



Case-Study (July 2011)

Overview:

Branch: Online Reseller

Target:

- Additional customers through customer trust
- Better conversion rates
- More traffic through unique user generated content

Solution:

- Integration of shop reviews system, to increase customer trust
- Integration of product reviews to generate SEO Content and higher conversion rates
- More traffic through stars in AdWords campaigns

Result:

- More visitors
- Better conversion rates
- More revenue

Babysecurity.co.uk is committed to helping parents find the best products for their newborn baby and infant. They select high quality baby products then buy these in bulk to ensure fast fulfillment of customer orders. Some of the products are exclusive to our company and these have all been inspired by responses to parents request for child care solutions not available in the market place. Babysecurity.co.uk prides itself in offering good value and Price Match against all products in the range.

eKomi – the right choice for Babysecurity online business

eKomi is one of the leading companies of high quality and independent review systems, which help various companies to improve their businesses. Babysecurity was awarded the eKomi gold seal in a brief period of time. They appreciate eKomi's service because it adds another level of trust to their business. Trust is very important when it comes to products for babies and infants because parents want the best and reliable products for their children. Genuine products reviews help customers in making informed choices and to find the best prices/quality in products.

eKomi offers an active review system which can generate more reviews than passive systems. More reviews give interested buyers a better inside view of a company which improves their reputation. Customer reviews provide an easy way for customers communicate with online-shops and this increases customer satisfaction, therefore these online-Shops can optimize their internal processes.

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Customer loyalty at the first sight

One of the newest of eKomi features is the integration of shop reviews in Google AdWords. Babysecurity can generate customer trust right at the first contact in Google by displaying the reviews in their ads, due to the addition of this feature; therefore they profit a lot from this service because yellow stars distinguish their ads from the competitors.

Comprehensive success just with one step

These new methods and marketing tools were welcomed by Babysecurity. They were happy to use the possibility to integrate their reviews in AdWords campaigns, due to this they could increase their click-rate significantly. Currently their CTR is holding steady and growing.

"Ekomi provides us several benefits at once. Through shop reviews we can make our service transparent, generate trust and gain new customers. We actually use the customer comments in the shop reviews to fine tune our customer service. With the review stars in Google we can guide more customers to our site and amplify this effect. Customer Product reviews increase our conversion rate because people inform themselves from opinions of other customers that have used the product. The fact that eKomi deals directly with customers ensure that all product reviews are authentic and independent. The Product reviews have also helped our ranking in Google search because this unique user generate content pushes our content to the top in Google, which has also resulted in more visitors and customers.

We are now testing the eKomi BETA Marketing Survey Tool the BabySecurity.co.uk website and gaining a lot of useful insights about how our customers like us to deal with them now and in the future."



Gerad Barclay, Managing Director, EDPA Limited UK

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