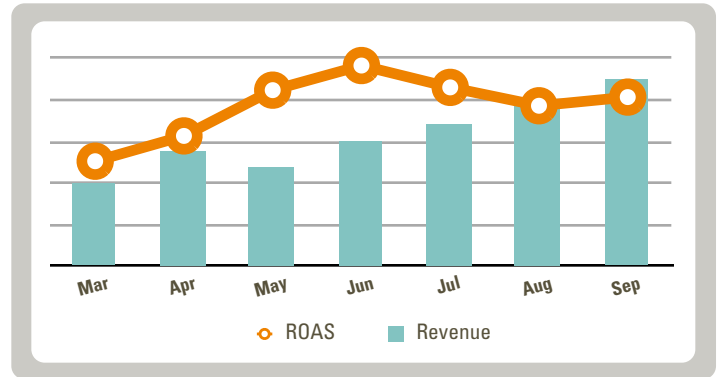


# Andra Group, Premier Lingerie Destination, Finds Perfect Fit

## Adlucent Doubles Revenue While Improving Profitability

“Adlucent has exceeded my expectations at every turn,” **STATES TOMIMA EDMARK, CEO OF ANDRA GROUP.** “They continue to help us drive new revenue with our existing brands and do so profitably. Adlucent has been very innovative in achieving these remarkable results, which in turn, increases my ability to bring on new products and brands knowing that we can drive revenue profitably through the search engines.”



Andra Group owns HerRoom.com and HisRoom.com, one of the world’s largest online retail sites for undergarments – everything from bras and lingerie to boxers and briefs. Marketing the more than 250 brands and categories is a daunting task, made more challenging in a highly competitive environment and lagging economy.

### The Search for Superior Return on Investment

The Andra Group had worked with other search engine marketing (SEM) agencies and technology providers. Yet, they were unable to expand keyword coverage beyond brand and generic terms at an acceptable level of profitability. Andra knew it was leaving revenue on the table by not marketing product level ads. Moreover, the company had no way of capitalizing on predictable seasonal trends to achieve higher revenue at acceptable margins.

### Andra Partners with Adlucent

Andra set out to find a partner that understood its business and the complexity of marketing a large and diverse inventory. It needed someone with the technology to broaden its campaigns, attract new customers and drive additional revenue at better margins.

Andra found Adlucent, a performance-based SEM company with a record of success with the world’s largest and most complex e-tailers. Andra was impressed by Adlucent’s exclusive retail focus, predictive Deep Search™ technology and its performance-based model that tied compensation to Andra’s success.

### Remarkable Returns Leveraging Deep Search™

Adlucent quickly leveraged its Deep Search™ technology to eliminate wasted ad spend and improve Revenue on Ad Spend (ROAS) by over 200% in the first two months. Adlucent also tripled the number of keywords and leveraged its predictive and learning technology to drive greater than 100% revenue growth. Adlucent’s advanced retail modules, like inventory and merchandising, were also used to optimize revenue and profitability by predicting key factors that influence conversion rates and consumer behavior.

### About Andra Group

Andra Group is the largest woman-owned Internet retailer of women’s and men’s underwear and intimate apparel through the web properties HerRoom.com and HisRoom.com. These online, style- savvy websites provide one-stop shopping to

meet the needs of women and men desiring perfect fit, comfort and definition from fashionable underwear. Andra’s mission is to provide the most up-to-date technical information and the best solutions to meet any underwear or intimate apparel challenge.

### About Adlucent

Adlucent helps the world’s largest online retailers increase sales by attracting and delivering highly-qualified customers. As a performance-based sales partner, Adlucent has developed its Deep Search™ technology to target customers deep in the

buying cycle achieving results that are three times more effective than traditional search engine marketing. Adlucent is a privately-held company headquartered in Austin, Texas. More information is available at [www.adlucent.com](http://www.adlucent.com).