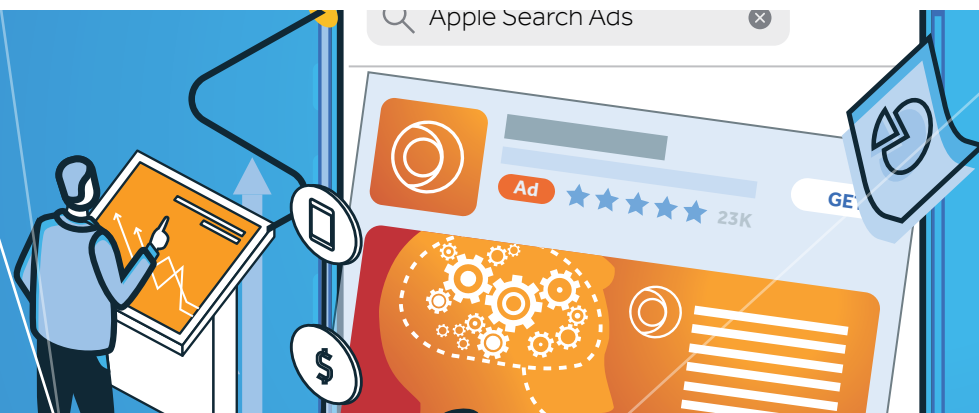


Manage & Optimize Apple Search Ads with MarinOne



Apple Search Ads is the ideal platform for app developers and consumer brands that want to attract users and gain visibility in the App Store

↙ Ensure your app stands out from the competition?

↙ Coordinate app promotional efforts with other marketing channels such as Google or Facebook.

↙ Identify opportunities for growth.

Improved Performance

By leveraging MarinOne advanced automated bidding, Apple Search advertisers can significantly improve the performance of their campaigns.

Advanced Analytics & Intelligence

Through alerting, insights, dashboarding and data connectors, advertisers can fully analyze their Apple Search Ads.



Advertisers looking for a sophisticated bidding solution to further improve performance



Advertisers needing a more powerful reporting solution that encompasses other digital channels



Interested in independent, advanced optimization recommendations

Since 2006, Marin Software has been helping advertisers get optimal results from over \$40B in Paid Search, Social, Display and eCommerce advertising. Working in combination with publisher-provided tools, MarinOne helps advertisers leverage their proprietary data to improve performance with powerful automation and optimization tools.



Powerful Reporting

- Advanced Analytical Grids providing flexible reporting within and across Apple Search Ads with unlimited data retention
- Cross-channel reporting for paid media channels includes Search, Social, Display and E-Commerce
- Custom columns to define the KPIs that matter to your business
- Easy data visualization and Powerful Dashboards
- Seamless integration with BI Tools (Tableau, Google Data Studio, etc)
- Automated Alerting Based on changes in account performance



Activation and Optimization Suite

- Streamline workflows with cross-account edits and manual keyword bid overrides
- Automated bidding to improve Cost per Taps and Cost Per Downloads leveraging advanced machine learning
- Integrate MMP data and Optimize towards Post Download Metrics
- Custom Bid Modifiers enables MarinOne bidding to adjust to external signals
- Budget Pacing and Forecasting to help the most out your investments
- Performance Insights and Recommendations

