

Mumboe triples conversion rates by leveraging Deep Search™ Strategies resulting in a 75% reduction in CPA.

Mumboe Case Study

Mumboe provides a hosted solution that helps companies create, store, track and share business agreements in a central location. In early 2008, Mumboe officially launched www.mumboe.com, marking the debut of the company's new name, corporate identity and product strategy. With limited market brand and exposure, Mumboe launched a Search Engine Marketing (SEM) initiative not only to build its reputation in the marketplace and on major search engines but also to drive prospects and overall website traffic.

Given limited resources and an aggressive go-to-market strategy, Mumboe looked for a partner who could provide a turnkey operation that managed their entire process from researching the market, launching the campaigns, managing the bids and optimizing the results. Initially working with another SEM provider, Mumboe was averaging a small number of conversions daily at a relatively high average cost per acquisition (CPA). Looking to exceed this performance, Mumboe turned to Adlucent to implement their Deep Search™ strategies and technologies in an integrated and comprehensive SEM campaign that would significantly increase customer conversions while reducing average CPA.

Multi-Phased SEM Strategy resulting in about a 290% improvement in Conversion Rates

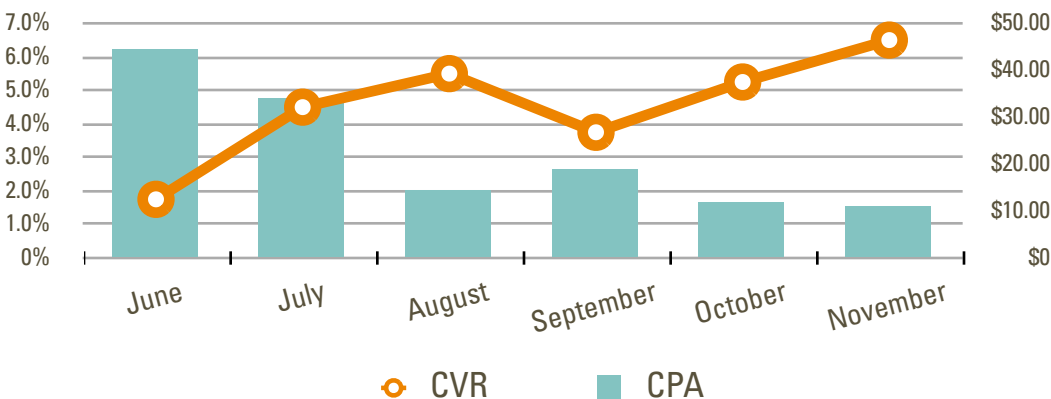
Adlucent developed a multi-phased SEM strategy that was optimized towards increasing overall site conversions – defined as registering for a free trial version of Mumboe's software - Mumboe Express. Adlucent initially focused on landing page design, multi-variant testing and overall conversion optimization techniques quickly doubling conversions. Continuing to leverage their proprietary Deep Search™ technology, Adlucent optimized the campaigns tripling conversion rates within six months of launch.

Expanded Keyword Coverage by over 700% effectively leveraging the Long Tail of Paid Search.

Given a very ambitious objective of new customer signups by the end of 2008, Adlucent conducted detailed industry and competitive analysis resulting in the expansion of their keyword coverage by 700%. This breadth of coverage was important to not only leverage the long tail of paid search but also to test and tweak Mumboe's messaging around products. This extensive and cost effective coverage enabled Mumboe to reach their goal by mid October and eventually exceeding their annual new customer signup goal by over 40%.

Overall Impact: 15x Increase in Number of Daily Conversions coupled with a 75% decrease in CPA

At the outset of the search marketing campaigns, Mumboe was seeing a slow trickle of conversions per day resulting in a relatively high average cost per acquisition (CPA). By the end of the year, these daily conversions increased dramatically by over 15x reducing the average CPA by 75%.



About Mumboe

Mumboe provides a hosted solution that helps companies create, store, track and share business agreements in a central location. Mumboe is the only company focused on providing enterprise-level contract management functionality in a simple, intuitive and affordable package that helps organizations such as legal departments, sales, purchasing and human resources greatly reduce the time and effort they spend tracking and managing their contractual commitments.

About Adlucent

Based in Austin, Texas, Adlucent makes it easy for people to find and buy products online. Adlucent's unique, performance-based search marketing technology powers the world's most successful Internet retailers. Adlucent brings customers deep in the buying cycle to online stores by automating the creation and delivery of custom-crafted, product-specific advertising- delivering results that are 350% more effective than traditional search engine marketing. For more information, visit us at www.adlucent.com or email sales@adlucent.com.