



## Case Study: Sleeping Giant Media and Tool Venture

“ We have seen an increase of 16% in CTR for our clients who are using eKomi. We have also been impressed that eKomi offers good training to clients locally and in the local language. Our clients are happy with how things are going. ”

Matthew Alderwick - Managing Director - [www.sleepinggiantmedia.co.uk](http://www.sleepinggiantmedia.co.uk)

		<b>4.9 / 5</b>
99.77 %		0.09 %
<b>Agency</b>	Sleeping Giant Media	
<b>Company</b>	Tool Venture.co.uk	
<b>eCommerce Platform</b>	Custom (PHP Based)	
<b>eKomi Integration</b>	Custom	
<b>eKomi Solution</b>		
<b>eKomi Partner Since</b>	March 2012	
<b>Amount of Reviews</b>	>2000	
<b>eKomi Feedback Ratio</b>	7 %	
<b>Most Important Features</b>	<input checked="" type="checkbox"/> Customer Reviews <input type="checkbox"/> Product Reviews <input checked="" type="checkbox"/> Market Research <input type="checkbox"/> Social Connect <input checked="" type="checkbox"/> Certificate Page <input checked="" type="checkbox"/> Review Statistics <input checked="" type="checkbox"/> Transaction Based Review Process	
<b>Feedback Usage</b>	<input checked="" type="checkbox"/> OnPage Trust <input checked="" type="checkbox"/> Widget / Seal <input type="checkbox"/> Product Reviews <input checked="" type="checkbox"/> Google™ Search <input checked="" type="checkbox"/> Google™ AdWords <input type="checkbox"/> Google™ Shopping <input type="checkbox"/> Newsletter <input type="checkbox"/> Display Advertising <input type="checkbox"/> Social Media <input type="checkbox"/> Offline Marketing <input type="checkbox"/> TV Ads <input type="checkbox"/> Flyer <input checked="" type="checkbox"/> Internal	
<b>Benefits Tool Venture</b>	+16% CTR +150 Widget Clicks/ Month	

## UK leading specialist for PPC, SEO and Social Advertising

Sleeping Giant Media is a specialist search marketing agency who works with a large number of clients from different market sectors, from blue chip B2B companies to well funded online startups. Sleeping Giant Media works closely with its clients to devise bespoke strategies combining paid (PPC) and organic (SEO) search with social media activities.

## 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 delivers 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.

## Recommending eKomi to SleepingGiantMedia's customers

Tool Venture - the online store for all your tools, accessory and work wear. Tool Venture stocks a huge selection of premium quality hand tools and work wear of 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, starting in March 2012. The percentage increases is 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.

**CTR**  
**2011 vs 2012**  
 YoY  
 Percentage  
 Change

