

Maike Brockmeier

Performance Marketing Consulting & Interim Growth Leadership



Focus: Scaling, restructuring & operational takeover of performance marketing in complex environments.

Experience: 18+ years | Spend responsibility: 10k–1M+ monthly | Markets: DACH & international

Expertise: : Google Ads, Meta Ads, Bing Ads, LinkedIn Ads, Native Ads, SEO, GEO, CRO, Tracking, Audits, Interim Leadership

Industries: E-Commerce, Supplements, Healthcare, B2B, Corporate Structures

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Industries & Engagement Models

Industries Served

Healthcare

E-Commerce

Supplements

B2B

Corporate Structures

Engagement Models

→ **Strategic Consulting**

Advisory, diagnosis & roadmap

→ **Interim Leadership**

Operational takeover & execution

→ **Strategic Audits**

Diagnostics & 60–90 day plans

→ **Int'l Takeovers**

Multi-market scale operations

I work at the intersection of performance strategy, business consulting, and operational execution — translating complex marketing systems into decisions that leadership can act on.

Strategic Consulting Services

From diagnosis to decision. Advisory that creates clarity, not just reports.

DIAGNOSTIC · STRATEGIC

Performance Strategy Audit

Deep structural review of channels, spend logic, automation signals and tracking. Delivered as a prioritised 60–90 day roadmap with clear investment decisions.

Output: Executive briefing, gap analysis, phased roadmap

STRATEGIC · STRUCTURAL

Channel Architecture Consulting

Cross-channel strategy design for Google, Meta, Bing and Native Ads as well as AI Search Visibility (GEO) . Structural decisions on campaign architecture, budget governance and automation thresholds.

Output: Architecture blueprint, governance framework, training

OPERATIONAL · EXECUTIVE

Interim Marketing Leadership

Senior operational ownership during transitions, growth phases or gaps in leadership. Full accountability for performance, team coordination and stakeholder management.

Output: Operational continuity, KPI delivery, handover documentation

Consulting Approach



Typical client profile: CMOs, founders, and senior teams in Healthcare and regulated growth-stage companies in DACH who need senior performance ownership without a full-time hire.

CASE STUDY

Seewald Ortho — Regulated DTC Scaling

seewald-ortho.com · Supplements · Google Ads, Bing Ads, CRO

Business Problem

Immediate operational ownership and control over scaling levers, protecting profitability and compliance in a regulated market environment.

Key Actions

- Search rebuild + query waste control
- Campaign type expansion (Shopping, PMax)
- Bing Ads market expansion

Business Outcomes

✓ Profitable scaling corridor established

✓ Reduced non-converting spend

✓ Stable smart bidding performance

Strategic consulting value: defined the scaling corridor as a governance boundary — not just a technical setting — enabling leadership to make budget decisions with confidence rather than operating in the dark.

- ❏ **What This Demonstrates:** Long-term scalability in restricted markets is built through clean signals, compliant funnels and disciplined budget control.

CASE STUDY

Shape Republic — Stabilising Core Performance

shape-republic.com · DTC Nutrition · Google, Bing, Meta, Native

Business Problem

Bottom-funnel dependency was causing CAC channel instability. Native was needed as a reasonable acquisition layer to reduce over-reliance on retargeting.

Key Actions

- Optimisation of core channels first
- Native funnel architecture
- Budget ramp governance

Business Outcomes

✓ CAC stabilisation across channels

✓ Native established as new acquisition layer

✓ Reduced over-reliance on retargeting

Consulting value delivered: restructured the investment logic from 'spend more to grow' to 'stabilise efficiency, then scale' — a reframing that changed how leadership evaluated channel performance.

📌 **What This Demonstrates:** Upper-funnel growth must follow secured bottom-funnel efficiency — in that order.

CASE STUDY

Sonova — Corporate-Scale Performance

sonova.com · Global Healthcare Group · Google Ads & Native, Multi-Market

Business Problem

High creative demand and multilingual execution across global markets with multiple stakeholders and very large budgets requiring governance at scale.

Key Actions

- Systematic creative testing at scale
- Stakeholder coordination across regions
- Budget steering with governance framework

Consulting value: designed the governance layer — decision rights, approval flows, budget escalation rules — so a distributed team could execute without losing coherence or accountability.

Business Outcomes

✓ Stable large-scale performance maintained

✓ Efficiency gains across markets

✓ Sustained growth trajectory

📄 **What This Demonstrates:** Corporate-scale performance is driven by creative velocity, governance structures and senior operational leadership.

CASE STUDY

Glassonline — High-Intent Lead Engine

glassonline24.com · Custom Glass & Construction · Google Search & Shopping

Business Problem

Sales dominated by low-value standard products instead of higher-value custom and B2B inquiries. Success needed to be redefined as inquiry quality, not click volume.

Key Actions

- Rebuilt campaign structure and messaging
- Separated project intent from retail intent
- Website enhancements for B2B conversion

Business Outcomes

✓ Higher share of qualified inquiries

✓ More stable CPL across segments

✓ Lower exposure to low-intent head terms

Consulting value: translated the business model — not just the keyword list. Redefining success as inquiry quality rather than click volume required stakeholder alignment, not just account changes.

📄 **What This Demonstrates:** Higher CPA is justified when it generates higher inquiry value and stronger commercial relevance.

CASE STUDY

Gartenhaus GmbH — Rapid Multi-Market Takeover

gartenhaus-gmbh.de · Large E-Commerce Group · DE, AT, CH, NL, FR

Business Problem

Immediate senior takeover under KPI pressure to optimise advertising spend across multiple countries and languages during high seasonal spend pressure.

Key Actions

- Rapid multi-market takeover within days
- Daily prioritisation under pressure
- Continuous restructuring while live

Business Outcomes

✓ Performance stabilised across all markets

✓ KPIs achieved during transition

✓ Operational resilience established

Consulting value: the speed of diagnosis was the deliverable. Structuring the first-30-days framework meant stakeholders had a roadmap within week one — before most agencies would have finished onboarding.

📌 **What This Demonstrates:** Senior leadership under pressure enables sustainable execution at scale — structure and calm are the competitive advantage.

Google Ads Audits

Cross-Industry Strategic Diagnostics

Typical Mandates

Pre-Scaling

Before committing to significant budget increases

Post-Growth Plateaus

When performance stalls despite continued spend

Leadership Changes

New CMO or marketing lead needs a clean baseline

International Expansion

Before entering new markets at scale

Audit Focus Areas



Query Waste

Identifying spend on non-converting search terms



Automation Signals

Assessing smart bidding data quality and thresholds



Tracking Integrity

Validating conversion data accuracy and completeness



Budget Logic

Reviewing allocation across campaigns and channels

What Clients Receive

Budget Clarity

Signal Quality Diagnosis

Executive Briefing

60-90 Day Roadmap

Strategic Frameworks

1

Account Architecture by Business Phase

Exploration → Controlled Growth → Efficiency → Defense

Used in consulting engagements to align spend strategy with company growth stage. Each phase has distinct signal requirements, automation thresholds, and budget governance rules.

2

Testing & Decision System

Hypothesis → Test Design → Success Metric → Kill / Scale

Applied to creative testing, channel experiments, and bid strategy changes. Removes subjective decision-making and creates audit trails for leadership reporting.

3

First 30–60 Days as Interim Lead

Audit → Tracking validation → Quick wins → Structural stabilisation → Roadmap

Proprietary onboarding framework for interim mandates. Ensures continuity, establishes credibility with internal teams, and delivers visible results within the first month.

4

Consulting Engagement Structure

Diagnose → Prioritise → Recommend → Execute or Enable

Applied across advisory and consulting mandates. Separates analysis from decision-making, and always delivers actionable outputs — not just observations.

Engagement Models

PROJECT-BASED

Strategic Consulting

Defined scope, clear deliverable, fixed or day-rate. Ideal for audits, strategy sprints, GEO roadmaps.

- Audit + Roadmap
- Strategy Sprint
- Advisory Retainer

TIME-BASED

Interim Leadership

Senior operational ownership for a defined period. Full accountability for channels, team and KPIs.

- 3–12 month engagements
- Full or part-time
- Immediate availability

PROJECT OR INTERIM

International Takeovers

Rapid multi-market performance leadership with multilingual execution capability.

- DACH + UK / NL / FR
- From day one operational
- Stakeholder management

FIXED SCOPE

Strategic Audits

Structured diagnostic with prioritised findings and 60–90 day implementation roadmap.

- Google Ads audit
- GEO visibility audit
- Cross-channel review

Final Positioning

Performance strategy meets operational execution.

I work at the intersection of performance strategy, business consulting and operational execution — supported by AI to accelerate speed, decision quality, and client results.



Strategic Depth

Senior advisory that translates complex marketing systems into decisions leadership can act on.



Execution

From strategy to execution. I implement directly or enable internal teams to deliver.



AI-Accelerated

Supported by AI to accelerate speed, decision quality, and measurable client results.



Built-In Knowledge Transfer

Every interim engagement is designed to leave lasting structures that continue delivering after the mandate ends.

Contact

Let's work together

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Location

Nürtingen, Germany — available
DACH-wide

 Available for strategic consulting, interim mandates, audits and international takeovers. Immediate availability for the right engagement.