



« eKomi is a perfect fit for our business, helping us to instill our customers with the confidence a trust that is needed for this kind of high value purchase »

Rob Halliday-Stein - Managing Director - www.bullionbypost.co.uk

Case Study: Bullion by Post

"I can't think of anything you can sell online that requires more trust than selling gold bars and gold coins. eKomi is a perfect fit for our business, helping us to install our customers with the confidence and trust that is needed for this kind of high value purchase. During our relationship, Bullion by Post has gone from strength- to- strength, seeing huge growth in online orders and sales, with particular reference to our new customers acquisition take up which is fundamental to our growth. eKomi provides us with a fantastic service and we are delighted with the part they have played in our success".

Rob Halliday-Stein - Managing Director - www.bullionbypost.co.uk

4.8 / 5	
99.24 % 0.43 % 0.33 %	
eCommerce Platform	Custom
eKomi Integration	eKomi API
eKomi Solution	
eKomi Partner Since	April 2010
Amount of Reviews	>6700
eKomi Feedback Ratio	20 %
Most Important Features	<input checked="" type="checkbox"/> Customer Reviews <input type="checkbox"/> Product Reviews <input type="checkbox"/> Market Research <input checked="" type="checkbox"/> Social Connect <input checked="" type="checkbox"/> Certificate Page <input type="checkbox"/> Review Statistics <input checked="" type="checkbox"/> Transaction Based Review Process
Feedback Usage	<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 checked="" type="checkbox"/> Google™ Shopping <input type="checkbox"/> Newsletter <input type="checkbox"/> Display Advertising <input checked="" type="checkbox"/> Social Media <input type="checkbox"/> Offline Marketing <input type="checkbox"/> TV Ads <input type="checkbox"/> Flyer <input checked="" type="checkbox"/> Internal
Benefits	+25% Conversion Rate +30% Website Traffic +60% CTR (SEA)

bullion dealers after three years of successful trading. The Bullion by Post service was founded in order to offer private investors across the UK a straight forward, secure way to buy gold and silver bullion bars and coins online at trade prices.

Customers satisfaction: The First Action

The Bullion by Post service is wholly focused on delivering unrivalled customer service with a highly experienced, friendly, and knowledgeable team. As well as offering the best customer service in the bullion industry, Bullion by Post prides themselves on being completely open and transparent. Only quote prices fully inclusive of ensured next day delivery on all orders; no matter the size and value. For investors looking to buy gold online, trust is everything. eKomi performs an invaluable role by reassuring our customers that we offer a reputable and trustworthy service from a third party source. eKomi successfully collects, manages, and publishes our daily customer feedback. It has enhanced our credibility online allowing us to reach more customers and to display an excellent 4.8 out of 5 stars for exceptional customer service. Notably, the Gold Seal of Approval Awards from eKomi has instilled a new level of customer confidence in our service. In fact, 99.4% of our Bullion by Post customers would recommend us to friends and family."

eKomi makes it Possible

Launched on 1st April 2010, the collaboration between Bullion by Post and eKomi has contributed to the success experienced by the now, market leading online gold bullion dealer in the UK. During this two and a half year period of growth, the number of orders have quadrupled year on year, the company now taking an excess of 1,000 orders of gold and silver bars and coins per month. As far as onsite conversions are concerned, it is quite remarkable that working with eKomi helped to double the online conversion rate to 0.8%. To add to the success, the Bullion by Post website has seen a substantial increase in traffic where visits have tripled in 12 months, now seeing 2 million visits a year. Furthermore, eKomi has helped improve the effectiveness of Bullion by Post's AdWords campaign, both in terms of new customer acquisition and clicks with an increased click through rate of 60%.

UK's Market leading Online Bullion Dealers

Based in the famous Birmingham Jewellery Quarter, Bullion by Post are now UK's market leading online