AI Post & Event Suggestions** – Smart content creation across channels
- **AI Image Generator** – Visuals created automatically for social posts
- **AI Comments on Posts** – Enhances social engagement directly
- **AI Campaign Planner & Calendar View** – Plan and schedule with ease

rankingCoach now delivers a fully integrated, AI-powered marketing experience.

These innovations drove a 50% rise in engagement, 20% more AI-generated reviews, and a 46% boost in feature activation—proving rankingCoach is exceeding its goals. The platform supports Facebook, Instagram, Google Business Profile, and more—offering SMBs a powerful, all-in-one solution.

3. Provide the applicable creative and production credits for this entry:

Executive Leadership

- **CEO:** Daniel Wette, guiding the strategic vision and overall direction of rankingCoach.
- **COO:** Thomas Meierkord, overseeing operational excellence and efficiency across the organization.
- **CTO:** Marius-Eugen Gerdan, leading technological innovation and development, ensuring rankingCoach stays at the forefront of AI-driven digital marketing solutions.

Development Team: Central to rankingCoach's innovation, our developers architect, build, and refine the application's core functionalities. They ensure that rankingCoach remains agile, secure, and scalable, addressing the evolving needs of our users and leveraging the latest technologies to maintain a competitive edge. This team works closely with the AI and Technical Team to integrate artificial intelligence seamlessly into our platform, enhancing user experience and operational efficiency.

Customer Success Team: Dedicated to maximizing customer satisfaction, the Customer Success Team is the bridge between rankingCoach and its users. This team proactively engages with customers to guide them through the digital marketing journey, offering tailored advice, strategic insights, and hands-on support to ensure businesses achieve their online objectives. By closely monitoring user feedback and performance metrics, they identify opportunities for improvement and advocate for user needs within the development process, contributing to the continuous enhancement of rankingCoach. Their commitment to fostering long-term customer relationships is fundamental to our growth and success, embodying our dedication to not just meeting, but exceeding customer expectations.

Marketing: Amplifying rankingCoach's presence across digital platforms, crafting campaigns that resonate with our target audience, and articulating the app’s benefits. Develop compelling content strategies that align with SEO best practices and effectively communicate rankingCoach’s value proposition.

Sales Team: Driving revenue growth through strategic customer acquisition and retention efforts, directly contributing to rankingCoach's success by engaging with clients and understanding their needs to provide tailored solutions.

Business Development Team: Working towards strengthening rankingCoach's presence in the German market, leveraging local insights to tailor marketing and development efforts.

Unit App: This specialized team focuses on continuously developing and enhancing the rankingCoach mobile application. Tasked with ensuring the app's functionality aligns with user needs and business objectives, the Business Unit App team employs agile methodologies to iterate and deploy new features rapidly. They collaborate closely with the Development and IT Teams to leverage the latest mobile technologies, ensuring a seamless, intuitive, and powerful tool for on-the-go digital marketing. Their efforts are key to providing a mobile solution that empowers users to manage their online presence effectively, monitor their progress, and access rankingCoach's full suite of features from anywhere, at any time.

Team: Inspired by the vigilant guardian with a hundred eyes, our team symbolizes the comprehensive oversight and innovative spirit that drives the technological and engineering advancements at rankingCoach. This elite unit combines the prowess of our technology specialists and engineering experts, embodying a fusion of creative problem-solving and technical excellence.

The team is at the heart of developing, optimizing, and securing the rankingCoach platform, ensuring it meets and exceeds our users' current and future needs. Through their dedication, rankingCoach is empowered to deliver cutting-edge digital marketing solutions with robust functionality, intuitive design, and reliable performance. Their efforts are critical in maintaining our leadership in AI-driven marketing technologies, providing SMBs with tools that are both powerful and accessible.

Thank you to all team members and departments for their hard work and dedication. With their collective effort, rankingCoach's continuous innovation and success is possible.

Appreciation for our users, whose feedback and support have been invaluable in shaping the evolution of rankingCoach.

Attachments/Videos/Links:

[Empowering SMBs Through AI Evolution](#)

 [REDACTED FOR PUBLICATION]