

Finding Buyers in a Tight Economy

Adlucent Exceeds Revenue Goals for Buy.com Despite Downturn

“Adlucent is the most innovative search agency we’ve ever worked with,” SAYS JEFF WISOT, BUY.COM VP OF MARKETING. “They delivered exceptional results that other agencies couldn’t achieve.”



Buy.com, The Internet Superstore™, is among the Internet’s top 50 e-tailers. The site offers millions of products and serves tens of millions of customers monthly. The Buy.com team is highly familiar with the opportunities and challenges of product-level search marketing. Success depends on it.

The Search for Better Returns

Over the years, Buy.com had engaged multiple leading SEM agencies and technology providers. But results had been disappointing. Many struggled with managing a campaign for over 4 million SKUs and the highly dynamic nature of SEM for Internet retail. Higher revenue and new customer acquisitions often came at the expense of profitability – a compromise Buy.com was not willing to make.

Buy.com Turns to Adlucent

Facing a tough economy, strong competition, and aggressive margins, Buy.com sought a partner with a fresh strategy and strong, retail-centric technology. They turned to Adlucent intrigued by the company’s Deep Search™ technology, geared specifically for retail search marketing. Buy.com was also impressed with Adlucent’s unique performance-based compensation model. After a highly successful 3-month pilot, Adlucent became the agency of record for the entire Buy.com account.

Putting Deep Search to Work

To achieve Buy.com’s ambitious ROAS goals, Adlucent focused specifically on non-branded, product-level terms. The Adlucent team quickly expanded coverage across the entire Buy.com catalog. It leveraged its advanced retail Deep Search™ modules to optimize for revenue and profitability by predicting key factors, such as product effectiveness and competitive seasonal trends.

Adlucent also aligned the campaign with Buy.com’s inventory activity. By automating the extrapolation of key data from massive daily feeds, Adlucent could better manage bids based on product availability and sales priorities. The integration of other product-level data, such as ratings and reviews, will further enhance performance and ad relevance.

Doubled Conversion Rates and Increased Profitable Revenue

Within months, Adlucent boosted profitable revenue from paid search by 75%. Equally important, Adlucent doubled conversion rates on paid search campaigns. By expanding keyword coverage, Adlucent captured higher quality leads and exceeded Buy.com’s aggressive ROAS target for non-branded campaigns. Despite one of the most challenging economic climates in decades, Adlucent quickly achieved Buy.com’s goals while setting the stage for continued success and a strong holiday season.

Buy.com

About Buy.com

Buy.com is a retail marketplace with more than 12 million customer accounts, focused on providing its customers with a rewarding shopping experience and a broad selection of high-quality technology and entertainment retail goods at competitive prices. Buy.com offers millions of products

in a range of categories, including consumer electronics, computer hardware and software, cell phones, books, music, videos, games, toys, bags, fragrance, home and outdoor, baby, jewelry, shoes, apparel and sporting goods. Founded in June of 1997, Buy.com is located in Aliso Viejo, California. Buy.com® and The Internet Superstore™ are trademarks of Buy.com Inc. Buy.com currently competes with a

variety of companies that can be divided into two broad categories: retailers and ecommerce marketplaces such as eBay, Amazon and Wal-Mart and specialty retailers or manufacturers such as Barnes & Noble, Best Buy and Dell.

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.