CHOOSE COLUMNS

Find a column

Start with a saved view: Loss leaders

ADJUST COLUMN ORDER

Campaign name

CATEGORIES

- Traffic
- Cost
- Conversion / Revenue
- Gross Profit
- Profit
- Settings
- Custom

Columns	Actual	Change	Change %
Conversions – Total			
Conversion Rate (%)			
Cost / Conversion			
Revenue – Total			
Revenue / Conversions			
Revenue / Click			

- Clicks
- Cost
- Conversion
- Revenue
- Gross Profit

CANCEL SAVE

PUBLISHERS CAMPAIGNS GROUPS KEYWORDS ADS AD EXTENSIONS

JAN 23 - JAN 30 • 2016

Filter Campaigns

Campaigns	Account	Status	Publisher Cost $	Impressions
Office access 2010	Office access 2010		45,320.25	2,345
Microsoft access 2010 обно..	Microsoft access 2010 обsdfasдно..		175,431.43	5,394
2010 access	2010 access		301,320.72	2,840
microsoft access..	microsoft access generic		7,320.75	3,153
microsoftaccess2010	microsoftaccess2010		7,320.26	2,345
microsft access 2010	microsft access 2010		45,320.25	5,394
ms access 2010	ms access 2010		35,320.47	22,840
microsoft com access 2010	microsoft com access 2010		15,320.29	43,153
microsoft word access 2010	microsoft word access 2010		335,420.95	144,452
microsoft office access 201..	Microsoft access 2010 обsdfasдно..		5,324.30	2,236
microsoft office 2010 c acc..	microsoft office 2010 b account		13,320.25	4,452
microsft access 2010	microsoftaccess2010		45,320.25	2,345
ms access 2010	microsft access 2010		175,431.43	5,394
microsoft com access 2010	ms access 2010		301,320.72	2,840
microsoft word access 2010	microsoft com access 2010		7,320.75	3,153
microsoft office access 201..	microsoft word access 2010		7,320.26	2,345
Summary & Totals			23,235,456	1,326,563

37

(3) filters applied Clear all

PLAIN TEXT

Keywords CONTAINS Green

Keywords CONTAINS Green

METRICS

CTR% LESS THAN 1.00%

DIMENSIONS

FACETS

Publishers

- All
- Google Search
- Bing Search
- Yahoo Search

Match Type

- All
- Broad
- Content
- Exact

34,234 filtered of 502,326 items

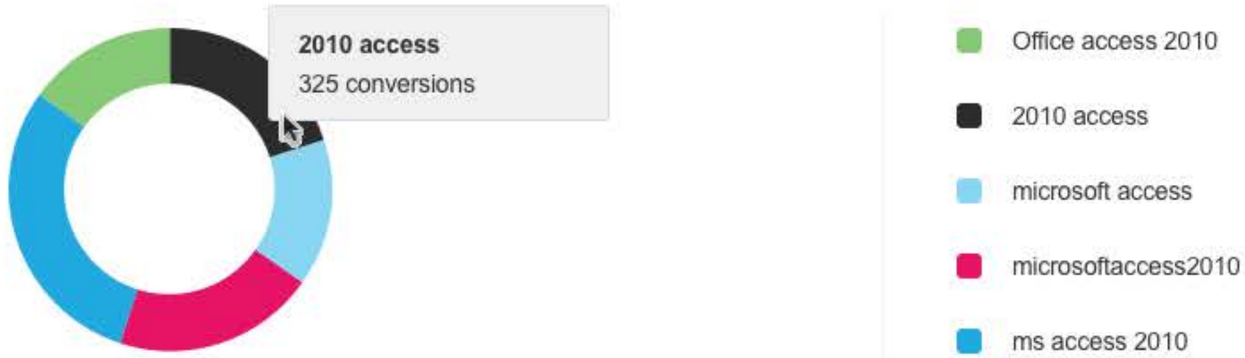
Name of client ▸ Name of client's advertiser

PUBLISHERS CAMPAIGNS GROUPS KEYWORDS ADS AD EXTENSIONS

JAN 23 - JAN 30 • 2016

MULTIPLE CAMPAIGNS

Conversions



(3) filters applied Clear all

PLAIN TEXT

Keywords CONTAINS Green

Keywords CONTAINS Green

METRICS

CTR% LESS THAN 1.00%

DIMENSIONS

FACETS

Publishers

- All
- Google Search
- Bing Search
- Yahoo Search

Match Type

- All
- Broad
- Content
- Exact

Filter Campaigns

Campaigns	Account	Status	Publisher Cost $	Impressions	
Office access 2010	Office access 2010		45,320.25	2,345	
Microsoft access 2010 обно..	Microsoft access 2010 обsdfasдно..		175,431.43	5,394	
2010 access	2010 access		301,320.72	2,840	
microsoft access..	microsoft access generic		7,320.75	3,153	
microsoftaccess2010	microsoftaccess2010		7,320.26	2,345	
microsft access 2010	microsft access 2010		45,320.25	5,394	
ms access 2010	ms access 2010		35,320.47	22,840	
Summary & Totals			23,235,456	1,326,563	37

34,234 filtered of 502,326 items

Name of client ▸ Name of client's advertiser

PUBLISHERS CAMPAIGNS GROUPS KEYWORDS ADS AD EXTENSIONS

JAN 23 - JAN 30 • 2016

Filter Campaigns

Campaigns	Account	Status	Publisher Cost $	Impressions
Office access 2010	Office access 2010		45,320.25	2,345
Microsoft access 2010 обно..	Microsoft access 2010 обsdfasдно..		175,431.43	5,394
2010 access	2010 access		301,320.72	2,840
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microsoft word access 2010	microsoft word access 2010		335,420.95	144,452
microsoft office access 201..	Microsoft access 2010 обsdfasдно..		5,324.30	2,236
microsoft office 2010 c acc..	microsoft office 2010 b account		13,320.25	4,452
microsft access 2010	microsoftaccess2010		45,320.25	2,345
ms access 2010	microsft access 2010		175,431.43	5,394
microsoft com access 2010	ms access 2010		301,320.72	2,840
microsoft word access 2010	microsoft com access 2010		7,320.75	3,153
microsoft office access 201..	microsoft word access 2010		7,320.26	2,345
Summary & Totals			23,235,456	1,326,563	37

Top performers (current view)

CANCEL SAVE VIEW

Share with
- Account
- Company
- Client

Save as
- For this grid
- Across all grids
- Dashboard module
- Favorite

34,234 filtered of 502,326 items

Name of client ▸ Name of client's advertiser

PLACEMENTS PUBLISHERS CAMPAIGNS CREATIVES

JAN 23 - JAN 30 • 2016

Filter Campaigns

Campaigns	Account	Status	Publisher Cost $	Impressions	Clicks	CTR	CPC
Office access 2010	Office access 2010		45,320.25	2,345	2,345	2.00	0.32
Microsoft access 2010 обно..	Microsoft access 2010 обsdfasдно..		175,431.43	5,394	5,394	3.35	0.12
2010 access	2010 access		301,320.72	2,840	1,840	5.62	0.65
microsoft access..	microsoft access generic		7,320.75	3,153	3,153	1.25	0.12
microsoftaccess2010	microsoftaccess2010		7,320.26	2,345	2,349	3.65	0.08
microsft access 2010	microsft access 2010		45,320.25	5,394	5,394	2.36	0.14
ms access 2010	ms access 2010		35,320.47	22,840	22,840	7.36	0.12
microsoft com access 2010	microsoft com access 2010		15,320.29	43,153	43,153	8.54	0.16
microsoft word access 2010	microsoft word access 2010		335,420.95	144,452	144,452	2.35	0.15
microsoft office access 201..	Microsoft access 2010 обsdfasдно..		5,324.30	2,236	4,236	3.65	0.21
microsoft office 2010 c acc..	microsoft office 2010 b account		13,320.25	4,452	2,345	2.35	0.32
microsft access 2010	microsoftaccess2010		45,320.25	2,345	2,345	2.00	0.32
ms access 2010	microsft access 2010		175,431.43	5,394	5,394	3.35	0.12
microsoft com access 2010	ms access 2010		301,320.72	2,840	1,840	5.62	0.65
microsoft word access 2010	microsoft com access 2010		7,320.75	3,153	3,153	1.25	0.12
microsoft office access 201..	microsoft word access 2010		7,320.26	2,345	2,349	3.65	0.08
microsoft office 2010 c acc..	Microsoft access 2010 обsdfasдно..		45,320.25	5,394	5,394	2.36	0.14
Summary & Totals			23,235,456	1,326,563	373,904,943	2.35	0.18

34,234 filtered of 502,326 items

Name of client ▸ Name of client's advertiser

PUBLISHERS CAMPAIGNS GROUPS KEYWORDS ADS AD EXTENSIONS

JAN 23 - JAN 30 • 2016

Filter Campaigns

Campaigns	Account	Status	Publisher Cost $	Impressions	Clicks	CTR	CPC
Office access 2010	Office access 2010		45,320.25	2,345	2,345	2.00	0.32
Microsoft access 2010 обно..	Microsoft access 2010 обsdfasдно..		175,431.43	5,394	5,394	3.35	0.12
2010 access	2010 access		301,320.72	2,840	1,840	5.62	0.65
microsoft access..	microsoft access generic		7,320.75	3,153	3,153	1.25	0.12
microsoftaccess2010	microsoftaccess2010		7,320.26	2,345	2,349	3.65	0.08
microsft access 2010	microsft access 2010		45,320.25	5,394	5,394	2.36	0.14
ms access 2010	ms access 2010		35,320.47	22,840	22,840	7.36	0.12
microsoft com access 2010	microsoft com access 2010		15,320.29	43,153	43,153	8.54	0.16
microsoft word access 2010	microsoft word access 2010		335,420.95	144,452	144,452	2.35	0.15
microsoft office access 201..	Microsoft access 2010 обsdfasдно..		5,324.30	2,236	4,236	3.65	0.21
microsoft office 2010 c acc..	microsoft office 2010 b account		13,320.25	4,452	2,345	2.35	0.32
microsft access 2010	microsoftaccess2010		45,320.25	2,345	2,345	2.00	0.32
ms access 2010	microsft access 2010		175,431.43	5,394	5,394	3.35	0.12
microsoft com access 2010	ms access 2010		301,320.72	2,840	1,840	5.62	0.65
microsoft word access 2010	microsoft com access 2010		7,320.75	3,153	3,153	1.25	0.12
microsoft office access 201..	microsoft word access 2010		7,320.26	2,345	2,349	3.65	0.08
microsoft office 2010 c acc..	Microsoft access 2010 обsdfasдно..		45,320.25	5,394	5,394	2.36	0.14
Summary & Totals			23,235,456	1,326,563	373,904,943	2.35	0.18

34,234 filtered of 502,326 items

Name of client ▸ Name of client's advertiser

MEDIA BUYS PUBLISHERS CAMPAIGNS GROUPS CREATIVES AUDIENCES

JAN 23 - JAN 30 • 2016

Filter Campaigns

Campaigns	Account	Status	Publisher Cost $	Impressions	Clicks	CTR	CPC
Office access 2010	Office access 2010		45,320.25	2,345	2,345	2.00	0.32
Microsoft access 2010 обно..	Microsoft access 2010 обsdfasдно..		175,431.43	5,394	5,394	3.35	0.12
2010 access	2010 access		301,320.72	2,840	1,840	5.62	0.65
microsoft access..	microsoft access generic		7,320.75	3,153	3,153	1.25	0.12
microsoftaccess2010	microsoftaccess2010		7,320.26	2,345	2,349	3.65	0.08
microsft access 2010	microsft access 2010		45,320.25	5,394	5,394	2.36	0.14
ms access 2010	ms access 2010		35,320.47	22,840	22,840	7.36	0.12
microsoft com access 2010	microsoft com access 2010		15,320.29	43,153	43,153	8.54	0.16
microsoft word access 2010	microsoft word access 2010		335,420.95	144,452	144,452	2.35	0.15
microsoft office access 201..	Microsoft access 2010 обsdfasдно..		5,324.30	2,236	4,236	3.65	0.21
microsoft office 2010 c acc..	microsoft office 2010 b account		13,320.25	4,452	2,345	2.35	0.32
microsft access 2010	microsoftaccess2010		45,320.25	2,345	2,345	2.00	0.32
ms access 2010	microsft access 2010		175,431.43	5,394	5,394	3.35	0.12
microsoft com access 2010	ms access 2010		301,320.72	2,840	1,840	5.62	0.65
microsoft word access 2010	microsoft com access 2010		7,320.75	3,153	3,153	1.25	0.12
microsoft office access 201..	microsoft word access 2010		7,320.26	2,345	2,349	3.65	0.08
microsoft office 2010 c acc..	Microsoft access 2010 обsdfasдно..		45,320.25	5,394	5,394	2.36	0.14
Summary & Totals			23,235,456	1,326,563	373,904,943	2.35	0.18

34,234 filtered of 502,326 items

Name of client ▸ Name of client's advertiser

THE TASKS

HAPPY PATH

THE FORGETFUL ONE

THE FORGETFUL ONE

FIND A DRAFT AND EDIT

THE NEAT FREAK / PERFECTIONIST

THE MULTI-TASKER

FIND LIVE/PUBLISHED POST & EDIT

THE PROOF READER

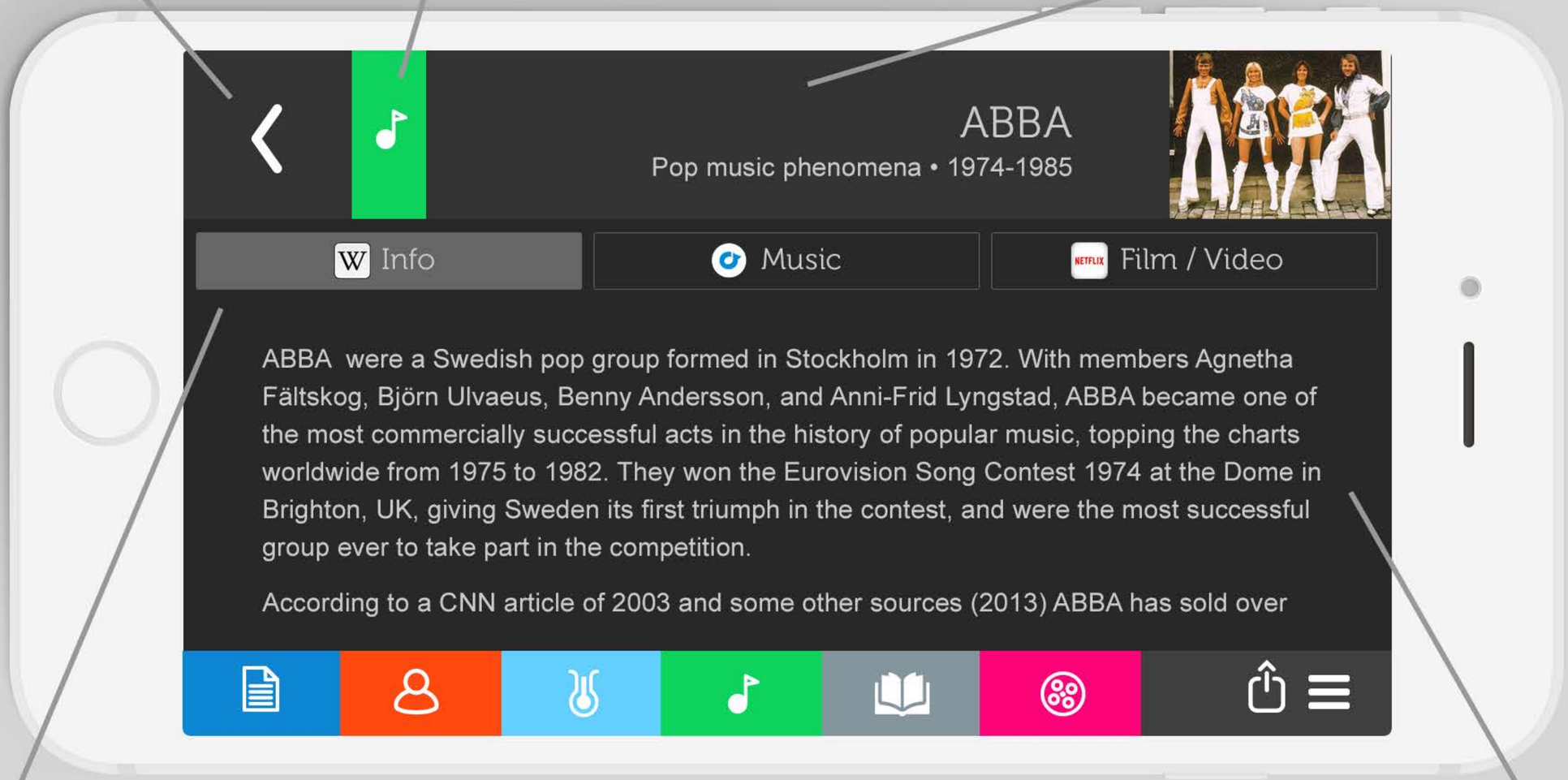
PERSONAS & USER FLOWS – AUTO SAVE & DRAFTS

JULY 2017
RELEASE 5.4

History category

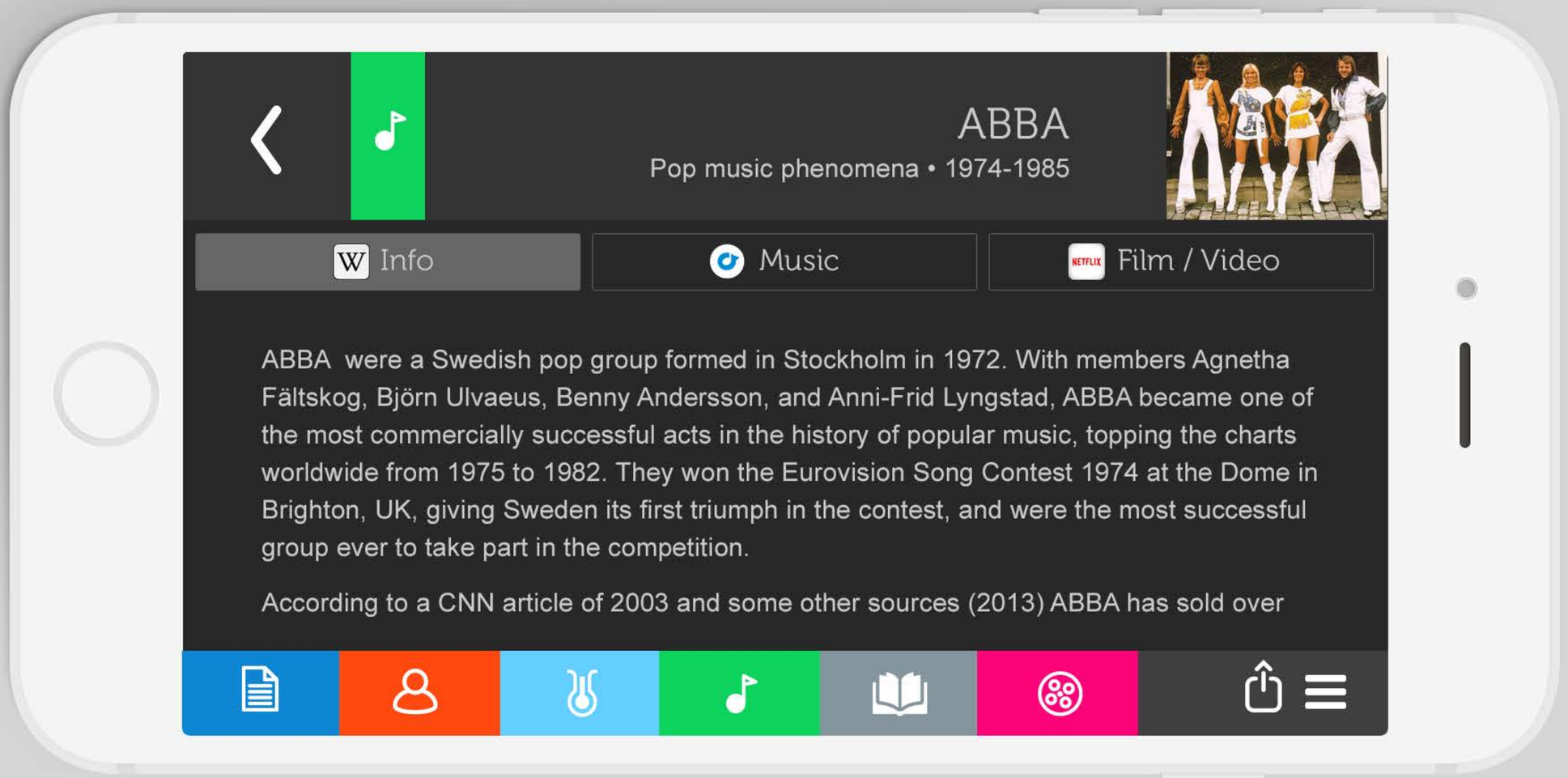
Go back to timeline

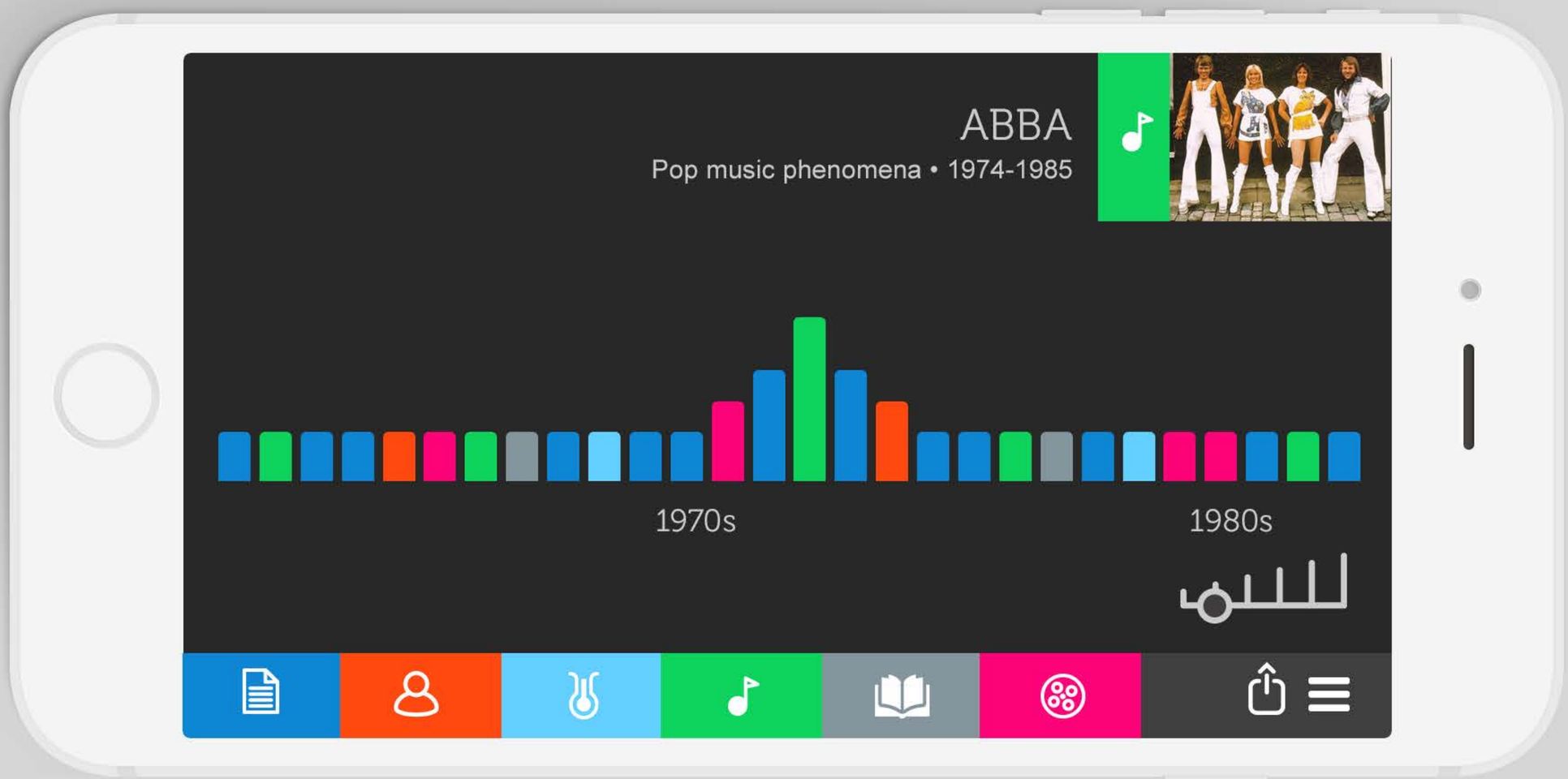
As you click on timeline, header area rolls out from the right to fill the entire top off the app



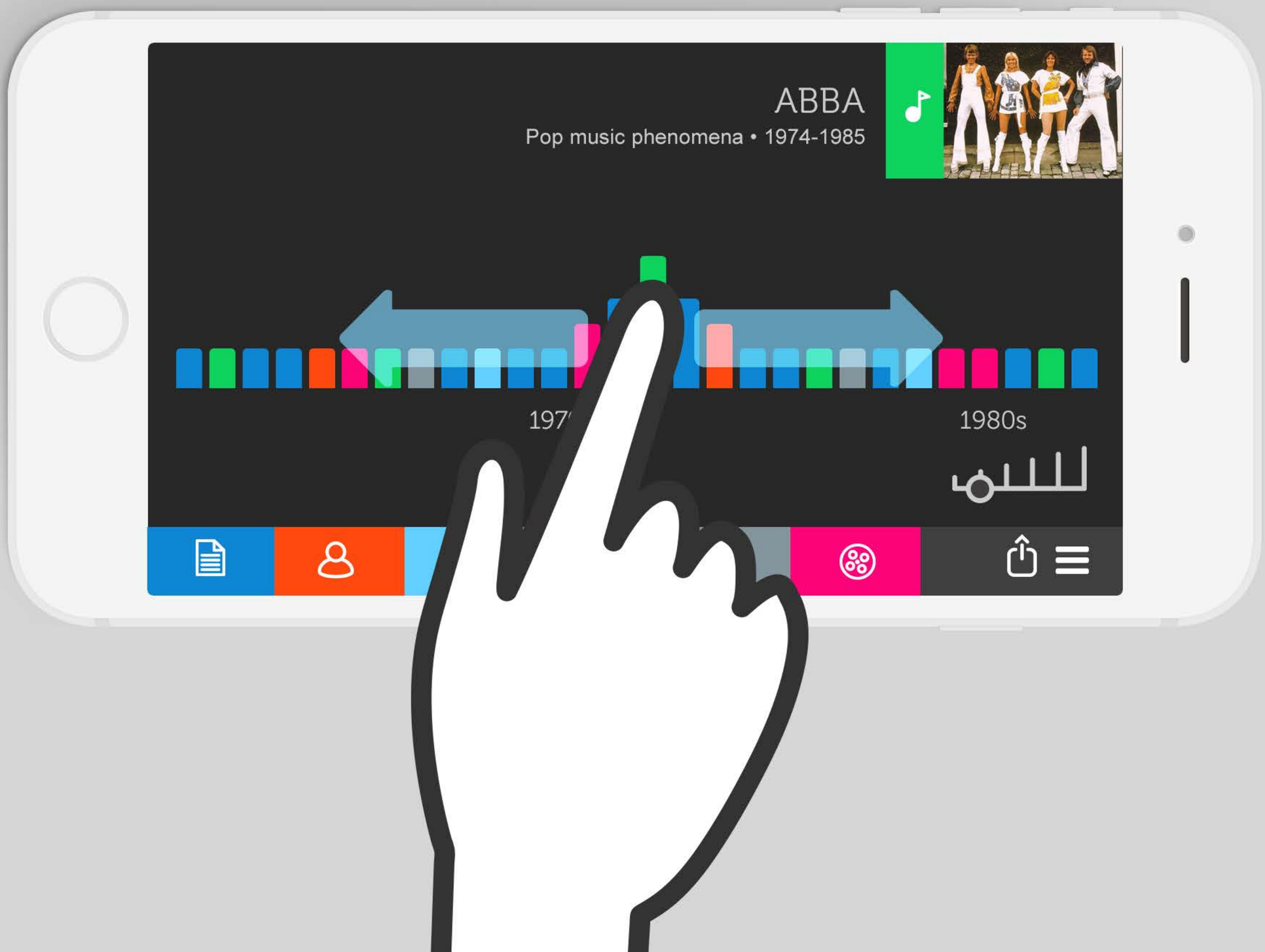
Tabbed screen allows you to go back and forth between general info, music, and film/video. Partner and tap into APIs of wikipedia, rdio (or spotify), amazon, maybe youtube if it's just generalized video

Scroll up and down in content area

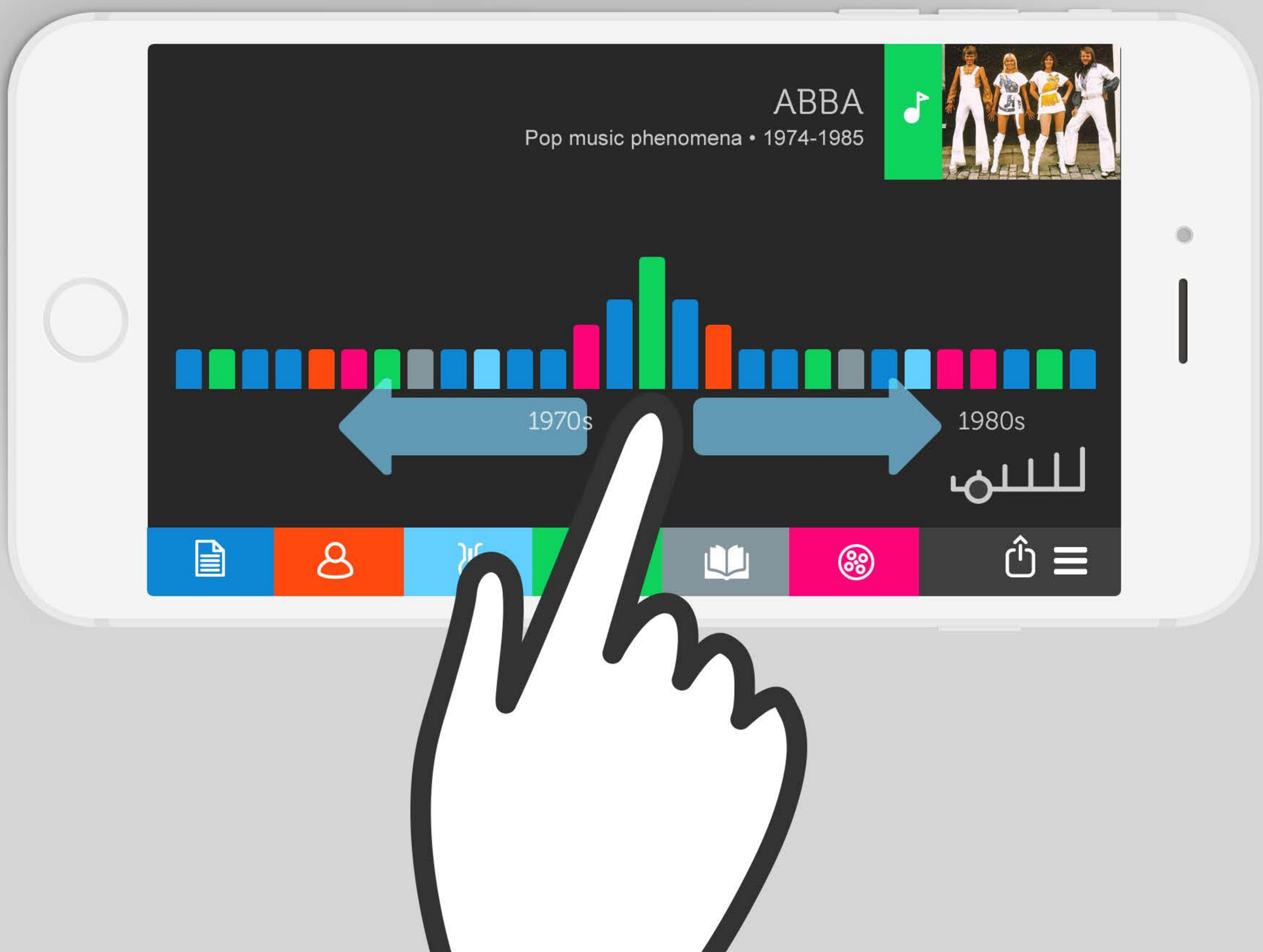

ABBA
Pop music phenomena • 1974-1985
Info
Music
Film / Video
ABBA were a Swedish pop group formed in Stockholm in 1972. With members Agnetha Fältskog, Björn Ulvaeus, Benny Andersson, and Anni-Frid Lyngstad, ABBA became one of the most commercially successful acts in the history of popular music, topping the charts worldwide from 1975 to 1982. They won the Eurovision Song Contest 1974 at the Dome in Brighton, UK, giving Sweden its first triumph in the contest, and were the most successful group ever to take part in the competition.
According to a CNN article of 2003 and some other sources (2013) ABBA has sold over


ABBA
Pop music phenomena • 1974-1985
1970s
1980s

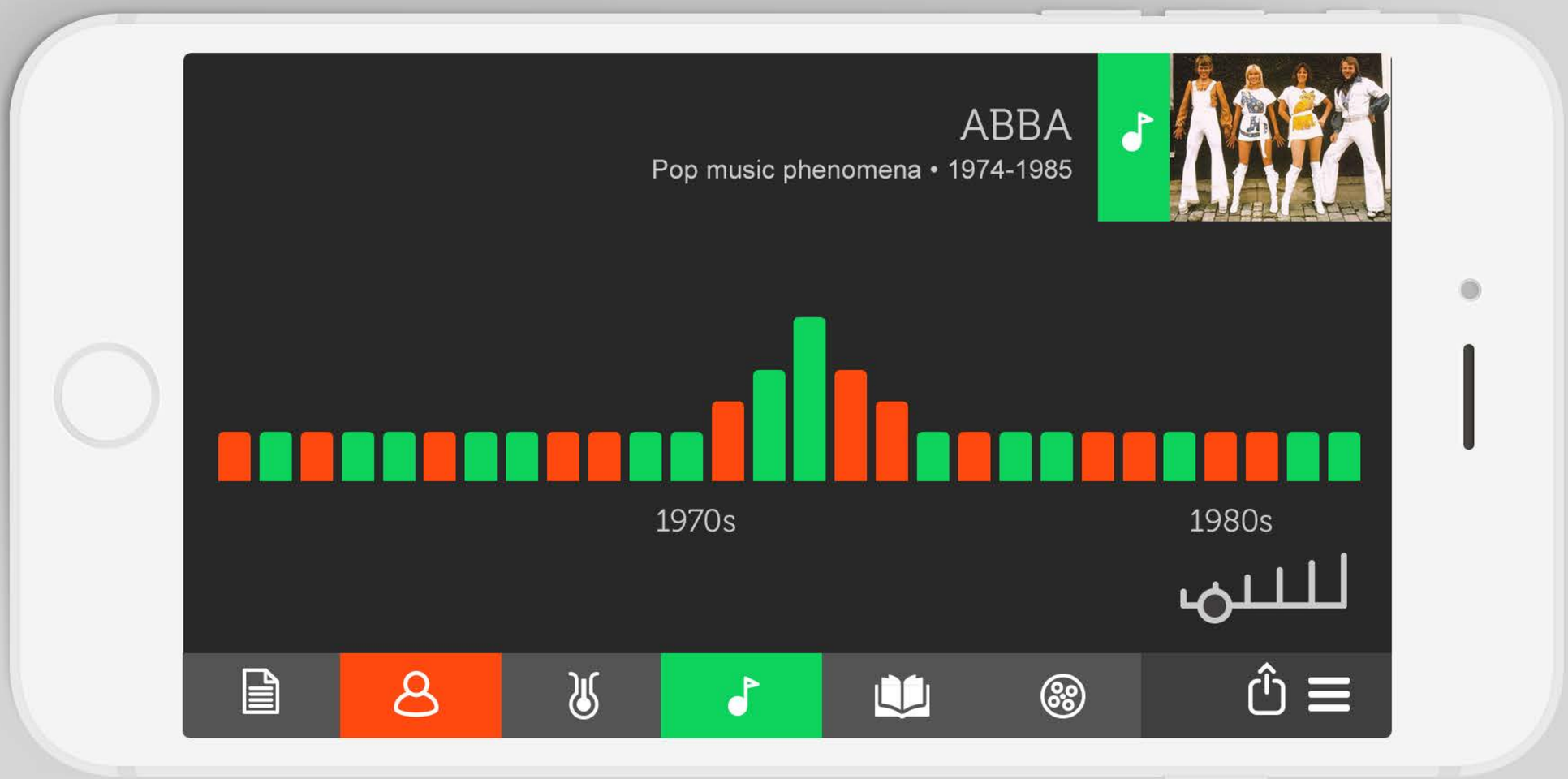
Swipe the timeline to go back and forward through time slowly



Swipe the dates below to quickly go through time

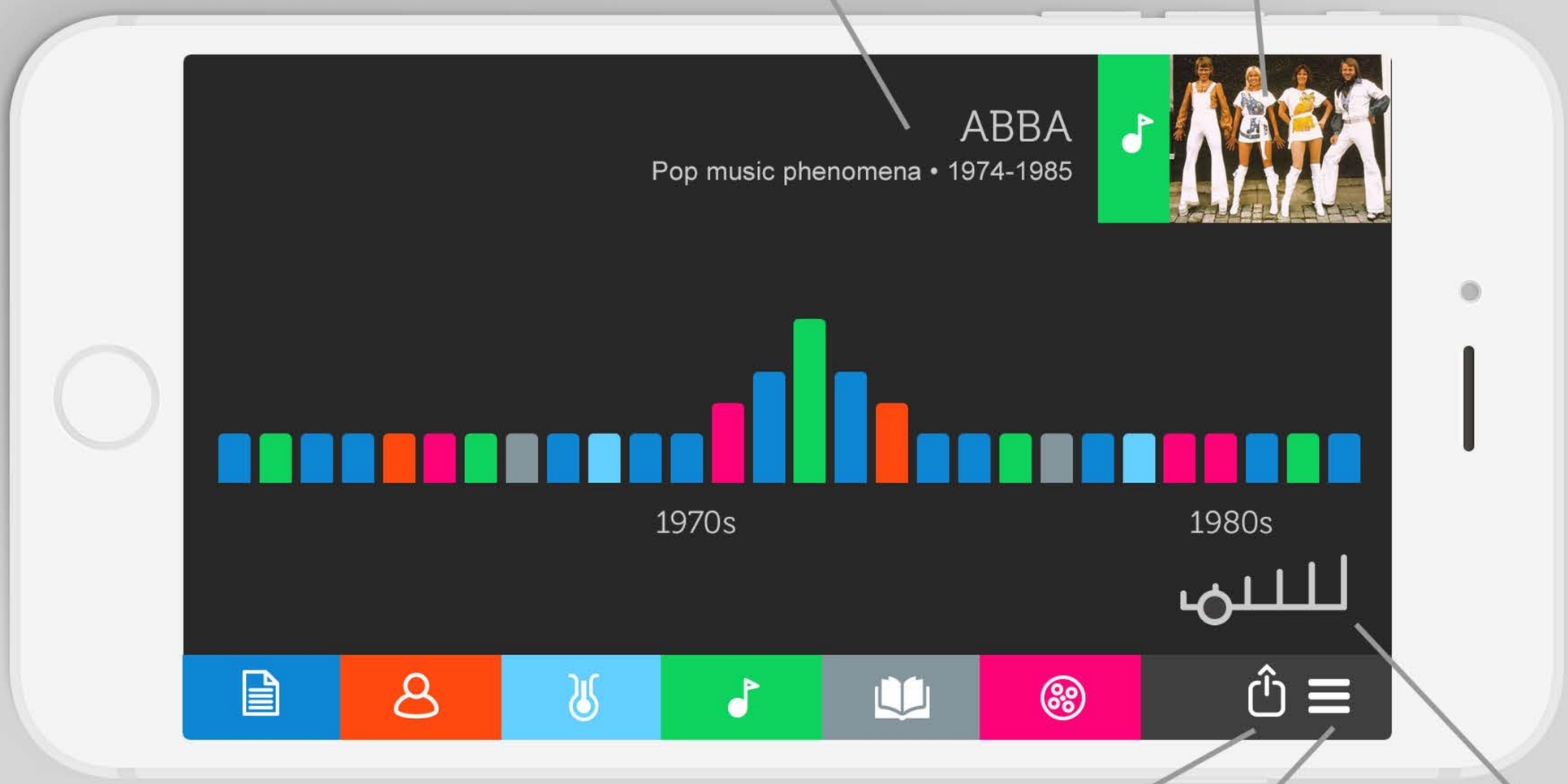


Maybe you are only intersted in music and people



Thumbnail of history item appears as you swipe through the time line.
Tapping on item will bring you to the line item (article page)

Title of item, category, and time period listed as a teaser



Share Settings Timeline scaler

Filter items that will appear in timeline by tapping buttons at the bottom of the app
Categories include: General History, People, Music, Literature, and Film/TV/Video

Timeline scaler allows you to zoom in or out so you can seem granular listing of items or larger categorization of items

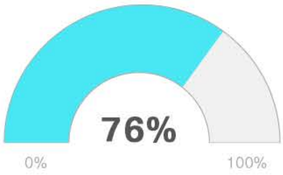
Content Optimization

Past 30 Days

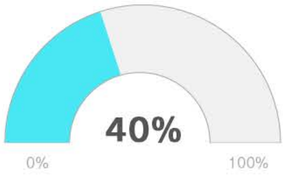
Filters (2)

Summary Content Inventory

Employees Viewing Content
Last 30 days



Employees Viewing Essential Content
Last 30 days

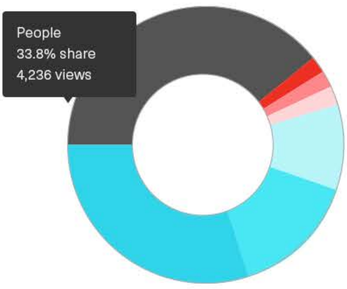


Content Usage Overview

Content Priority	Total Items	Viewed Items	% of Items Viewed	Views	Users
Essential Content	98	73	74.5%	505	36
All Content	464	181	39.0%	5672	45

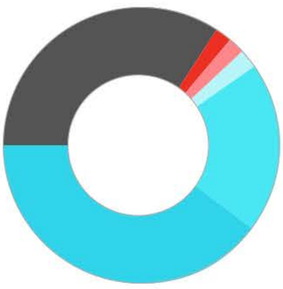
1 - 2 of 2 Export

View Share by Community
Last 30 days



23,0123 page views

Impression Share by Community
Last 30 days

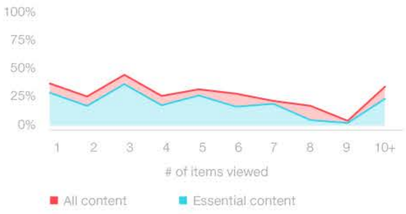


36,498 impressions

Content Usage by Community

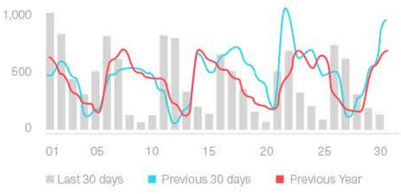
Community	Total Items	Viewed Items	% of Items Viewed	Views	Users ↓
Home	33	11	33.3%	3052	45
People	94	43	45.7%	953	36
Technology	53	25	47.2%	365	28
Projects	68	6	8.8%	301	18
Design	45	28	62.2%	239	15
Sustainability	59	20	33.9%	99	12
Marketing/BD	93	39	41.9%	491	11
Healthcare	19	9	47.4%	172	10

% of Employees Viewing Content
Last 30 days



Views (count)

Essential Content Numbers
Last 30 days



Views (count)

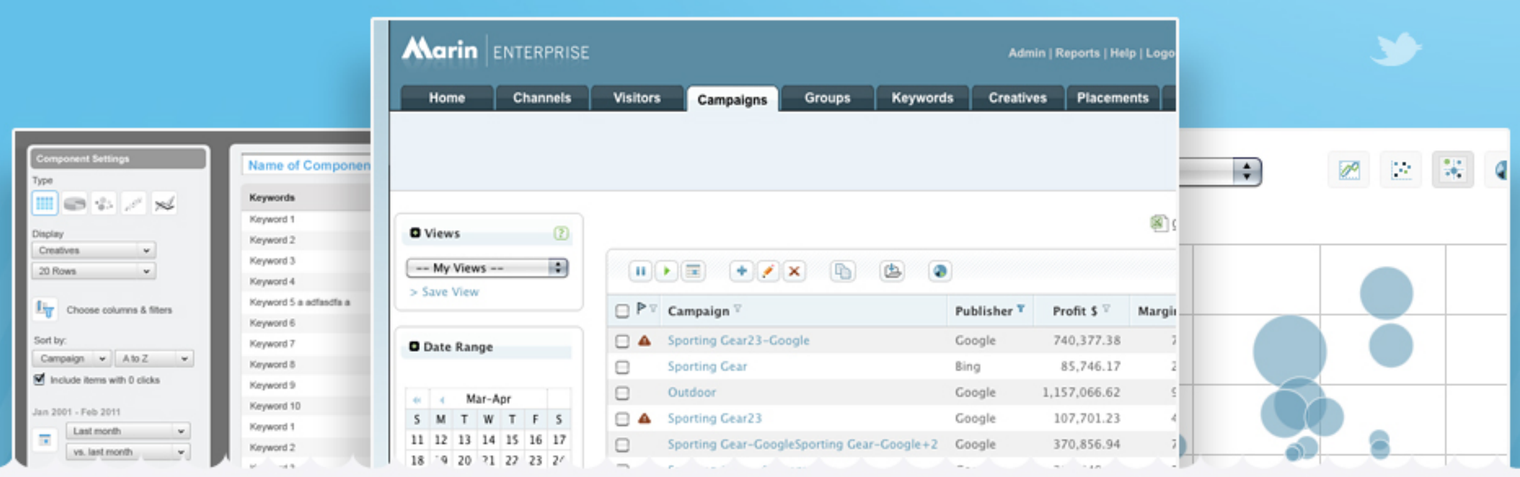
Content Usage by Content Type

Content Type	Total Items	Viewed Items	% of Items Viewed	Views	Users ↓
Community Homepages	8	8	100.0%	3563	45
Wiki Pages	86	64	74.4%	443	36
External Links	68	6	8.8%	266	25
Employee Directories	6	4	66.7%	231	19
Employee Profiles	42	32	76.2%	304	15
Documents	164	54	32.9%	287	14
Sharepoint Pages	23	1	4.3%	14	11
Calendars	8	2	25.0%	50	6
Project Directories	4	3	75.0%	190	5
Links Lists	6	2	33.3%	57	3
Contact Directories	1	1	100.0%	68	2
Company Profiles	34	1	2.9%	90	2
Company Directories	1	1	100.0%	56	1
Opportunity Directories	1	1	100.0%	1	1
Custom Lists	5	1	20.0%	52	1
Custom List Items	5	0	0.0%	0	0
Contact Profiles	1	0	0.0%	0	0
Surveys	1	0	0.0%	0	0

1 - 18 of 18 Export

Drive Media ACQUIRE REVENUE

Schedule a Demo » FREE Trial »



Search Social Display Mobile

Over 500 Customers »

view: case studies · video testimonials · customer's page

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FATHOM FATHOM
NETFLIX acquirgy DRAFTFCB NETFLIX acquirgy DRAFTFCB

Over 60 Publishers »

Better Features »

More Compliments »

Sara Farrington
Search Analyst
TROUVE

Roger Daniels
Chief Marketing Officer
FREE CREDIT REPORT

Juliana Westing
CMO
E-HARMONY

Josh Smith
VP, Search
RAZORFISH

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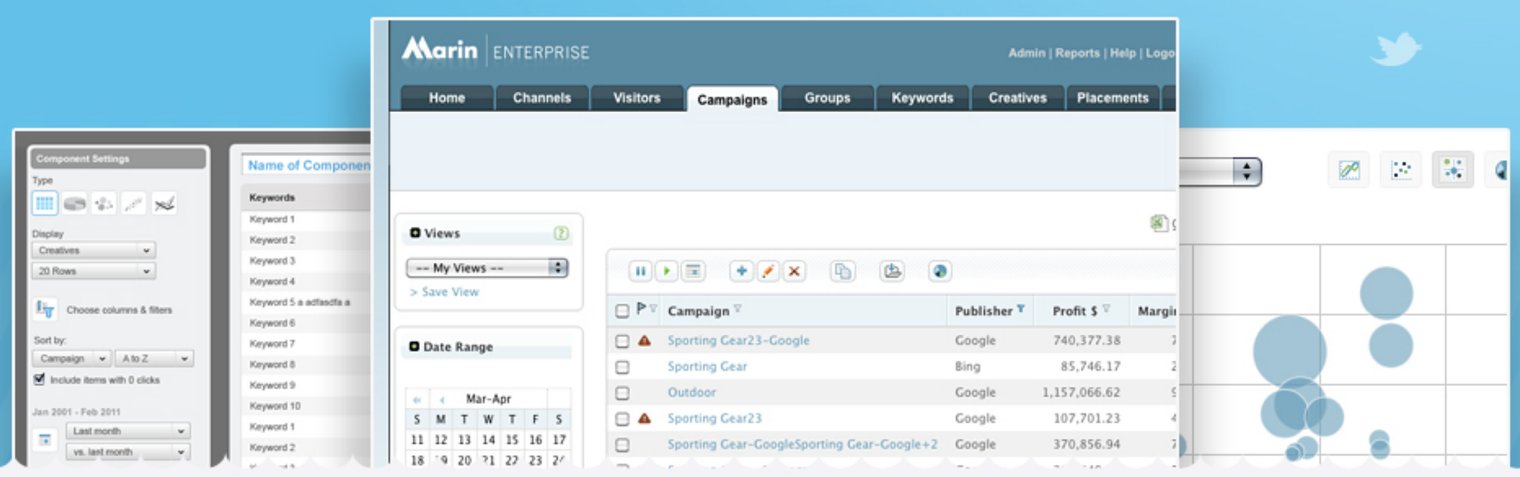
Drive Media ACQUIRE REVENUE

Schedule a Demo » FREE Trial »



Search Social Display Mobile

Over 500 Customers »

view: case studies · video testimonials · customer's page

macy's NETSUITE ConsumerReports macy's NETSUITE ConsumerReports
FATHOM FATHOM
NETFLIX acquirgy DRAFTFCB NETFLIX acquirgy DRAFTFCB

Over 60 Publishers »

Better Features »

More Compliments »

Sara Farrington
Search Analyst
TROUVE

Roger Daniels
Chief Marketing Officer
FREE CREDIT REPORT

Juliana Westing
CMO
E-HARMONY

Josh Smith
VP, Search
RAZORFISH

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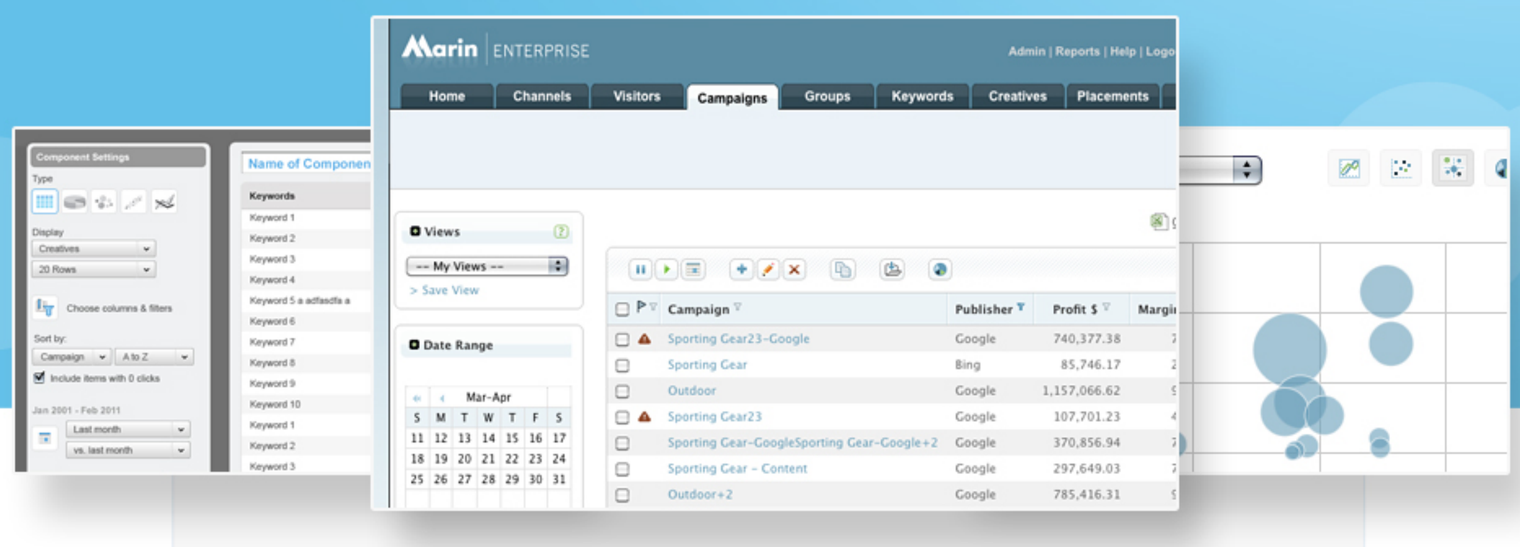
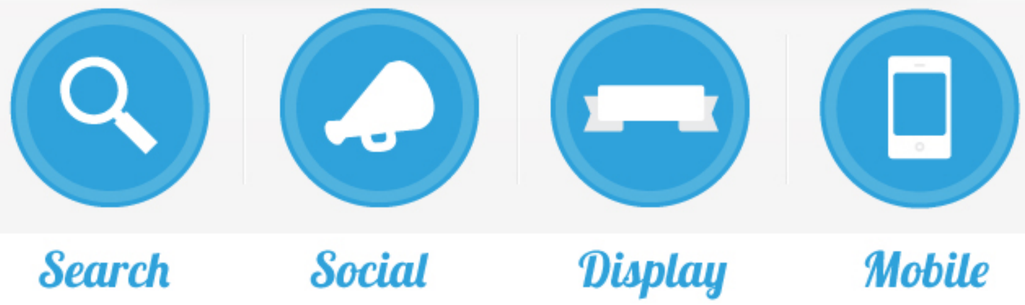
Drive Media ACQUIRE REVENUE





OVER 500 CUSTOMERS

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view: case studies · video testimonials · customer's page

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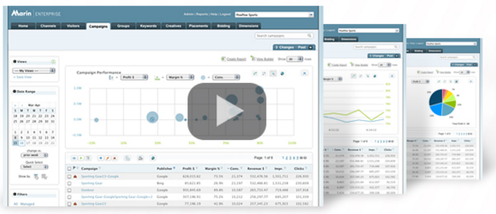
Free Trial »

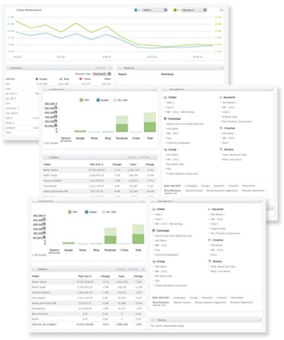
Reporting & Analytics You Can Rely Upon



Effective online advertising requires timely analysis but many operational barriers – merging data sets across publishers, performing analysis across campaign elements, and packaging information for executives—cause delay and lead to errors.

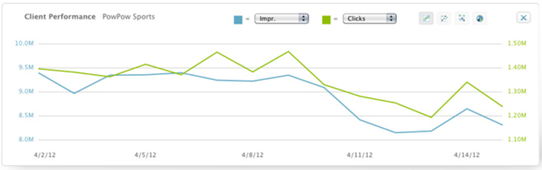
Configurable Executive Dashboards Instant, Relevant Insights

Getting an insightful snapshot of important metrics doesn't have to revquire hours of work in spreadsheets. Marin's flexible dashboards enable each marketer to quickly build dashboards tailored to their needs for at-a-glance analysis. Drag-and-drop dashboard widgets may apply to any analytics set, ensuring the ability to quickly identify the right performance trends to guide business decisions.



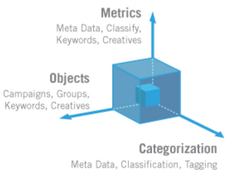
Automated Reporting and Alerting Management By Exception

Averting a potential avalanche of data, Marin provides filtering capabilities to manage large-scale campaigns by exception. Quickly hone in on the most high-impact metrics and set alerts to monitor for drops or spikes in performance. Access data your way and on your time by scheduling the export to PDF or utilizing Marin's web query to pull and refresh data directly from within Excel.



Trend Analysis – Visualize Data with Interactive Charting

Taking action first requires the ability to identify trends and outliers. Marin's interactive charting provides visualization of performance, allowing marketers to extract insight from large data sets more efficiently. Display your data in dashboards or PDF reports using line graphs, bar charts, scatter plots, bubble charts, or pie charts.



Dimensional Analytics Analyze Data by Custom Categories

Analysis that's limited to the group or campaign level is often too restrictive to deliver insight into business-level performance. Marin's Dimensions are user-defined "tags" that give marketers the ability to segment and analyze data beyond the constraints of campaign structure, providing the ability to easily categorize and compare data sets that matter to the business, such as brand or geography.

Schedule a Demo »

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Reporting & Analytics You Can Rely Upon

Enterprise
- Reporting and Analytics
- Campaign Management
- Optimization
- Connect
- Services
- Onboarding
- Pricing

Professional

Next Steps:
- Schedule a Demo »
- Free Trial »
- Download Whitepaper »
- Video Tour »

Effective online advertising requires timely analysis but many operational barriers – merging data sets across publishers, performing analysis across campaign elements, and packaging information for executives—cause delay and lead to errors.

Configurable Executive Dashboards
Instant, Relevant Insights

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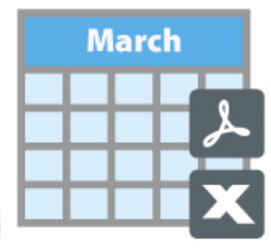

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Management By Exception

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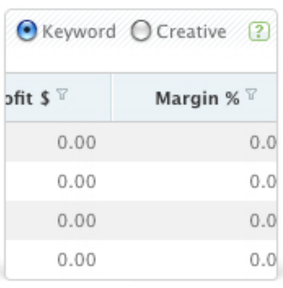

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Schedule a Demo »

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MARIN SOFTWARE

STYLE GUIDE

logos | design principles | icons & UI (web)
color palette | typography | icons & UI (products)
typefaces | illustrations | photography
product marks

LOGO AND M MARK

Marin SOFTWARE | Marin SOFTWARE | Marin SOFTWARE | Marin SOFTWARE

CMYK #97 F2 00	RPG 0148 B7FF6	7C2D C	#7B4BAA	MARIN BLUE
CMYK #A2 7F A00	RGB 005 B7F1	3D2 C	#7A2FAF	NAVY

COLOR PALETTE

CMYK #87 F0 A0	RGB# 8F8F B2BA	2F0 C	#8F8BBA	LIGHT BLUE
CMYK #FF 6D F40	RGB 000 B1A6	2F0 C	#B41F8A	MAGENTA
CMYK #B2 F0 A0	RGB# B1FF B7B	3F0 C	#B0C7B	GREEN
CMYK #F0 7D A20	RGB 5B7F B00	6D0 C	#5B7F0A	DARK GRAY
CMYK #B2 1E A0	Rbg 0148 B0B	2F0 C	#A8F6D8	PERIAL BLUE

TYPEFACE

Din Pro Light
Din Pro Regular
Din Pro Medium
Din Pro Bold

ALL CAPS ADDS VISUAL INTEREST
Dr. Increase Tracking and decrease font size

Examples of interesting use of typography

Din Pro is our primary font family. Use it for headlines, paragraph headers, H1, H2 and H3 tags. In pricing, Din is use for body copy. However, the typeface is difficult to read at smaller sizes on line. Lisa Arial, Helvetica, Sans for in pages and smaller text. In power points, use Din. In graphics, use Arial for editable text. Helvetica text will not Arial. It is acceptable to use the condensed version of Din, however, avoid using it frequently.

PRODUCT MARKS

PRODUCT LOCKUPS

Marin Search

Marin Social

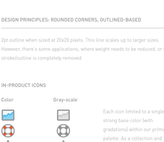
Marin Display

Product badges are visual representations for Marin products and services. They are made up of an icon placed within a rounded hexagon.

The icons usually are literal, but often are metaphorical to represent the primary function of the product/service.

Keep in mind, sizing in form allowing them to scale well in both large and small-sized applications.

DESIGN PRINCIPLES: SIMPLE, FLAT, EXPANDED COLOR PALETTE



monochromatic, blue-based
harder angles
glows & reflections
ss 2001

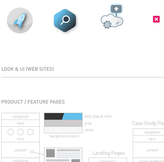
rounded corners
less detail
multiple colors
movement suggested
flat, flat, flat

DESIGN PRINCIPLES: ROUNDED CORNERS, OUTLINED-BASED

2px outline when sized at 20x20 pixels. This line scales up to larger sizes. However, there's some applications, where weight needs to be reduced, or the stroke/outline is completely removed

IN-PRODUCT ICONS

Color | Gray-scale



Each icon limited to a single strong base color (with gradations) within our primary palette. As a collection and placed together, you get a feel that we are using a broader range of colors.

FEATURE ICONS

Utilizes more detail, including using a broader color palette compared to the in-product icons. Not as stroke/outline-based. Always colored (no gray-scale).

DESIGN PRINCIPLES: HARD SHADOWS, SUBTLE GRADIENTS

LOOK & UI (WEB SITES)

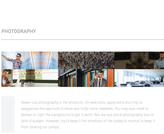
PRODUCT / FEATURE PAGES

Make all web properties responsive. Similar to the products UI & look, our web properties have more color. They never include sections with colored backgrounds. The basic look has a white background with a dark gray header. Move of the color text and CI will be made in phase using our time-primary product colors to add weight to the visual hierarchy, or space to add visual interest. In the page SuXs colored backgrounds.

PRODUCT / FEATURE HEROES

HUBSPOT, product description in the middle with page title Sweet spot of with mid. Photography black photo and we get budget

WHITE PAGES / BLOG HEROES



White Paper / 1400x500 - Blog / 450x417
Illustration based. Break color palette. The goal is differentiate them from one another.

CASE STUDY HEROES

Illustration, Photo, Photo with Illustration, Photo, Photo with Illustration, Photo, Photo with Illustration, Photo, Photo with Illustration, Photo, Photo

BODY IMAGES

LOOK & UI (PRODUCTS)

White background
Use grays for UI elements.
Use color to add visual interest/pop
Use dark gray for header (#333-2c)

Primary complementary color tied to product -
Search=Blue
Social/Magenta
Display/Green

BUTTONS

ICONS

GRID

Keywords	CPC %	Prod	Conversi	Search Rate
office suites 2010	Google	0.00 %	0.00	0.00 %
Microsoft Excel 2010	Bing	0.00 %	0.00	0.00 %
2010 suites	Google	0.00 %	0.00	0.00 %
Spreadsheet Rates		0.00 %	0.00 %	0.00 %

MISC ELEMENTS

PHOTOGRAPHY

Never use photographs in the products. On web sites, apply extra tinting or evaporate the saturation to a low level. Use for more readable. You may also need to darken or light the background to get it back. No, we use stock photography due to lack of budget. However, try to keep in the emotions of the subjects neutral to keep it from looking too corny.

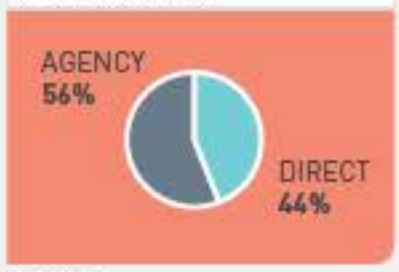
© 2011 - Company 2000 2010

RETARGETING

SEPARATING FACT FROM FICTION

INDUSTRY

WHERE DO THEY WORK



ROLES

WHICH CHANNELS DO THEY MANAGE

WHO

WHICH CHANNELS ARE THEY RETARGETING ON?

MONTHLY DIGITAL ADVERTISING BUDGET

DO THEY RETARGET

TOP TYPES OF RETARGETING

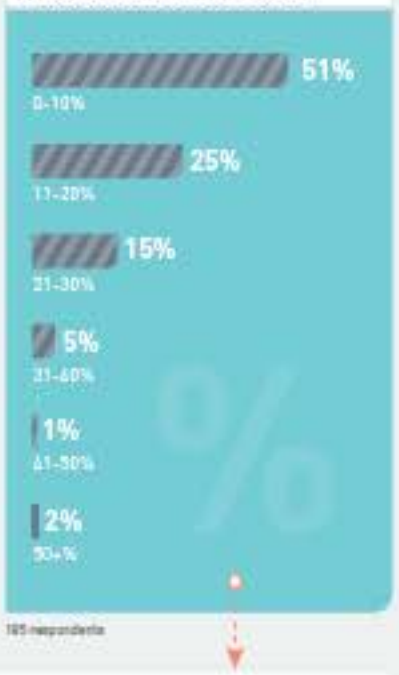
RETARGETING ON GOOGLE

BUDGETS

WHY NOT?

DEDICATED BUDGET FOR REMARKETING

RETARGETING BUDGET ALLOCATION



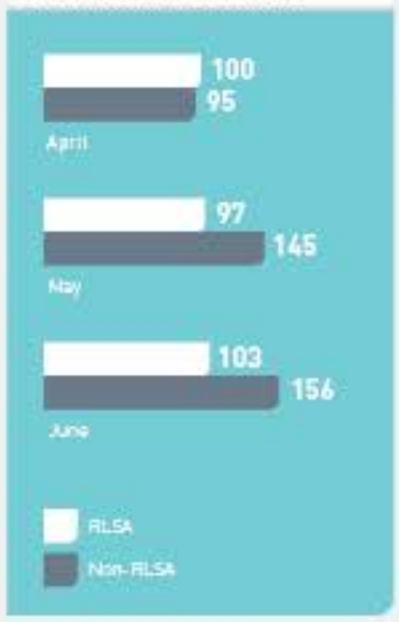
PERFORM

FACEBOOK RETARGETING CTR

DISPLAY RETARGETING CTR

SEARCH RETARGETING CTR

SEARCH RETARGETING CPC INDEX



PLANS TO CHANGE RETARGETING BUDGET

CONCERNS

HOW DO THEY MANAGE RETARGETING

MAJOR CHALLENGES WITH RETARGETING

43%	31%	25%	15%	25%
Difficulty with attribution	Insufficient list volume	Results not meeting expectations	Not enough budget	Lack of transparency

CONCERNS ABOUT LACK OF TRANSPARENCY

38%	37%	34%	19%	18%	12%
Not sure if ads are reviewed	Click fraud & suspicious traffic	Black box campaign optimization	Setting frequency caps	Lack access to KPIs	Opaque media pricing

PROVE YOUR SEM CHOPS

WIN YOUR CHOICE OF AN IPAD, SONY PLAYSTATION 4, OR AN XBOX ONE, PLUS A TRIP TO SMX WEST. LEARN MORE ABOUT THE TRIP

PLAY NOW AND PROVE YOU'RE THE GEEK TO BEAT!

PLAY NOW

PRIZES

GRAND PRIZE WINNER

A ROUNDTRIP FOR 2 TO SMX WEST & AN IPAD, PS4, OR XBOX ONE

REGIONAL TOP SCORER

(1 WINNER IN THREE REGIONS) IPAD, PS4, OR AN XBOX ONE

RUNNER UP

BSG T-SHIRT FOR THE TOP 50 GLOBAL SCORES

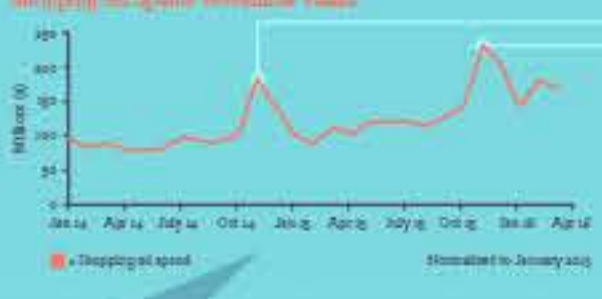
GEEKS TO BEAT

RENANTO D	RENANTO D	RENANTO D	RENANTO D
SCORE: 84% CORRECT	SCORE: 84% CORRECT	SCORE: 84% CORRECT	SCORE: 84% CORRECT
TIME: 5 MIN, 39 SEC	TIME: 5 MIN, 39 SEC	TIME: 5 MIN, 39 SEC	TIME: 5 MIN, 39 SEC
ADIUCENT.COM	ADIUCENT.COM	ADIUCENT.COM	ADIUCENT.COM

The State of Shopping Ads 2016

Text v Product Ads

Shopping Ad Spend Remains Faulty



Shopping Ad Spend

15% Jump

During the holiday season

Shopping Ad Spend Share

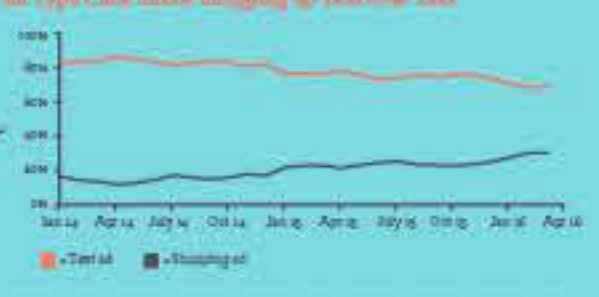
Jan 2014 — Mar 2016

85% more spend in November vs. the beginning of the year

Holidays

Shopping Ads now make up 1 out of 3 clicks on Search

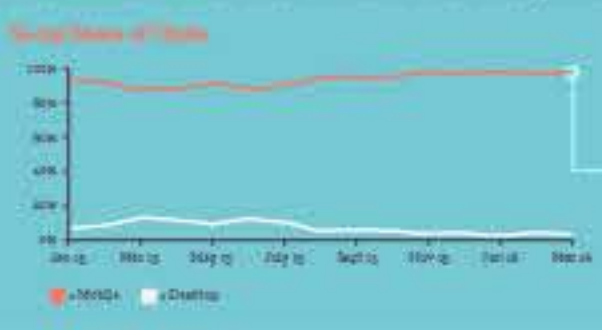
Ad Type Click Share Shopping up Year over Year



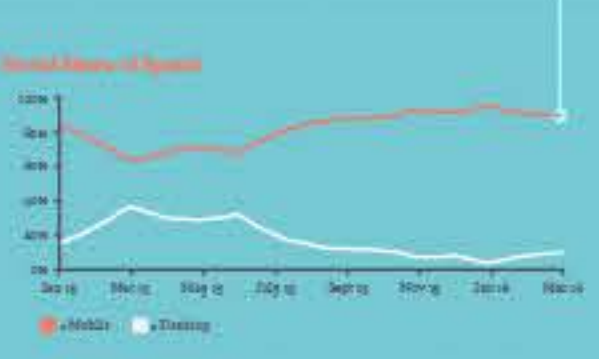
Data analyzed from

Marin Search · Marin Social · Marin Display

Social



95% Clicks · 90% Spend

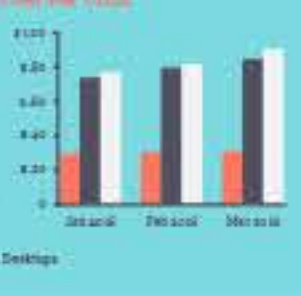


Mobile

Clicks by Device

Click Through Rate

Cost per Click



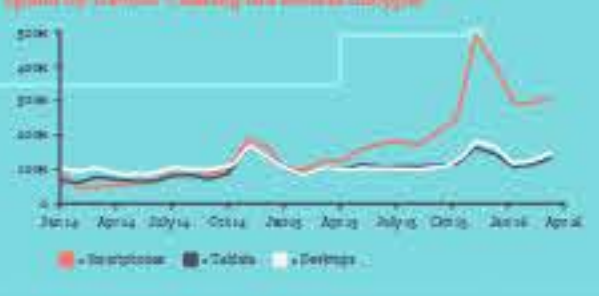
55% of shopping ad clicks are now on a smartphone

Peak Spend Growth

150% Growth — Desktops & tablets

350% Growth — Smartphone holiday season

Spend by Device Chasing the Mobile Shopper



What's Next

By December 2016

37% Paid Search Clicks will be on a shopping ad

40% Shopping Ad Dollars will be on a smartphone

Clicks and Spend Share are Converging

35-40% Ad clicks & spend share

40% Smartphone clicks & spend share

350% jump in Retail Spend this holiday season

Methodology

Where appropriate, all monthly key performance indicators were normalized to January 2015—instead of exposing absolute values—to more clearly highlight overall trends. A longitudinal analysis was applied for year-over-year performance. For more information on our methodology, read the complete report.

Brought to you by Marin Software

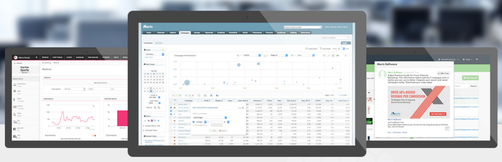
For key takeaways and advice, read the Cross-Channel Marketing Report at marinsoftware.com/shoppingads16

COMBINED UI BASE ICONS & UI ELEMENTS

	Saved views		Pie chart		Add grid item
	Column chooser		Line chart		Delete grid item
	Open charting		Point chart		Pause grid item
	Key KPIs		Bubble chart		Resume grid item
	Filters		Add filter		Multi-row edit
	Universal Search		Flag item		Bid adjustment
	User info		Sub-section search		Help/Support
	Settings		Add saved view		Outbound items
	Switch products		Filter		Inbound items
	Date picker		Add item		Messages
	Re-sync		Delete item		To do items
	Success				Warnings
	Large view/hide		Small view/hide		Tip/Tricks

The Leading Cross-Channel Performance Advertising Platform

Run your channels independently, or run them in concert



MARIN SOCIAL

Increase ROI on Facebook and Twitter by an average of 30% compared to native tools

Features & Benefits »

MARIN SEARCH

Simplify daily workflows, identify new revenue opportunities, and improve financial performance

MARIN DISPLAY

Cross-device display and retargeting advertising across the web, Facebook and Twitter.

Features & Benefits »

Identify, target, and convert your highest value audiences — Welcome to the Audience Marketing Suite »

The World's Biggest Brands Manage More than $7 Billion in Spend with Marin Software

webtrends · AMF · ConsumerReports · GAP · GROUPON · GROUPON · macy's · NETFLIX · NETSUITE · Kaiser Permanente · webtrends

« view case study page — view customer page »

"Marin help us reduce ad spend by 67%. Simply incredible."

Linda Harjono / Senior Manager • Paid Search
Symantec Corporation

read case study

webtrends · AMF · Symantec · ConsumerReports

Welcome to the Advertising Cloud

OPEN TECHNOLOGY PLATFORM
Increase ROI on Facebook and Twitter by an average of 30% compared to native tools

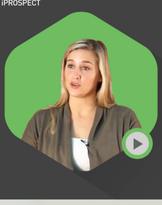
YOU WILL SCALE WITH EASE
Increase ROI on Facebook and Twitter by an average of 30% compared to native tools

AUTOMATION WITH VISIBILITY & CONTROL
Increase ROI on Facebook and Twitter by an average of 30% compared to native tools

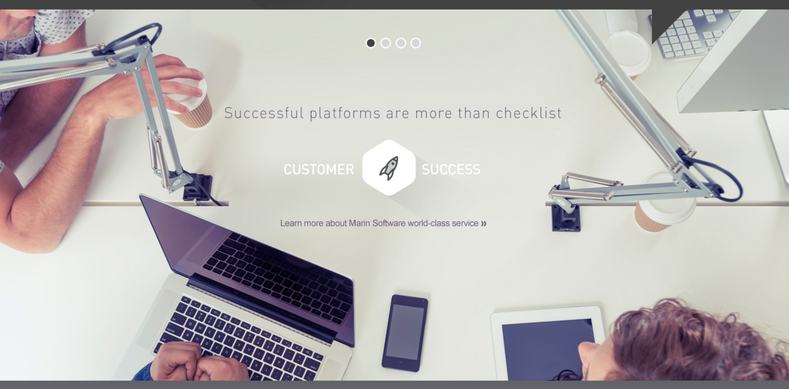
PROVEN RESULTS PROFITS AWAIT
Increase ROI on Facebook and Twitter by an average of 30% compared to native tools

"We save countless hours every month using Marin "
iPROSPECT

"You have to go with Marin"
eHEALTH



"We save countless hours every Month using Marin "
TROUVE MEDIA



Successful platforms are more than checklist

CUSTOMER SUCCESS

Learn more about Marin Software world-class service »

Boost Performance

While saving time running reports and managing campaigns

SCHEDULE A DEMO

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Marin Social

Efficient management and powerful optimization of Facebook and Twitter advertising

Marin Social is a powerful, easy-to-use campaign management, reporting and optimization solution that helps marketers scale your programs, make better decisions and acquire high value customers across social networks faster. Unlike other platforms, Marin Social is built with an intuitive design and clean, cross-channel architecture, bringing Facebook and Twitter advertisers to use advanced audience targeting to expand your reach while increasing your social advertising ROI faster.

BUILDS ON: Twitter, Facebook, LinkedIn

AD EXCHANGES SUPPORTED: mediaiq, Facebook Exchange

CERTIFICATION: Facebook Marketing Partners

CAMPAIGN MANAGEMENT
view section

BIDDING & OPTIMIZATION
view section

REPORTING & ANALYTICS
view section

AUDIENCE MARKETING
view section

CAMPAIGN MANAGEMENT

Quickly grow your program with automated, cross-publisher campaign management

Consolidate your Facebook and Twitter programs

Managing multiple publishers in separate platforms can be a complex and time-consuming process. As a multi-publisher advertising platform, Marin Social allows advertisers to manage, measure and optimize your Facebook and Twitter programs in the same UI, creating a streamlined workflow for advertisers who want to scale across multiple networks.

Launch and edit campaigns and ads at scale

Creating and editing campaigns at scale can be an overwhelming task, even for the most sophisticated social advertisers. Marin Social offers powerful, intuitive bulk creation and editing tools that allow advertisers to quickly launch, copy or edit campaigns, creatives or targeting settings in just minutes. Using Marin, advertisers can become more productive, launch more campaigns and scale your program to new heights.

Microsegment broad audiences with Auto Split

Creating a campaign taxonomy that allows for easy testing and optimizing of audience targets is key to success for social advertisers. Using Auto Split, advertisers can automatically microsegment broad audience targets based on customizable criteria like gender, age range, or geo into individual ad sets. With just a few clicks, advertisers can create a logical taxonomy of granular audience segments that allows for creative testing and optimization at scale.

Automatically promote organic page posts and tweets

Message Booster improves coordination between social advertisers and community managers by automatically syncing, tagging, and promoting organic tweets and page posts based on user-defined audience engagement rules. Fully customizable to advertiser needs, Message Booster helps to extend and amplify brand messages through paid Facebook and Twitter channels.

Customize ad delivery with Day Parting

As users switch devices and shift your behavior throughout the day important that advertisers tailor your ad delivery for the times when you can receive optimal performance. Using Day Parting, advertisers can schedule your ads to automatically change delivery during the times of day and days of the week that offer the best performance. Using Day Parting, advertisers can save time, reduce inefficient spend and boost ROI all at once.

Automatically optimize budgets with ease

Optimizing and allocating budgets across potentially thousands of ad sets can be a daunting task for even the most sophisticated social advertiser. Marin Social turns the complexities of budget management into opportunities by automatically reallocating budgets between ad sets based on performance goals. Using automated budget allocation, advertisers can ensure you get the maximum return from every dollar invested.

Save high performing audience clusters for repeated use

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MAXIMIZING ROI DURING PEAK SEASONS

with web and facebook retargeting

Get the White Paper

BIDDING & OPTIMIZATION

Improve performance with customizable, real-time bid, budget and creative optimization

Improve ROI with real-time bid optimization

Successful social advertising means reacting to changes in demand and competition throughout the day. Marin Social's powerful, flexible real-time bid optimization capabilities help social advertisers to bid at the right price at the right time to achieve business results. On Facebook and Twitter, on your terms.

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Easily optimize creatives and audience segments

Successful social advertising is all about showing the right creatives to the right prospect at the right time. Marin Social's creative and audience segment optimization tools simplify the process for even the largest of accounts. Using Marin, advertisers can identify, modify and refine your best and worst performing creatives and segments across your entire program in just a few clicks.

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SCREEN SHOTS

Build and optimize every ad in Marin Social's audience building feature.

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REPORTING & ANALYTICS

Make smarter decisions, faster with flexible, real-time reporting and analytics

Leverage the data that matters most to you

Managing multiple publishers in separate platforms can be a complex and time-consuming process. As a multi-publisher advertising platform, Marin Social allows advertisers to manage, measure and optimize your Facebook and Twitter programs in the same UI, creating a streamlined workflow for advertisers who want to scale across multiple networks.

Respond faster with real-time reporting

Social advertisers often encounter performance swings stemming from demand and inventory changes throughout the day. Using Marin, social advertisers view performance across customizable reports, views and advanced dashing. Through real-time reporting, Marin helps social advertisers work smarter and respond faster to favorable and unfavorable intraday changes in the marketplace.

Prepared the drivers of performance

Creating a campaign taxonomy that allows for easy testing and optimizing of audience targets is key to success for social advertisers. Using Auto Split, advertisers can automatically microsegment broad audience targets based on customizable criteria like gender, age range, or geo into individual ad sets. With just a few clicks, advertisers can create a logical taxonomy of granular audience segments that allows for creative testing and optimization at scale.

Flexible audience reporting and segmentation

Being able to quickly understand and optimize performance by audience segment is a key to success for any social advertiser. Using Marin's flexible, customizable reporting centers dashboard and quick table reports, advertisers can easily analyze segment performance across any targeting or creative attribute, allowing them to make tactical optimizations faster.

Share reports across with internal or external customers

Creating daily, weekly or monthly reports for can be a complex, time-consuming endeavor. Using Marin, advertisers can easily share customizable web-based reports with internal or external customers, including agency partners, clients and stakeholders in the internal. With Shareable Reports, advertisers can eliminate manual reporting from your daily workflows, become more productive and share insights faster.

CASE STUDY

MACY'S INCREASES FACEBOOK CLICK-THROUGH RATES BY OVER 31%

Read Full Case Study

AUDIENCE MARKETING

Reach higher value customers with advanced audience targeting and personalization

Synchronize your TV and social advertising strategies

Consumers regularly use social media while watching television. Marin Social provides opportunity for cross-screen advertising. Using TV Sync, advertisers can synchronize your social ads to play at the same time as your television ads and simultaneously extend your message across both channels. TV Sync helps advertisers amplify your messages and drive engagement with the right users at the right time.

Dynamically create and target ads based on product feed data

Retail and travel advertisers have to be managing tens of thousands of product ads. Marin Social provides an massive product catalogues to a complete and time-consuming endeavor. Using Feed Engine, advertisers can leverage your product feeds to dynamically create and target ads to Facebook and Twitter users based on your audience characteristics, allowing them to personalize messaging based on a prospect's prior buying intent and improve engagement rates.

Re-engage users based on search & website browsing history

Successful social advertising is all about showing the right creative to the right person at the right time. Marin Social's creative and audience segment optimization tools simplify the process for even the largest of accounts. Using Marin, advertisers can identify, modify and refine your best and worst performing creatives and segments across your entire program in just a few clicks.

Retarget Facebook and Twitter audiences across devices

Creating and editing campaigns at scale can be an overwhelming task, even for the most sophisticated social advertisers. Marin Social offers powerful, intuitive bulk creation and editing tools that allow advertisers to quickly launch, copy or edit campaigns, creatives or targeting settings in just minutes. Using Marin, advertisers can become more productive, launch more campaigns and scale your program to new heights.

CASE STUDY

Vistaprint observes 8% growth in clicks and 40% time savings. Pretty, pretty good.

Read case study »

WHITE PAPER

Vistaprint improves 5% growth in clicks and 40% time savings. Pretty, pretty good.

Read white paper »

PRODUCT TOUR

A quick, 2-minute overview of how Marin Social will save you time while improving your ROI.

Watch product tour »

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SCHEDULE A DEMO

We'll walk you through any of our products

Marin Software provides an entire suite of web advertising applications for your enterprise – from Search to Display, as well as Social. All delivered in the cloud, all designed for the way you work.

Fill in the form to check out our Product Preview. You'll see how Marin Software enables your organization to:

- Save time with improved workflows
- Demo customized by the channels you are interested in
- Learn how we can optimize your campaigns

Schedule a demo today

LET'S TALK

First Name

Last Name

Email

Phone Number

Company Name

Job Title

Country

Responsible for:

- Search Marketing
- Social Ads
- Display Retargeting
- None of these

REQUEST A DEMO »

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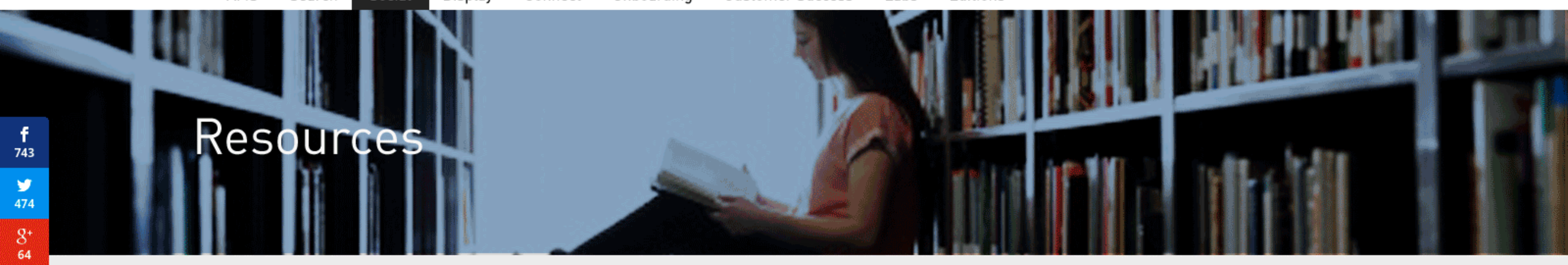

Resources

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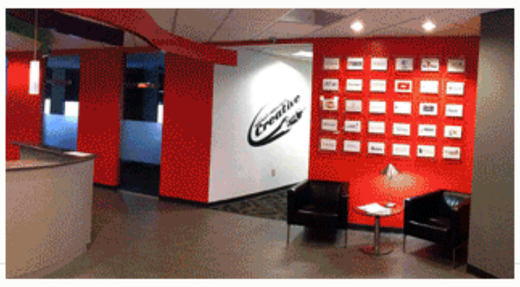

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Agencies

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Investor Relations

Marin Software launches budget optimizer tool to help marketers optimize search ad spend and other text your would want to add

New tool enables paid search advertisers to make smarter budget decisions from one easy-to-use interface, to help boost ROI on ad buys

SAN FRANCISCO, CA – May 27, 2015 – Companies with large-scale paid search marketing programs often struggle to manage and optimize budgets as market trends shift, and fail to modify budgets to achieve optimal ROI. Marin Software, provider of a leading cross-channel performance advertising cloud, today announced the launch of Budget Optimizer™, an easy-to-use tool designed to help marketers accurately predict daily and monthly search spend levels, forecast revenue at various levels of investment, and optimize budgets across all their paid search portfolios.

With Budget Optimizer, digital marketers can get clear insights into how budgets impact ROI, so they can make smarter ad spend decisions and quickly seize valuable campaign optimization opportunities. The tool allows advertisers to build their portfolios towards desired performance KPIs at different spend levels using what-if analysis and factoring in seasonal trends (such as cold weather, Christmas, or the Super Bowl) with its transparent algorithm. After running different spend scenarios, marketers can choose the options that deliver the highest projected ROI, applying spend changes at the campaign, folder, or global level with just one click from a single screen.

KEY FEATURES OF BUDGET OPTIMIZER:

- **Spend forecasting –** Budget Optimizer's dynamic algorithm predicts future spend based on historical weekly and monthly trends captured across a marketer's entire paid search program. This helps advertisers easily identify possible new investment opportunities and manage budgets more efficiently.
- **Scenario planning –** Budget Optimizer's what-if scenario forecasting feature helps marketers determine an ideal mix of spend to achieve targeted ROI levels, providing different scenarios from which to choose. The tool uses predictive modeling to calculate the ROI impact of spend changes at the program-wide or business-segment levels.
- **One-click optimization –** Budget Optimizer gives advertisers the ability to quickly take action on favorable spend recommendations. With just one click on a single screen, Marin applies the projected recommendation across an advertiser's entire portfolio, or at a folder or campaign level.

QUOTES

"Marketers running large-scale digital advertising programs have long struggled to manage budgets because they have no clear way to understand how shifting their spend would impact ROI at the campaign, folder, or global level," said Matt Ackley, CMO of Marin Software. "With Budget Optimizer, marketers no longer need to 'guess' how budget changes will impact ROI; they now have a powerful, predictive analytics tool that provides insights into possible budget changes to make and when, and in which parts of their paid search portfolios to make those changes. It also lets them make those changes with one click."

"At Bing Ads, helping advertisers make smarter decisions and deliver better ROI is our number-one priority," says John Cosley, Bing Ads Director of Brand and Digital Marketing. "Tools like Marin's Budget Optimizer help make that happen."

RESOURCES

Bidding and Optimization Strategies for the Modern Search Marketer »

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