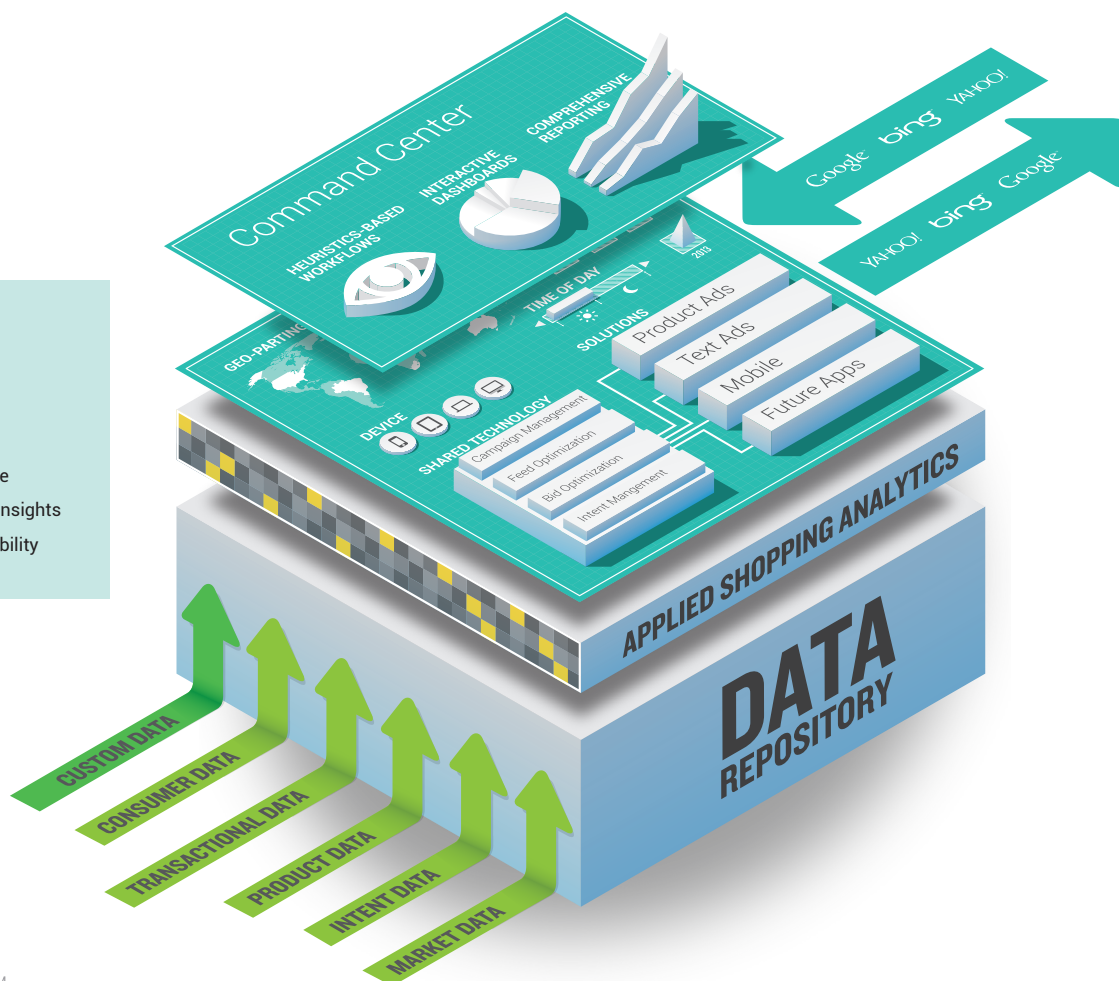# adlucent

THE MORE YOU KNOW— THE MORE THEY BUY

The Benefits of Knowing More

- Greater ad efficiency
- Increased Revenue
- Better Consumer Experience
- Actionable Merchandising Insights
- Improved Performance Visibility

BuyerPath™

Unique Buyer. Unique Path. A Unique Ad Experience.

From storefronts to desktops to smartphones, the way your customers shop is constantly changing. Each buyer has a unique set of traits and personal preferences. The advertising you serve them should be as unique as they are. For over 13 years, Adlucent has been helping retailers turn browsers into buyers through personalized search technology and services. This technology is now available to all through the first integrated applied shopping analytics platform » BuyerPath™.

To be an effective advertiser, retailers must understand consumer intent, context, preferences, and the purchase experience of each individual. BuyerPath™ seamlessly assimilates data from a variety of sources, and through automated algorithms and dynamic in-app recommendations, enables retailers to optimally serve ads across channels that are most relevant to each consumer.

GET STARTED WITH DATA DRIVEN ADVERTISING

Visit us online: **adlucent.com**
Email us: **solutions@adlucent.com**

"Adlucent is committed to delivering the retail strategy and technical innovation we need to succeed in a complicated landscape that is changing by the minute."

-- Dale Edman, VP of eCommerce & Online Marketing

wasserstrom

adlucent

A SINGLE INTEGRATED SOLUTION

BuyerPath™

Introducing BuyerPath™ for Product Ads

Your buyers' path to purchase is constantly changing. Product Listing Ads are an effective way of connecting with them no matter where they are, but valuable ad spend is wasted when the right ad is displayed to the wrong audience. It's not enough to just understand your audience, retailers must overcome inefficiencies, trouble with scaling, and missed conversion opportunities in order to be successful.

Create, Optimize & Improve

Adlucent's BuyerPath™ solution combines 13 years of our retail search marketing best practices with applied shopping analytics to take your program further. This multi-dimensional platform seamlessly integrates your products with unique consumer focused data insights - enabling you to create an intelligent and strategic approach to product ads.

BuyerPath™ for Product Ads gives you the controls to create, optimize and scale each element of your program with ease by employing market proven algorithms and automated technology to promote millions of products and boost revenue without sacrificing return.

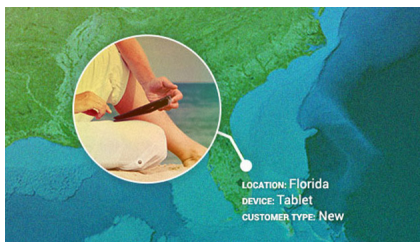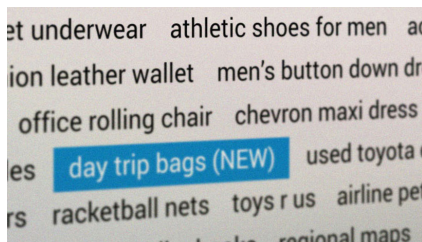| Feature	Benefit
Advanced Decision Support	Promote the right products confidently and efficiently while reducing cost and effort with dyanmic auto-generated work lists
Cross-Channel Intent	Optimize titles and descriptions to maximize impressions, negate low performing queries and reduce wasted spend by aggregating search query data across channels for a full view of how consumers search for products
Product Value Indicators	Predict performance of products with little empirical data and confidently introduce new products by looking at performance of closely related micro-segments
Predict Buyer Behavior	Anticipate buyer behavior effectively by understanding factors of product performance changes with extensive product attribute history
Automated Bid Management	Increase revenue and control cost across your entire product ads program by utilizing data science driven, PLA specific bid management algorithms
Feed Management Platform	Push your products with ease to the most profitable search engines, comparison shopping engeines & marketplaces with one master product feed

adlucent

A UNIQUE AD EXPERIENCE BuyerPath™

Google™ YAHOO! bing™

adlucent

The key to PLA success is understanding buyer behavior. BuyerPath™ for Product Ads uses powerful analytics to identify how consumers are searching for and buying your products across a variety of channels. When combined with Adlucent's advanced feed management solution and audience segmentation, retailers can curate their products based on behaviors that will maximize their reach and return.

LOCATION: Florida
DEVICE: Tablet
CUSTOMER TYPE: New

♥ PRODUCT FEATURES
WATERPROOF

PROMOTIONS
20% OFF

High Sierra Airhead
sh Backpack

1 Find Your Ad Moment

- Find advertising opportunities across channels and by product
- Utilize intent intelligence to optimize product content to increase reach
- Understand and react to query performance to improve click-through and conversion rates

2 Value Your Ad Moment

- Proprietary bidding algorithms incorporate time of day, geo and device data
- Bid appropriately on advanced audience segments based on CRM and 3rd party data

3 Maximize Your Ad Moment

- Deliver personal catalyst messaging in ads
- Utilize local PLAs to catalyze in-store sales
- Launch merchant promos to drive volume
- Conduct A/B testing to improve conversions

GET STARTED WITH DATA DRIVEN ADVERTISING

Visit us online: **adlucent.com**
Email us: **solutions@adlucent.com**

Adlucent's BuyerPath™ has helped us deliver tremendous results to our business. The unique combination of feed-, query- and bid-management enabled us to re-launch our PLA program very quickly, driving traffic to just the right products. It's been a really great solution for us. -- Megan Koons, Digital Marketing Manager   Need Supply Co.
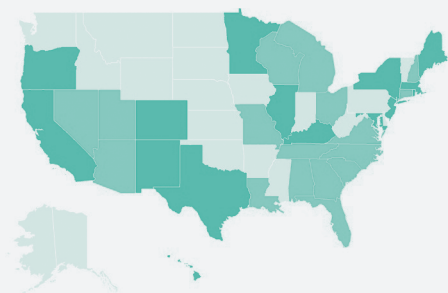
adlucent

BID PARTING BuyerPath™

Advertise with Precision

With Google's Enhanced Campaigns, retailers have the ability to apply a seemingly infinite number of bid modifications for each target.

Without a sophisticated bid parting schema, you may be missing valuable customers and wasting ad spend on a non-existent audience. Even worse, this leaves you vulnerable to competitors who know more about their consumers' buying behaviors.

Adlucent's BuyerPath™ Bid Parting solution empowers you to take advantage of contextual triggers to minimize cost and maximize revenue. This enables you to leverage proven audience bidding techniques to ensure you're reaching your most valuable customers.

An Adlucent retailer saw an overall revenue increase of 30% by shifting ad spend to contextually relevant geo locations

Contextual Bidding

By focusing on the **intent** and **context** of clicks, our proprietary algorithms, along with 3rd party data takes into consideration the when, what and where:

- What device it was made on
- When the click occurred
- Where it was made

Take advantage of contextual triggers and reallocate spend to maximize return.

Advanced Audience Bidding

Ready to take bid parting to the next level? Our BuyerPath™ Bid Parting solution also includes **advanced audience bidding**. By creating advanced audience segments based on CRM and 3rd party data you can bid higher or lower on individuals that are statistically proven to be higher or lower in value.

Align consumer-shopping needs with optimal experiences to maximize revenue while maintaining ROI.

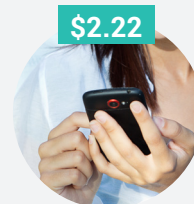### Audience Profile Bid
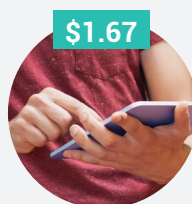
$1.67

Household income:
$45,000

Customer type:
NEW

Engagement type:
NO CATALOG

$2.22

Household income:
$85,000

Customer type:
REPEAT

Engagement type:
CATALOG

GET STARTED WITH DATA DRIVEN ADVERTISING

Visit us online: **adlucent.com**
Email us: **solutions@adlucent.com**

Adlucent's expertise and solutions for online retail makes them a strong partner for our company, in helping us market more efficiently and gain insight on a product level." -- Brian Green, Vice President of Marketing ADORAMA
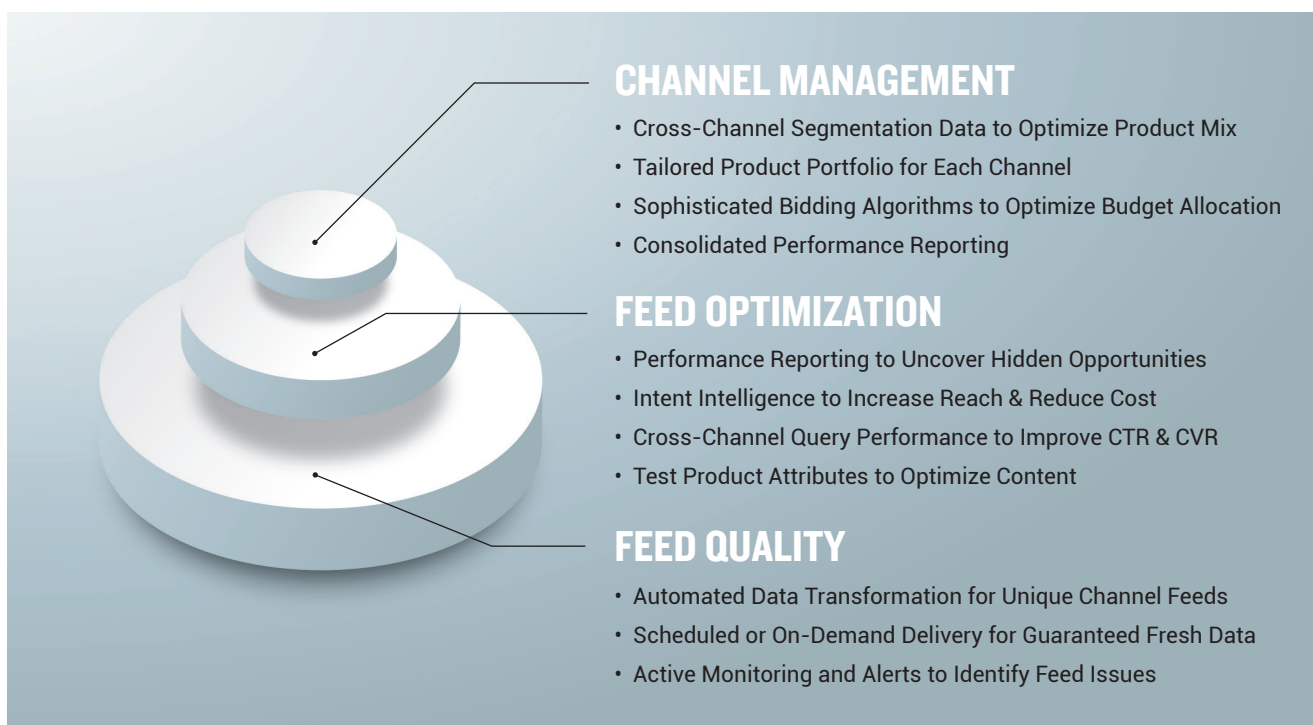
adlucent

FEED MANAGEMENT BuyerPath™

Source Feed → BuyerPath™ →
- Search Engines
- Comparison Shopping Engines
- Marketplaces

Start with a Solid Foundation

A high quality product feed is the foundation to a successful product ad program. However, conflicting requirements across different feed destinations and channels can make this process tedious and time consuming. BuyerPath™ gives you the ability to effortlessly push your products to the most profitable search engines, comparison shopping engines & marketplaces from a single integrated platform.

CHANNEL MANAGEMENT

- Cross-Channel Segmentation Data to Optimize Product Mix
- Tailored Product Portfolio for Each Channel
- Sophisticated Bidding Algorithms to Optimize Budget Allocation
- Consolidated Performance Reporting

FEED OPTIMIZATION

- Performance Reporting to Uncover Hidden Opportunities
- Intent Intelligence to Increase Reach & Reduce Cost
- Cross-Channel Query Performance to Improve CTR & CVR
- Test Product Attributes to Optimize Content

FEED QUALITY

- Automated Data Transformation for Unique Channel Feeds
- Scheduled or On-Demand Delivery for Guaranteed Fresh Data
- Active Monitoring and Alerts to Identify Feed Issues

Adlucent's Feed Management capabilities offer a multi-layered solution to drive superior results. Automated feed delivery allows you to focus on high-value activities rather than dealing with minute technical details. Our robust data analytics platform allows you to aggregate key performance insights across channels to learn faster and effectively optimize feed content, product mix, and bidding strategies. This empowers you to invest your ad spend more intelligently and improve campaign performance by allocating budget to the right products, in the right channels, to reach the right buyers.

GET STARTED WITH DATA DRIVEN ADVERTISING

Visit us online: **adlucent.com**
Email us: **solutions@adlucent.com**