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Simon Goldin - Founder - www.mypure.co.uk

Case Study: My Pure

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4.9 / 5

👍 99.93 %   👎 0.05 %   👎 0.01 %

eCommerce Platform		Custom
eKomi Integration		eKomi API
eKomi Solution		eKomi PROFESSIONAL
eKomi Partner Since		September 2009
Amount of Reviews		>7600
eKomi Feedback Ratio		20 %
Most Important Features	■	Customer Reviews
	■	Product Reviews
	☐	Market Research
	■	Social Connect
	■	Certificate Page
	☐	Review Statistics
	■	Transaction Based Review Process
Feedback Usage	■	OnPage Trust
	■	Widget / Seal
	■	Product Reviews
	■	Google™ Search
	■	Google™ AdWords
	■	Google™ Shopping
	☐	Newsletter
	■	Diplay Advertising
	■	Social Media
	☐	Offline Marketing
	☐	TV Ads ☐ Flyer
	■	Internal
Benefits	+12%	Conversion Rate
	2000	Widget Click / Month

Mypure, the organic beauty specialist

Mypure's 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 reassure 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.

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

Customer reviews are visible on their website thanks to the eKomi widget, and product reviews are also available. Visitors can 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 strengthens 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 also uses 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).