

# Marin Software helps online advertisers add Bing Ads to the mix



**Marin Software** is a digital marketing software company that specializes in creating an immersive and intuitive program that allows advertisers to easily manage their digital marketing campaigns across multiple platforms.

- **Industry:** All Industries
- **Market:** U.S.
- **Target Customers:** Digital Advertisers
- **Product Used:** Bing Ads + Marin Software

## The results

*“Bing continues to grow exponentially, reaching high value audiences that other search engines don’t reach, and delivers results for our clients through products like remarketing and Bing Shopping Campaigns.”*

**John McNulty**

Vice President of Global Marketing, Marin Software

## The challenge

*How does a digital software company implement and utilize the max potential of search advertising into their software while continuing to develop new features and increase efficiencies for clients?*

## The solutions

**On the Bing Network**, advertisers can reach 167 million unique searchers.<sup>1</sup>

Bing Network searchers **spend 24% more online** than the average Internet searcher.<sup>1</sup>



**Marin Software** helps advertisers monitor multiple campaigns...



Pull powerful reports



Smart sync changes across all publishers

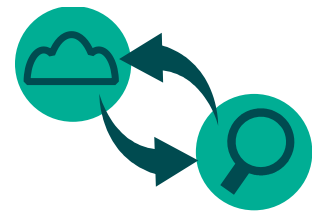


Allocate and rearrange budgets



Use the Budget Optimizer to run “what if” scenarios for campaigns

Bing Ads and Marin Software helped an advertiser increase conversions by **67% with Smart Sync.**



Marin Software also helped advertisers use valuable Bing Ads’ tools while **staying within budget.**



Want to learn more? Read the full story: [Marin Software helps online advertisers add Bing Ads to the mix](#)

1. comScore Explicit Core Search (custom), January 2016; Bing Network includes Microsoft Core Search sites, Yahoo (Bing Powered) sites and AOL Core Search sites in the U.S.

**#BingAdsStories**

