

Powering Growth through Search, Social, and eCommerce Advertising



Search

Identify growth opportunities and optimize paid advertising performance across publishers, including Google, Bing, Yahoo, Baidu and more.

Search & Social

Unify your search and social advertising efforts to reach more customers across channels — so you see higher returns on digital ad spend.

Retail

Accelerate your eCommerce revenue with retail and shopping campaigns at scale across Amazon, Instacart, online retailers, and marketplaces.

App & Mobile

Drive app installations and maximize mobile revenue with analysis and optimization across Apple Search Ads and Universal App Campaigns.

Managed

Leverage our people and technology, and let us drive extraordinary results from your paid advertising efforts until you're ready to take the wheel.

Analyze

MarinOne leverages the power of machine learning to improve the understanding of your programs' performance and identify opportunities for improvement.

- **Insights** Identify and implement opportunities to grow revenue and decrease costs with MarinOne Insights.
- **Flexible Reporting** Lets you ask questions with a customizable cross-channel dashboard and shareable reports.

Automate

Avoid repetitive work, streamline key workflows and standardize best practices with the automation tools in MarinOne, including:

- **Rules and Dynamic Actions** Let you automate your workflows based on campaign performance or external data.
- **Bulk Uploads & Edits** Upload and update data across accounts and campaigns to save time and drive efficiency.
- **Dynamic Campaigns** Automatically build out text and shopping ads with Dynamic Campaigns.

Optimize

Autopilot, our unified optimization suite allows you to set your goals and let MarinOne take care of the rest. Whether you use Marin Bidding or leverage publisher bidding, MarinOne will help you:

- **Plan** your program by understanding trade-off in volume vs efficiency at various levels of spend across publishers and campaign objectives.
- Automatically **Pace** spend and adjust bidding targets over the course of the plan.
- Leverage Marin Bidding's predictive algorithms to incorporate over 75 signals for incredible responsiveness and accuracy.

In helping to manage \$45B in advertising spend over the last 15 years, we've developed a platform that delivers exceptional results for our clients. Our tools and our tactics, paired with our people and processes, are all designed to meet the needs of our clients' unique businesses.



KEY CAPABILITIES



Connect

MarinOne integrates with your data, making it easy to follow the entire customer journey, understand lifetime value, and focus your efforts on the most profitable customers. Track and measure revenue impact with your CRM, data warehouse, publisher data, and third-party signals connected together in MarinOne.



Customize

MarinOne was built to support your unique business needs, ensuring you have the data and integrations that matter to your business and the workflows that match your processes. Define your own metrics, track the revenue you need to see, and analyze your data at multiple levels across accounts.



Scale

MarinOne has helped even the largest companies scale their digital advertising across accounts, geographies, and lines of business with flexible account setup, unlimited users, and powerful bulk operations. Manage millions of keywords and optimize your campaigns across large accounts to extend performance.



// To have a bespoke solution built for us — from a publicly traded company — is nearly unheard of. I am truly grateful. I'm happy to say that Storable is a Marin customer, and I hope we'll remain one for many years to come. //