



PRESENTATION:

UK's market leading online bullion dealers
Customer Reviews
Founded in 2008



INTEGRATION WITH EKOMI:

Customer feedback system since 1st April 2010
Conversion rate: 0.62%
No. of orders: x4
No. of visits: x3
No. of clicks: +60%

UK's market leading online bullion dealers

Based in the famous Birmingham Jewellery Quarter, Bullion by Post are now the UK's market leading online bullion dealers after three years of successful trading. The bullionbypost.co.uk service was set up in order to offer private investors from across the UK a straight forward, secure way to buy gold and silver bullion bars and coins online at trade prices. With worldwide consumer demand for gold bullion at an all-time high, Rob spotted an opportunity in the market to launch the ultimate user-friendly, trusted online bullion service.

Customer satisfaction: the first action

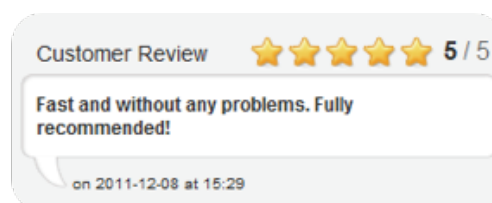
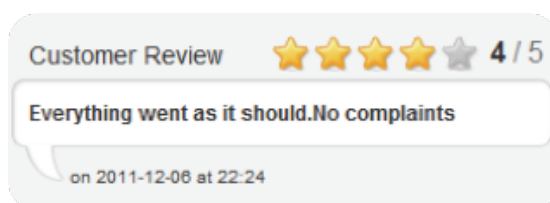
The BullionbyPost.co.uk service is completely focused on delivering unrivalled customer service with a highly experienced, friendly and knowledgeable team available at the other end of the telephone. As well as offering the finest customer service in the bullion industry, Bullion by Post pride themselves on being completely open and transparent only quoting prices fully inclusive of insured next day delivery on all orders no matter the size and value.

"For investors looking to buy gold online, trust is everything"



"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 bullionbypost.co.uk customers would recommend us to friends and family."

Rob Halliday-Stein, Managing Director





eKomi makes it possible

If an Adwords campaign provides increased visibility, awareness and traffic, eKomi offers customers peace of mind. For individuals looking to invest in gold bullion online for the first time, the risk of fraud is always a major concern. Therefore customers undertake research searching for the perfect bullion dealer, a company who is honest, transparent and reliable, as well as having a proved track record. Now, thanks to eKomi it is now possible.

[Bullion By Post | BullionByPost.co.uk](http://BullionByPost.co.uk)

www.bullionbypost.co.uk

bullionbypost.co.uk is rated ★★★★★ 2,246 reviews

Gold & Silver Bullion Bars & Coins, Free Insured Next Day Delivery.

Launched on 1st April 2010, the collaboration between bullionbypost.co.uk 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**; now taking in excess of 1,000 orders of gold and silver bars and coins per month.

As far as onsite conversions are concerned, it is pretty remarkable; with eKomi helping to **double the online conversion rate to 0.8%** during the period. On the back of this success, the Bullion by Post website has seen a substantial increase in traffic where **visits have trebled in 12 months now seeing 2 million visits a year**. Furthermore, eKomi has helped improve the effectiveness of BullionbyPost's Adwords campaigns, both in terms of new customer acquisition and clicks with an **increased click through rate of 60%**.

"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 instil 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 customer acquisition take up which is fundamental to our growth. eKomi provide us with a fantastic service and we are delighted with the part they have played in our success".

Rob Halliday-Stein, Managing Director of Bullion by Post

Description of eKomi

eKomi, The Feedback Company, provides an independent, transparent and authentic feedback collection and management service. It offers a service to boost eCommerce companies, it guarantees the most effective business results and the most transparency and security in the online world. This requires a high quality service which is offered by a competent team of online Marketing experts, designers and IT experts. Every single day they handle the ground-breaking social commerce technology. eKomi brings value added for online website: on one hand, the presence of the Widget within the online shop's welcome page allows everybody to check the eKomi's certification page and read all the feedbacks posted by customers. On the other hand, eKomi's partnership with Google and the connection with Google Shopping and Adwords allow boosting sales and improving customer experience.

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