



Internet Search Marketing Firm Adlucent Announces Expansion

Adlucent, an Austin-based Internet marketing company that helps online retailers increase online sales and reach new customers through product specific search engine marketing campaigns, has expanded. The company recently hired a lead software developer and acquired additional office space to address the needs of the rapidly growing ecommerce industry.

Austin, TX, October 03, 2007 --(PR.com)-- Adlucent, an Austin-based software startup that helps online retailers efficiently reach their customers through item specific search marketing and conversion optimization, today announced its expansion. Adlucent has hired key industry experts and has tripled its current office space to support the company's growth. This expansion, Adlucent's third major expansion in two years, is being driven by an increasing demand of businesses searching for stronger online sales and a more efficient way to reach new customers.

For the past five years, the ecommerce industry has grown steadily by about 25 percent annually. Recent US Census data indicates that the second quarter of 2007 was no exception. US online retail sales grew to an estimated \$33.6 billion - up 20 percent from the second quarter of 2006.

“Adlucent's innovative, performance-based marketing solutions are bringing tremendous value to the companies that are driving the growth in this market,” said Michael Griffin, founder and CEO of Adlucent. “The evolution of technology and consumer buying behavior is creating entirely new challenges for businesses that want to connect with new customers. We are building upon our existing operations in order to help more companies address those challenges.”

Adlucent has expanded its current headquarters located in the new Satsuma building at 508 E. 53rd St., effectively tripling its current office space by occupying the adjacent suite and the connecting courtyard. The company quickly outgrew its office in downtown Austin and in December moved to a custom location designed by Austin-based firms, KRDB and FAB Architecture.

Adlucent recently hired Tim Ozor, an accomplished veteran software developer with over 20 years of experience leading the development of numerous large scale Web applications. Ozor was instrumental in the development of Vignette's ground-breaking content management system and he helped the company grow from a 15-person operation into one of the most successful IPOs in the Austin high-tech industry. Prior to Vignette, Ozor was a key technical leader at the highly acclaimed National Transcript Center, which provides a secure electronic trading system for the exchange of student transcripts. Ozor will lead Adlucent's engineering efforts as it builds the next generation of its search engine marketing platform.

“I could not imagine being in a better place,” said Ozor. “The convergence of search marketing and e-commerce web services is going to result in some extremely powerful online marketing applications. We are in an excellent position to build on our current success and expertise as we evolve our software to address the changing needs of this dynamic and growing market. This wave is very large. It is going to be a fun ride.”



About Adlucent:

Based in Austin, Texas, Adlucent provides retailers with a powerful and scalable platform that provides actionable insight to effectively create, launch and manage high-volume, high-value, product-based online campaigns. Through item specific search engine marketing and conversion optimization, Adlucent brings entire product catalogs to the forefront of the search engine results pages and optimizes success at the keyword level. For more information, visit the company's Web site at www.adlucent.com.

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