

“Delivering Digital Experiences” – Peak Ace’s new positioning

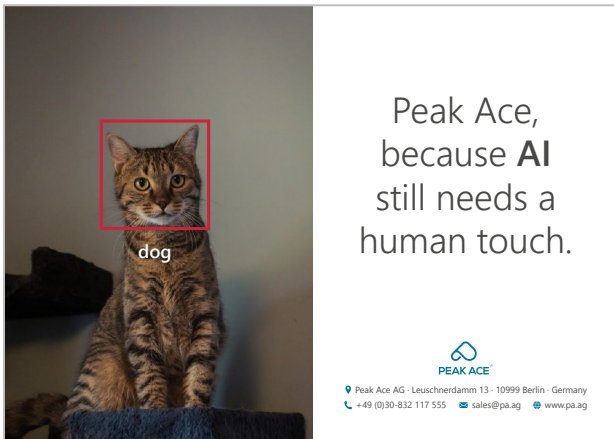
As part of the repositioning of their brand, Peak Ace AG, founded in Berlin in 2007 as an international performance marketing agency, is expanding its portfolio to include digital strategy and AI solutions services and launching a new website.

In March 2023, Peak Ace AG, previously known for international performance marketing with offices in Germany and France, has undergone a comprehensive rebranding. This included **extensions to their service portfolio**, a new [Vision and Mission](#), revised corporate values, and the relaunch of the agency's website, including a modernised corporate identity.



These changes can be summarised under a **new tagline**. The company's former motto, "**Delivering Performance**", has given way to a much more meaningful one: "Delivering Digital Experiences". Instead of the focus being on the agency's clients, it is now on their clients' direct customers. Through the use and targeted integration of various marketing channels, Peak Ace creates **holistic digital experiences** that are uniquely tailored to the relevant target groups. This shift in focus allows the agency to fully align its perspective with that of its clients' internal marketing teams.

The newly established integrated digital strategy service enables Peak Ace to leverage their **cross-channel competencies** (the effectiveness of which has already been proven in the past) even more effectively for their clients. The agency won several industry awards in 2022 alone, including as "[Best Large Integrated Search Agency](#)", confirming their expertise and know-how in regard to fully integrated and cross-channel marketing. The focus is on **the targeted combination of organic and paid channels**, resulting in valuable synergies. These are further enhanced by the agency's proven data-centric full-funnel approach. In addition, Peak Ace continues to develop **intelligent automation solutions** to make its customers' projects and campaigns more efficient in the long term.



This goes hand in hand with the second addition to the service portfolio: Peak Ace is now targeting existing and potential new customers who want to take advantage of machine learning and AI with **their AI solutions service**. Used correctly, these tools also offer the opportunity to increase productivity and efficiency, simplify processes, focus on creative activities and thus increase the **success of marketing campaigns**.

Bastian Grimm, CEO of Peak Ace, says of the news:

"Over the past ten years, we have been able to gather extensive experience in the field of machine learning, from which our customers can also now benefit. AI will be the defining topic in digital marketing in 2023 - and will continue to be into the future. With our newly created service offering, we are now able to achieve high efficiency as well as productivity gains within a very short time."

To match the agency's new positioning and inform the outside world of the development, the Peak Ace website shines in new splendour. The agency's own creative team created an unmistakable visual language for its **extensive relaunch**, which reflects the **premium services on offer and the further development of the Peak Ace brand** in its every last detail.

Lutz Brüggemann, Head of Creative, summarises the most important visual innovations as follows:

"The new branding is visually charged by combining large-scale imagery with a specially developed mesh gradient. This provides drama and variety as a visual highlight and skilfully sets the scene for the diverse content without taking away the lightness of the website."

The newly designed website thus creates **an impressive stage** for the agency's **vision and mission**, corporate values and extensive service portfolio. Detailed information on all marketing disciplines, including the **newly established services digital strategy and AI solutions**, can now be viewed at www.peakace.agency. If you have any questions or are interested in any of our services, Sara Schaarschmidt will be happy to help. She can be reached by email at sales@pa.ag as well as by phone at +49 (0)30 - 832 117 790.

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