



Presentation Mypure

Supplier of organic beauty products
Founded in 2004 by Simon Golding
Wide range of products

Integration with eKomi Solution

Customer and product feedback system
Since September 2009
Feedback return rate: 20%

Results Mypure / eKomi

Conversion rate: +12%
4,9 stars with more than 5,500 reviews
Improved visibility and ranking



Mypure, the organic beauty specialist

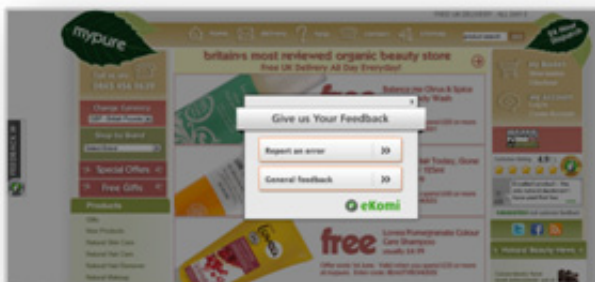


Mypure is inspired by natural beauty products and the latest developments in natural ingredients. Its basic principle is that cosmetics, toiletries and home cleaning products made from natural & organic ingredients are less likely to cause problems like allergic reactions and skin sensitivity and biodegrade quickly after use. Moreover, Mypure does not test its products on animals.

Since September 2009, Mypure has decided to integrate the eKomi solution to measure the satisfaction of its customers in order to be in touch with their expectations and improve internal processes. eKomi also reassures potential customers by displaying customer and product reviews from former buyers. Mypure chose to use several eKomi services in order to spread collected reviews and increase online visibility.

Widget Integration and Feedback Button

Mypure has integrated the eKomi Widget which allows displaying their average Rating, the eKomi Seal as well as one of the customer reviews. The widget is positioned in the right side of the website and can also be seen on every page, no matter where you click. Moreover, if the Internet user clicks on the widget, the eKomi certificate page opens and displays every single review already collected, increasing the trust that the visitors put in Mypure.

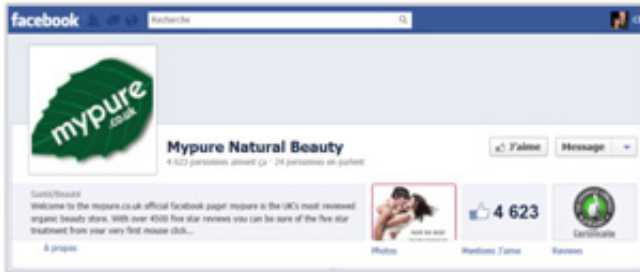


Mypure has also implemented the eKomi Feedback Button to enable visitors to report an error and give general feedback. It is a win-win situation since the customers can easily give their opinion about the shop, the products and/or the website while Mypure can get a precious feedback from these.



Widespread reviews: Website, Facebook, Google Adwords, Search & Shopping

Mypure displays its reviews on many places to make sure that its visibility and transparency are improved. Customer reviews are visible on their website thanks to the eKomi widget, and product reviews are also available. Visitors can indeed see for each product how people were satisfied thanks to their comments and ratings.



With only a few clicks, eKomi offers the opportunity to publish the certificate page in a tab dedicated to customer reviews on the Facebook Fan Page of Mypure. Feedback is therefore displayed on the social network and easily available for consultation for any Facebook user willing to know more about Mypure via this media. This feature allows strengthening the trust put in the online shop by diversifying the access to customer reviews.

To get even more visibility, Mypure has also integrated Rich Snippets, which enable the shop to display its reviews and stars in Google Adwords and Search. This feature encourages Internet users to click on the link of Mypure rather than on another one, and if more people click on this link, traffic, and therefore sales, increase. That is why the online shop experienced an increase of the number of visitors and has a CTR of 20%.



Mypure uses also Google Shopping to promote its products. For example, by searching "living nature vitalizing cleanser" as a keyword, the shop appears in the first results thanks to the integration of product reviews, which help creating new content for the website. This is what is called User Generated Content (UGC).



eKomi provides far more than just stars and reviews

Thanks to eKomi, Mypure can identify unsatisfied customers and try to find a solution to their problems. Even if at the end of the arbitration process the customers do not want to change their review, Mypure takes note of it and answer by commenting the evaluation, showing that they take care of the satisfaction of their clients.

Moreover, eKomi can also help in improving internal process. The customer is indeed asked to write a comment when the online shop is reviewed, and these comments can show if there is a malfunction in the system or if something should be changed to come up to users' expectations. Mypure realized for example that some customers received their e-mails on their junk box, which was the reason why they could not answer. Thanks to this feedback, Mypure has been able to correct this mistake and improve the quality of the service offered to their customers.

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