



Marin Software is a leading provider of online advertising management solutions, offering an integrated platform for managing search, display, and social marketing. The company's platform helps advertisers and agencies save time and improve financial performance.

Marin Software Uses LinkedIn Sales Navigator to Connect with Target Demographic

Challenge:

Marin Software's target demographic is highly specialized; many databases lack information on the people the sales team needs to connect with.

Solution:

LinkedIn Sales Navigator enables the sales team to find people whose titles are often excluded from other contact directories.

Results:

- LinkedIn's relevance and popularity as a social media tool encourages users to keep profiles up-to-date.
- Sales team uses LinkedIn to fact-check information from other databases.
- With InMail, reps can contact prospects even without a phone number or email address.



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“Reps who aren’t currently using Sales Navigator are hearing how useful it is and are asking for access. The whole team is extremely excited about it.”

-Mei Lei, Director of Marketing Analytics & Operations, Marin Software