

Adam & Eve Selects Adlucent as Search Marketing Agency of Record

Campaigns boost adult product revenue by 46 percent in one month

AUSTIN, TEXAS – March 15, 2011 – [Adlucent](#), a leader in retail search engine marketing, announced today that [Adam & Eve](#)—the nation's largest retailer of adult products, with over 18,000 products—has selected Adlucent as its paid search agency of record. Adlucent has already helped Adam & Eve achieve breakthrough gains in both revenue and efficiency in response to shifting company objectives.

According to Rich Atlas, Director of Internet Marketing at Adam & Eve, “When we started working with Adlucent late last year, our priority was to increase revenues from paid search. Adlucent delivered.” By expanding their Google and MSN/Yahoo accounts with 44 percent more keywords, Adlucent helped Adam & Eve increase its December 2010 revenue by 46 percent year-over-year, to a one-month record.

In January 2011, the priority for Adam & Eve shifted from revenue to efficiency. “At the beginning of the year, we wanted to achieve a higher return on ad spend. Adlucent was able to adjust our campaigns to meet that goal,” said Atlas. Between December and February, ROAS improved by 31 percent. One tactic that dramatically improved efficiency: Adlucent added over 330,000 negative keywords to Adam & Eve’s campaigns to reduce wasted ad spend.

Other achievements from Google and MSN/Yahoo paid search campaigns include:

- In December 2010, Adam & Eve hit a one-day record for revenue from paid search, beating the previous record by 25 percent. Adam & Eve achieved a new record in early February.
- From Thanksgiving Day through Cyber Monday, revenue jumped 51 percent over the same period in 2009, with only a three percent increase in cost.
- On Black Friday, revenue soared 76 percent versus 2009, with no increase in ad spend.

“We’re ecstatic to be working with a leading retailer like Adam & Eve,” said Jon Armstrong, Chief Executive Officer of Adlucent. “Their superb campaign performance illustrates our core value proposition—that we can optimize campaigns to quickly deliver the outcome our clients want from paid search, whether it’s more revenue, lower costs, or higher margins.”

About Adlucent

Adlucent enables online retailers to achieve breakthrough gains in profitable revenue growth and business performance using a client-personalized approach to paid search. The company is privately-held and headquartered in Austin, Texas. Visit www.adlucent.com or connect with us on Twitter ([@Adlucent](#)) or [LinkedIn](#).

About Adam & Eve

Adam & Eve has built its reputation over 40 years as America's most trusted source for adult products. With over 20 million satisfied customers, Adam & Eve (www.adamandeve.com/news) continues to set the standard for sex positive leadership within the adult entertainment industry. Follow us on [Facebook](#) and Twitter ([@AdamAndEve](#))

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