



Presentation Sleeping Giant Media

Founded in 2008
Search Marketing Specialist: PPC (Paid Search),
SEO and Social Advertising Services

Integration with Tool Venture

Customer feedback system
Since March 2012
CTR: +10% and +16%



UK leading specialist for PPC, SEO and Social Advertising

Sleeping Giant Media is a specialist search marketing agency who work with a large number of clients from different market sectors, from blue chip B2B to well funded online start-ups. Sleeping Giant Media works closely with its clients to devise bespoke strategies combining paid (PPC) and organic (SEO) search with social media activities. It is the belief of Sleeping Giant Media that the success of the company only comes from the success of its clients.

Using eKomi brings more performance for our customers

Sleeping Giant Media works with eKomi because it improves our clients' PPC performance, in particular the click through rates. The user reviews and clear star ratings substantiate our clients' performance and really help our clients' adverts to stand out on the search engine result pages. This increases the click through rates, which helps to deliver more traffic to the clients' site and, in turn, improves the quality score in Google Adwords.



Another reason for choosing to work with eKomi is that their system is integrated with Google so the review information is automatically pulled into the ad wording and updated regularly.

Real customers' reviews allow transparent arbitration process

One of our main reasons for working with eKomi, in particular, is that they provide real reviews from real customers. The fact that the reviews are processed by a third-party company adds an additional element of trust and transparency. The customer can feel assured in the knowledge that the reviews are not fabricated by either business owners trying to look good or competitors aiming to damage their opponent's reputation.

To add to the accuracy, eKomi's arbitration process means that any negative reviews are sent to the client first before posting so that they are given the opportunity to disprove the review. If the client can provide evidence that the negative review is not fair then eKomi will not post it. If the review is accurate then it will be posted but the client is able to reply to the review to publicly explain their side of the story. This adds value for the consumer as it shows that the client is not hiding its negative reviews. This is a great asset for consumers as they can trust the reviews and star ratings.





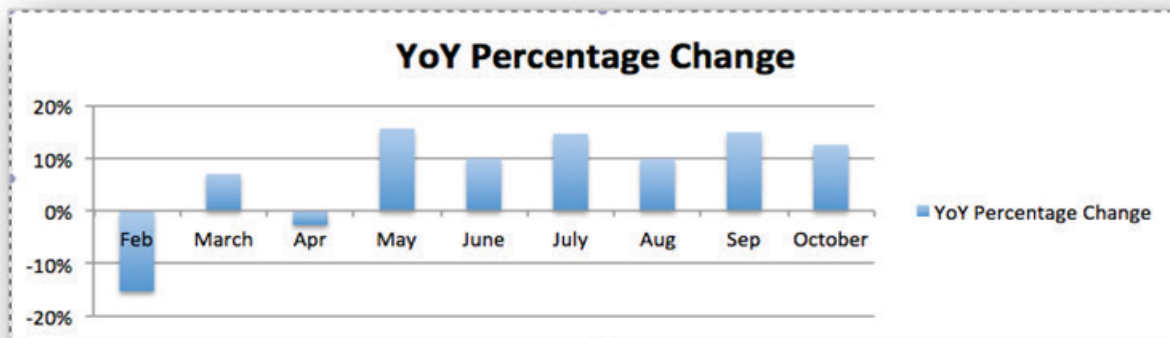
Recommending eKomi to SleepingGiantMedia’s customers



Tool Venture - the online store for all your tool, accessory, work wear and PPE requirements. Tool Venture stocks a huge selection of premium quality hand tools, work wear, tool storage and personal protective equipment from the top brands in Europe and the USA.

The results of Tool Venture since using eKomi

The chart below shows the year on year percentage change in click through rates for Tool Venture. We started using eKomi for this client in March 2012 and it takes about a month to implement and accrue reviews. The percentage increases are between +10% and +16%. This is really very positive!



We are also pleased with the market research element in the interface. The reviews can give the client insight into the product or service provided so that they can learn where improvements need to be made. For example, if customers mention in their reviews that products are being delivered broken the client could improve their packaging to prevent further occurrences.

An international and effective customer support

The service from eKomi has been great. All the staff at eKomi has been very helpful to us as an agency. Our clients have also been very impressed. One of our clients, Tool Venture, have commented positively that they have not needed to have much contact with eKomi since setting up but on the few occasions where they have, eKomi have resolved the queries. This client has told us that they would recommend eKomi’s service. It’s important for us to know what our clients think so we can trust eKomi to speak directly to our clients. We have also been impressed that eKomi offer good training to clients locally and in the local language.

To know more about Sleeping Giant Media

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Overall, Sleeping Giant Media is very pleased with how our partnership with eKomi is going and we look forward to continuing our relationship into the future.