



# Marin Search Marketer®

## The Enterprise-Class Paid Search Application



### Marin Search Marketer Offers Advertisers & Agencies:

- Pay as you go pricing
- No set-up fees
- Keep existing URLs and URL structure
- Optimize and apply bids every day, automatically
- Clone your campaigns across publishers
- Generate and submit new keywords with smart bids and URLs
- Track both online and offline revenue
- Bulk-update using Excel export/import
- Designed for those spending \$50,000 and more monthly

### Customers Include:

razorfish.



### Save Time and Improve Financial Performance

As the largest and fastest growing on-line advertising channel, paid search continues to become more complex and competitive. In this changing environment, search marketers often struggle to manage campaigns, spreadsheets and business goals across multiple publishers.

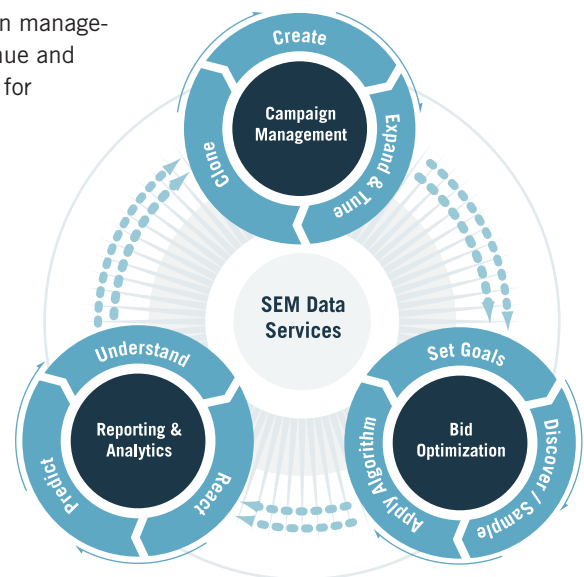
Marin Search Marketer®, a hosted search management application, helps advertisers and agencies manage and grow their search campaigns. Marin addresses the workflow, analysis and optimization needs of professional search marketers, saving time and improving financial performance.

### Cross-Publisher Campaign Management

Marin Search Marketer provides a single interface to create, manage, and optimize paid search campaigns, ending the time-consuming task of visiting individual ad centers. Continuously updated business logic frees online marketers from tracking individual engine features and rule changes.

The Marin cross-publisher campaign management functionality aggregates revenue and cost data, providing a central point for import / export and bulk updates. Full ad text support allows advertisers to quickly and easily create, compare and adjust creative copy.

With Marin, marketers can clone campaigns across publishers in minutes instead of hours. Keyword and URL generation is now a painless task. We automatically build logical URLs and group new keywords based on the original account structure.



### Flexible Bid Optimization

Marin Search Marketer includes a patented optimizer designed to maximize results across a wide range of goals. The keyword-level bidding system uses advanced statistics to evaluate past performance for both high and low-volume keywords. Unlike solutions using closed, “black box” bidding, Marin Search Marketer features an open, flexible algorithm. Furthermore, calculated bids appear as recommendations, leaving the marketer in charge of applying them or not.

Just Say No to “Black Box” SEM