



# Marin Search Marketer®

The Enterprise-Class Paid Search Application

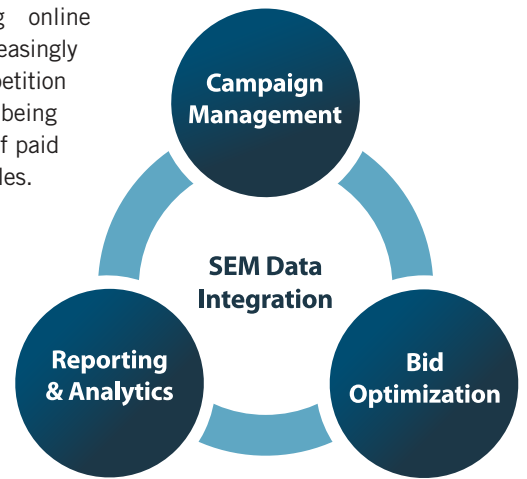
### Key Benefits:

- Dynamically advertise your entire product catalog
- Increase revenue & lower costs by improving quality score
- Increase conversions with A/B copy testing
- Intelligent bidding quickly reacts to seasonal changes
- Accurate & complete picture of online and offline revenue

### Improve Search Merchandising

As the largest and fastest growing online advertising channel, paid search is increasingly critical for online merchants. With competition just a click away, smart marketers are being challenged to improve the effectiveness of paid search while at the same time growing sales.

Marin Search Marketer, a browser-based search management application, helps marketers improve merchandising effectiveness in the paid search channel. Marin enables marketers to manage the complexity of ever changing product catalogs, seasonal shifts in consumer demand, and testing



### Advertise Your Entire Catalog

The “long tail” of search represents low cost clicks for smart merchants, but dealing with the complexity of managing thousands of products can make harvesting it a challenge. Marin Search Marketer makes advertising your entire catalog easy, by automatically uploading, formatting, and bidding your catalog in real-time based on current product and inventory conditions. By dynamically varying headlines, descriptions, and landing pages to test multiple ads, merchants can achieve higher quality scores, lower costs per click, and increased sales. Marin’s patent pending bidding algorithm effectively bids long tail keywords, like product-specific keywords, providing a complete solution for online retailers.

“With Marin, we not only cut spending by over 60%, but at the same time increased revenues 20%. We’re blown away at the power of Marin Search Marketer.”

– Ian MacDonald, VP and General Manager, Century Novelty

### Optimize Product Creative and Ad Quality

Marin Search Marketer delivers scalable and efficient workflow for optimizing product creative and ad quality. Creative testing leverages the full spectrum of conversion data, not just clicks, to ensure that ad copy maximizes revenue for your business. Marin Ad Group Optimizer recommends how to restructure campaigns to improve Quality Score. By limiting ad group size and aligning copy with keywords, marketers can increase traffic while reducing costs.



**Analytics to Action:** The Marin Search Marketer interface provides views for intuitive analysis, drill down, and visualization of data, fully integrated with workflows for taking action on insight.

## Improve Efficiency and Predictability of Results

Seasonal shifts in demand and rapid changes to keyword lists make accurately determining bids a challenge. Marin Software improves the efficiency of bid management, with a powerful predictive algorithm that provides the user with complete control. Marin bidding calculates accurate bids from day one, without requiring burn in for a training period. The calculation weights recent data more heavily, ensuring rapid adjustments to seasonal changes.

More importantly, the Marin bidding solution allows merchants to apply their expert knowledge to the problem of marketing. Users can preview bid calculations before pushing them live to the engines, as well as boost bids up or down in anticipation of changes due to seasonal or weekly trends.

## Understand Contribution Across Channels

To be successful, multi-channel merchants need to track keyword value from the ad impression all the way to a sale in the call center or a local store. Marin facilitates measurement of online and offline conversions, allowing merchants to assign value to multiple site events such as visits to a store locator or completions of a contact form. Additionally, clients can upload offline conversion and revenue data to Marin from internal data warehouses to provide a full accounting of paid search revenues, profit, and ROI. This data is integrated automatically into Marin bidding, where online marketers are able to target specific conversion events, or bid across multiple events to meet business goals.

## Easy to Deploy and Use

Marin Search Marketer can be deployed in less than a day, with no changes to your URL's or existing site analytics. Bi-directional integration with the leading publishers, including Google, Yahoo!, Bing, and AOL, allows marketers to make changes directly at the publisher or via the Marin interface. Marin Search Marketer also integrates with all of the leading analytics providers and data warehouse solutions to capture conversion data.

## Try Marin Search Marketer Today

Over 180 advertisers use Marin Search Marketer today to manage over \$1 billion in annual paid search spend. To view a product tour or set up a demonstration, please visit [www.marinsoftware.com](http://www.marinsoftware.com).