

For Immediate Release:

Adlucent and Bazaarvoice Partner to Help Retailers Attract Buyers

Combining Voice of the Customer with Search Marketing Brings More Buyers to Online Retailers

SCOTTSDALE, Arizona – May 4, 2009 –At the [Shop.org Online Marketing Workshop](#), [Adlucent](#), the leader in retail Search Engine Marketing (SEM), and [Bazaarvoice](#), the leader in hosted social commerce applications that drive sales, today announced a partnership aimed at helping retailers leverage the voice of the customer in their search marketing programs. The two companies will work together to integrate product reviews and pay-per-click search to better optimize keywords and ad copy. This will help retailers attract more qualified traffic to their sites by using authentic consumer feedback and patterns to improve search visibility.

"Research shows that recommendations from 'people like me' are the most trusted form of advertising," said Brett Hurt, founder and CEO of Bazaarvoice. "Working together with Adlucent, we can now enable our retail customers to integrate the authentic voice of the customer within their search ad placements to acquire new customers, drive sales volume, and significantly improve search marketing performance."

Bazaarvoice provides a social commerce platform that is trusted by more than 350 companies globally. Adlucent leverages its Deep Search™ strategies and technologies to monitor and predict how keywords will behave. The combination gives retailers a unique advantage by combining customer ratings and reviews with keyword copy and campaigns to optimize search marketing programs. Initial results have shown that conversion rates can improve 65% on higher rated products resulting in substantial increase in profitability on product-level SEM campaigns.

"Bazaarvoice is the leader in helping retailers listen to the needs of customers to improve online marketing and engagement," said [Michael Griffin](#), co-founder and CTO of [Adlucent](#). "The company's offerings combined with our Deep Search technology and expertise in paid search can help retailers leverage customer-generated content in new ways to attract more buyers to their sites."

Adlucent offers pure performance-based search marketing services where clients pay only for generated sales, not clicks. With its proprietary Deep Search™ technology, Adlucent can accurately monitor and predict how keywords will behave, thereby minimizing testing costs and maximizing keyword profitability. For more information, visit www.adlucent.com.

About Bazaarvoice

Bazaarvoice offers outsourced technology, services, analytics, and expertise to help companies enhance the online shopping experience with social commerce applications that drive sales. Bazaarvoice Ratings & Reviews™, Ask & Answer™, and Stories™ deliver immediate success by minimizing implementation risk and maximizing the strategic impact of user-generated content through complete customization, deep integration, community management, advanced analytics, search engine optimization, and syndication across the Web and to offline channels.

Bazaarvoice was named one of the Best Places to Work in Austin in 2007 and 2008, and also received the ClickZ Marketing Innovation of the Year award in 2006 and 2008. Bazaarvoice currently serves over 350 eCommerce leaders including [Borders](#), [Dell](#), [Macy's](#), [Office Depot, Inc.](#), [Overstock.com](#), [PETCO](#), [P&G](#), [QVC](#), [Sears](#), and [ZipRealty](#). The company has headquarters in Austin, TX and offices in London, Paris, and Singapore. For more information, please visit the company's Web site at www.bazaarvoice.com, read the blog at www.bazaarblog.com, or email info@bazaarvoice.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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