

For Immediate Release

Adlucent Search Campaign Doubles Revenue for Discount Office Items

Performance-Based SEM Model Guarantees Online Retailer's Results

CHICAGO – June 8, 2010 – Today at [The Internet Retailer Conference & Exhibition \(IRCE 2010\)](#), Adlucent, a leader in retail search engine marketing, announced today the initial results of its search marketing campaign for Discount Office Items, an online retailer based in Columbus, Wisconsin. Adlucent was chosen to manage the online retailer's search marketing strategy based on the firm's extensive experience with some of the world's leading retailers, and its "pay for performance" model that guarantees the client's success. In the first three months, the Adlucent campaign drove over 100% year over year revenue growth profitably.

"Adlucent is the only search marketing firm we found that guarantees results by tying its compensation to our success," said Discount Office Items CEO Tim Horton. "The firm's pay for performance model gives me the confidence that our campaigns are optimized to hit revenue targets, rather than monthly spending goals. That means I no longer have to worry about whether our ad budget is being spent in the right place, because we both have the same motivation."

As an experienced e-tailer, Discount Office Items already employed an extensive search marketing program. But with thousands of products and dozens of categories to promote, the campaigns were growing more difficult and expensive to manage. To expand Discount Office Items' online presence profitably, Adlucent used its Deep Search™ platform, developed specifically to manage complex retail campaigns with millions of products. Using Deep Search™, Adlucent was able to reallocate time and money to the products and categories likely to be most profitable for Discount Office Items. As a result, Adlucent expanded the retailer's keyword coverage by 1,000%.

Drawing on its decade of retail expertise, the firm also created, tailored and optimized ads and landing pages for individual products and categories. Adlucent includes this work in its pay for performance model, deviating from the agency-standard practice of billing for creative work at additional rates.

"Retailers are incredibly sophisticated marketers," said Adlucent CEO Jon Armstrong. "They come to us when they have reached the limitations of their current search marketing campaigns. Our unique services help our retail customers drive additional revenue and profit."

About Discount Office Items

Discount Office Items was founded in 2003 by Tim & Jim Horton with the goal of offering customers a large selection, low prices and top notch customer service. The company allows customers to compare its prices side-by-side with competitor prices on its Web site. By combining this strategy with fast (and often free) shipping, Discount Office Items has become one of the 500 largest Internet retailers online. For more information visit www.discountofficeitems.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 drive 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.

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