




iMemories Case Study





How iMemories uses Sitejabber to better its business

 **Industry**
Internet



 **Challenge**

iMemories required a way to address its current reviews and increase its star rating in Google search results and on Sitejabber to portray an accurate picture of its business and show how much its customers love doing business with them.

 **Solution**

Utilize Sitejabber's proprietary technology to capture customer feedback at the point of purchase as well as after product delivery to gain key insights and obtain positive sentiments to improve its reputation across the web.

 **Results**

iMemories experienced a significant boost in its overall sales and in the number of SafeShip kits sold which is a leading KPI for the business. Earning Google Seller Rating stars in its PPC ads and a Google positivity score of 97% also helped provide trust and credibility turning more shoppers into customers. Within a month, iMemories had increased its star rating on Sitejabber to 4.8 stars displaying a more positive reputation in search engine results and across the web.

Company

iMemories, the largest and most trusted digital preservation company in the world, makes it easy and safe to digitize and share older home movies and photos on any device. iMemories puts a lifetime of memories at your fingertips and works on iPhone, iPad, Android, PC, Mac, Apple TV and Google Chromecast. iMemories has been a leader in digitizing analog memories for over 15 years and has been trusted by over 750,000 families across America.



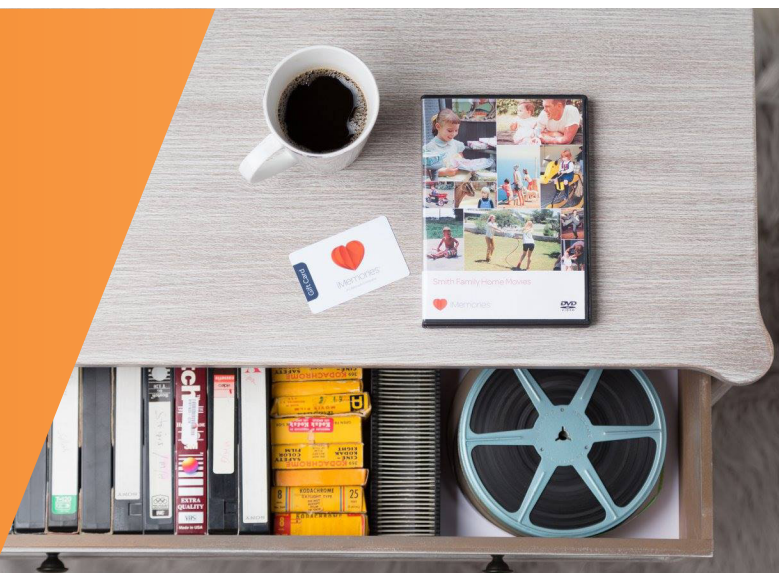
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“iMemories is the only place where people can store, manage and share their multigenerational ‘mix’ of treasured family memories - videos and photos, both old and new.”

- Mark Rukavina, Founder & CEO of iMemories



1.2K+
Reviews
And Counting



Challenge

iMemories already knew the power of reviews and ratings when it reached out to Sitejabber. “We had stellar reviews on Google, which was great but we soon realized that this wasn’t enough,” outlined Founder and CEO Mark Rukavina. “Our reputation is important to us and we knew we had to increase the number of reviews on Sitejabber due to its authority and to simply portray what the majority of our customers really think – that they are delighted with our products.”

Put plainly, iMemories needed a review solution that more accurately depicted its business and a way to look good in search engine results, thus improving their reputation across the web.



Solution

Sitejabber's leading technology enabled iMemories to quickly and easily address its previous reviews by responding to them publicly and privately via the Sitejabber platform and more importantly start proactively collecting reviews. Sitejabber's best-in-class tools provided iMemories with a way to collect customer feedback two-fold.

The first was implementing a survey on the thank you page at the time of purchase asking about the customer's experience and why they specifically chose to shop with iMemories. Response rates here were high as customers generally had only positive remarks at this point in their journey. The result was a large collection of valuable customer feedback that was short and positive. The second phase of review collection was an automatic review request email scheduled to go out to customers after they received their final products. "This is where the good content comes from," stated Rukavina. "We receive paragraphs of commentary because our customers are so happy we could digitize their older home movies or photos. It makes us feel good, we know we are making a big difference in someone's life and bringing them true joy."

This valuable customer-generated content that Sitejabber collects and Google indexes due to Sitejabber's authority in the review space provided iMemories with a boost in its organic search traffic and the benefit of gaining new insights into why their customers were purchasing from them. In addition, Sitejabber provides iMemories with the tools to validate and manage its unverified reviews by using the Verified Review feature which allows them to distinguish between real reviews and fake reviews.



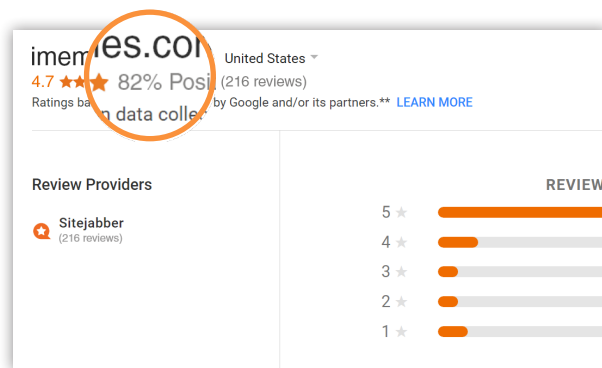
“Sitejabber was so effective at quickly increasing our star rating on Sitejabber and across the web. It was fast, they are now our exclusive review partner, we don't need anybody else.”

- Mark Rukavina

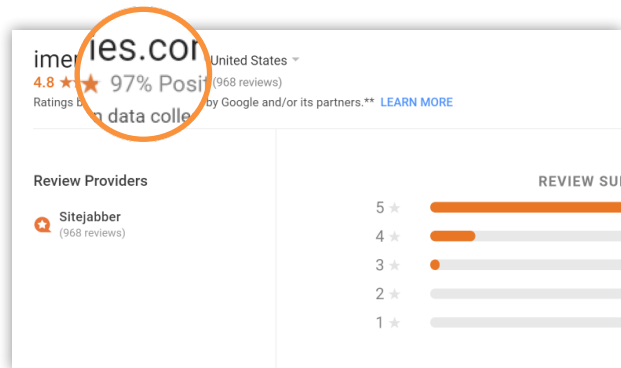
Results

iMemories experienced a significant improvement in sales and marketing performance across the board. “Sitejabber has no doubt had a positive influence on our conversion rates and sales, we’ve experienced a measurable uptick in the number of SafeShip Kits sold which is a leading KPI for us. I’m delighted that all arrows are moving in the right direction,” noted Rukavina.

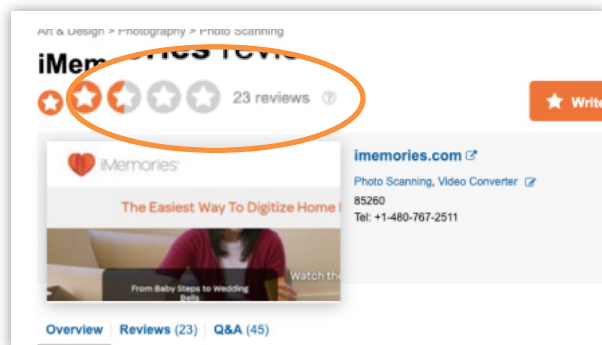
Within a month of proactively collecting reviews with Sitejabber, iMemories had increased its average star rating on the platform from 22 reviews with a 2.5 star rating to 1026 reviews with a 4.8 star rating. Because Sitejabber is an official Google Review Partner, these reviews automatically enabled iMemories to take advantage of Google Seller Ratings which are stars in Google PPC ads. These stars allow iMemories to stand out in search results, increase its click-through rates and send more traffic to their website. With a Google positivity score of 97%, this rating displays social proof to consumers who are seeking out reviews on iMemories that they are a trusted company to do business with and demonstrates how delighted their customers are with them.



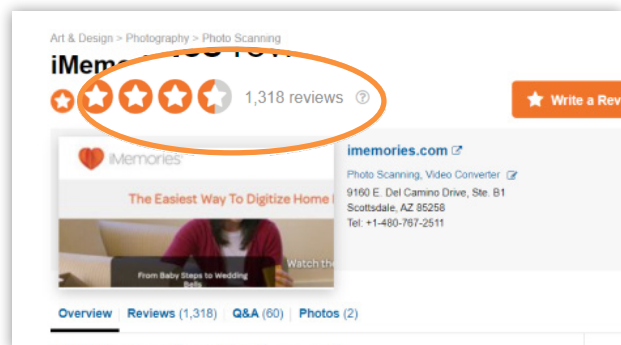
Google Seller Ratings Before



Google Seller Ratings After



Sitejabber Before



Sitejabber After

In addition, iMemories was able to use the content it received from its customers to optimize marketing messages and share the positive reviews across its social media pages.

Rukavina was ecstatic with the results as Sitejabber more than delivered on its promises and empowered iMemories to better all aspects of its business from improving their reputation across the web and in search results, to increasing traffic, conversion rates and sales and higher customer satisfaction. “We also love that at any given moment, Sitejabber can help us to manage our reputation across any of the third-party consumer-facing review platforms,” stated Rukavina.

Next on the list for iMemories is to use the Sitejabber widgets to highlight its customer content across their website landing pages to further increase conversion rates and turn more shoppers into customers. “Our products delight people and Sitejabber provides us with the ability to share this with the world in such a powerful way.”

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“We now have a trusted third party in Sitejabber who helps us combat fake reviews and people who are trying to put a stain on our reputation.”

- Mark Rukavina

