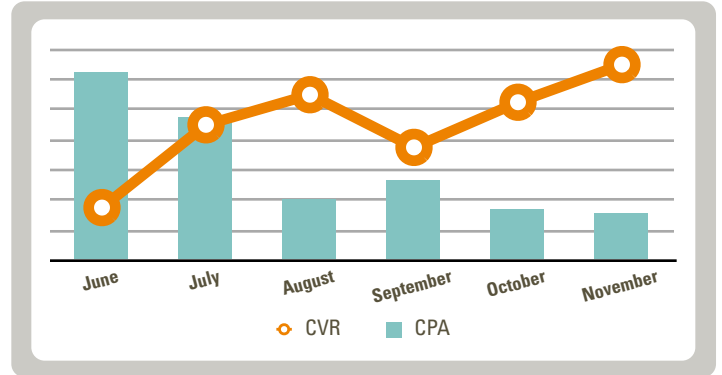


Adlucent Deep Search™ Strategies Help Mumboe Triple Conversion Rates and Reduce CPA

“We have been very impressed with both the technical capabilities and the level of personalized service Adlucent has provided,” **SAYS MUMBOE CEO BILL KANE.** “The Adlucent team asked intelligent questions, did the research necessary to very quickly understand our market, and suggested key improvements to our SEM strategy. As a result, they helped us meet and exceed the goals we set for our PPC campaign.”



Mumboe provides an on-demand contract management application that helps companies take control of their business agreements. In early 2008, Mumboe officially launched its company Web site and unveiled its innovative application, designed to eliminate software sales hurdles by allowing easy online access.

With limited brand and market exposure, the company launched a Search Engine Marketing (SEM) program designed to build awareness while driving acquisitions. Mumboe needed a partner with in-depth SEM capabilities, who could create highly targeted campaigns, manage bidding and optimize on the fly.

Mumboe turned to Adlucent to implement its Deep Search™ strategies and technologies in an integrated and comprehensive SEM campaign. The objective was to achieve an initial goal of 5,000 free-account signups while continually reducing average cost per acquisition (CPA).

Multi-Phased SEM Strategy Triples Conversion Rates

Adlucent developed a multi-phased SEM strategy that was optimized to increase overall site conversions – defined as registrations for a free trial version of Mumboe’s software, Mumboe Express. Adlucent initially focused on landing page design, multivariate testing and overall conversion optimization techniques, quickly doubling conversion rates.

Continuing to leverage its proprietary Deep Search™ technology, Adlucent further optimized the campaign, tripling conversion rates within six months of launch.

Seven-Fold Expansion of Keyword Coverage Yields Strategic Market Insight

Given Mumboe’s very ambitious yearend goal, Adlucent conducted detailed industry and competitive analysis, resulting in the expansion of keyword coverage by 700%. This breadth of coverage was an important part of Mumboe’s strategy to use paid search as a tool to research and test different messages across a broad market to discover which were most effective. This extensive campaign enabled Mumboe to gain a better understanding of its market. It also allowed the company to reach its annual new-customer signup goal by mid-October and to eventually exceed it by over 40%.

Year-End Goals Shattered, with Conversions Up and CPA Down by 75%

Mumboe had begun 2008 with only a slow trickle of daily conversions, resulting in a disconcertingly high average CPA. By the end of the year, Mumboe had not only surpassed its annual goal for acquisitions, but also increased daily conversions by over 15x, resulting in a 75% reduction in average CPA.



About Mumboe

Mumboe’s on-demand contract management system is the easy, affordable way to manage your agreements with customers, partners and employees. Using Mumboe, businesses can organize

agreements in a secure repository, quickly search for key agreement details, collaborate with authorized users and track important contract milestones. Whether you’re a small business overloaded with paperwork or a large corporation managing thousands of contracts, Mumboe helps you. take control of your contractual commitments and improve business

accountability. To sign up for a free Mumboe account today, visit www.mumboe.com.

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.