

## **TradeDoubler Announces Technology Integration Agreement with Marin Software for Enhanced Cross Media Tracking**

### **Marin Search Marketer® Will Integrate with td Integral Cross Media Marketing Platform**

**Stockholm, 6 April 2010** - [TradeDoubler](#), the number one pan-European digital marketing company, today announced a technology integration agreement with [Marin Software](#), provider of the leading enterprise-class paid search management application for large advertisers and agencies. Marin Search Marketer will integrate with td Integral Cross Media Marketing Platform, to complement and enhance the company's current Search solution. The agreement means TradeDoubler's search customers will now have access to one of the most powerful and easy to use paid search management platforms on the market today.

"Our agreement with Marin Software is part of our corporate strategy to ensure we deliver the very best product functionality and performance to our customers," said Urban Gillström, President and CEO, TradeDoubler AB. "In addition to ensuring we help them achieve outstanding results in their paid search campaigns, the partnership will also ensure we are keeping pace with industry-leading R&D. As the largest and fastest-growing online advertising channel, paid search continues to become increasingly complex and competitive. In this changing environment, search marketers often struggle to manage campaigns, spreadsheets and business goals across multiple publishers. Our technology integration with Marin Software will help our customers to directly address this issue."

The partnership with Marin Software will accelerate delivery of the latest state of the art technology capabilities to TradeDoubler's existing search customers. Marin Search Marketer will be integrated with TradeDoubler's platform within the coming months and will make it possible for TradeDoubler to phase out parts of the current technology. This is not expected to have any impact on the value of intangible assets.

"This partnership represents a milestone for Marin Software and the search applications industry", said Ed Stevenson, Managing Director, Marin Software Europe. "By integrating Marin Search Marketer with td Integral, joint customers will not only realize efficiencies in the paid search channel, but also gain true cross channel insight into the performance of their online marketing programs. More importantly, TradeDoubler's extensive network and reach ensures that search advertisers will have access to the affiliate and display audiences they need to be successful from within a single interface."

**Marin Search Marketer is a hosted paid search management application that helps advertisers and agencies manage and grow their search campaigns in a user-friendly environment that fits individual workflows. Marin Search Marketer addresses the end-to-end workflow needs of a search marketer including: campaign management, bid optimization, reporting and analytics. Marin Search Marketer's feature rich interface is supported by the company's unique SEM data services, enabling flexible integration with publishers and conversion capture tools, and a world-class Client Services team. More than 180 customers collectively manage in excess of \$1 billion of annual search spend via Marin's application.**

With its extensive reach in 18 countries across Europe, TradeDoubler delivers 32 billion impressions per month, reaching 152 million unique users and generating 10 million leads every month. The Group offers unrivalled access to more than 76% of the European online audience through its publisher networks, which comprise more than 128,000 active website publishers and in excess of 1,800 advertisers.

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**About TradeDoubler:**

TradeDoubler is an international digital marketing company offering a range of performance-based marketing solutions. TradeDoubler's products and services provide companies with the tools and expertise to drive results online whether they are looking to generate sales, leads or traffic or drive brand awareness. Headquartered in Stockholm, Sweden, the company boasts a unique global reach spanning 18 countries in Europe. With a breadth of expertise across multiple industry sectors and a network of more than 128,000 website publishers, TradeDoubler helps deliver results for over 1,800 advertisers including a mix of local and international companies such as Apple Store, Dell, TeliaSonera and Kelkoo. TradeDoubler is listed on Nasdaq OMX Stockholm Exchange. Please visit [www.tradedoubler.com](http://www.tradedoubler.com) for further information.

**About Marin Software:**

Marin Software is the largest and fastest growing provider of enterprise-class paid search marketing applications worldwide. The company's flagship product, Marin Search Marketer® is designed to address the workflow, analysis, and optimization needs of large scale advertisers and agencies, saving time and improving financial performance. Over 180 companies are running on Marin Software, including some of the world's largest interactive agencies and advertisers. Marin's clients manage over \$1 billion of annual paid search spend in the Marin Search Marketer application. Please visit [www.marinsoftware.com](http://www.marinsoftware.com) for further information.