

# Frankfurt Consultancy letsrocc Launches Marketing MRI to Expose Hidden Commercial Failures in Mid-Market Companies

*A six-week structural examination identifies where marketing spend disconnects from commercial outcomes, targeting businesses between 20M and 250M revenue.*

FRANKFURT AM MAIN, HESSEN, GERMANY, June 8, 2026 /EINPresswire.com/ -- [letsrocc](#), a



Frankfurt-based operational marketing consultancy, has introduced [Marketing MRI](#), a structured commercial examination designed for mid-market leadership teams that suspect their marketing problems run deeper than the marketing department.

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*Chris Wheeler, co-founder of letsrocc*

The six-week, fixed-fee engagement examines how measurement, governance, incentives and decision-making interact across the commercial system. Rather than auditing campaigns or reviewing creative output, Marketing MRI maps the structural friction between marketing, sales, product and reporting that typically

explains why spend increases without proportional commercial return.

"Most companies that come to us have already changed agencies, rebuilt dashboards and launched new campaigns," said Chris Wheeler, co-founder of letsrocc. "The pattern is always the same. Lots of activity, very little structural change. The constraint is almost never the marketing itself. It sits in how the business measures, decides and governs around marketing."

Wheeler, who has operated in digital marketing since 1995, built the methodology with co-founder Claudia Misselwitz, who brings 21 years of operational experience across enterprise and mid-market clients including Native Instruments, Barclays, TomTom and B&Q.

Marketing MRI covers six diagnostic domains: reporting and performance logic, attribution and measurement integrity, handoffs between marketing, sales and product, UX and conversion friction, team structure and seniority gaps, and technology contracts and incentive misalignment.

The examination produces a graded findings report with commercial impact estimates attached to each identified constraint. The report is delivered to the leadership team directly, not filtered through the marketing department.

"The point is to give the CEO or CFO a clean read on what is actually happening," Wheeler said. "Not a strategy deck. Not a list of tactical recommendations. A grounded view of where the system is working against itself and what the cost of that friction actually looks like."

The methodology draws on a combined 52 years of hands-on operational experience. Both founders work directly inside client systems rather than delegating to junior consultants, a model that distinguishes letsrocc from larger advisory firms.

letsrocc operates from Frankfurt am Main and serves clients across Germany, Austria, Switzerland and internationally. The firm focuses exclusively on businesses where marketing performance has become a board-level concern rather than a departmental issue.

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