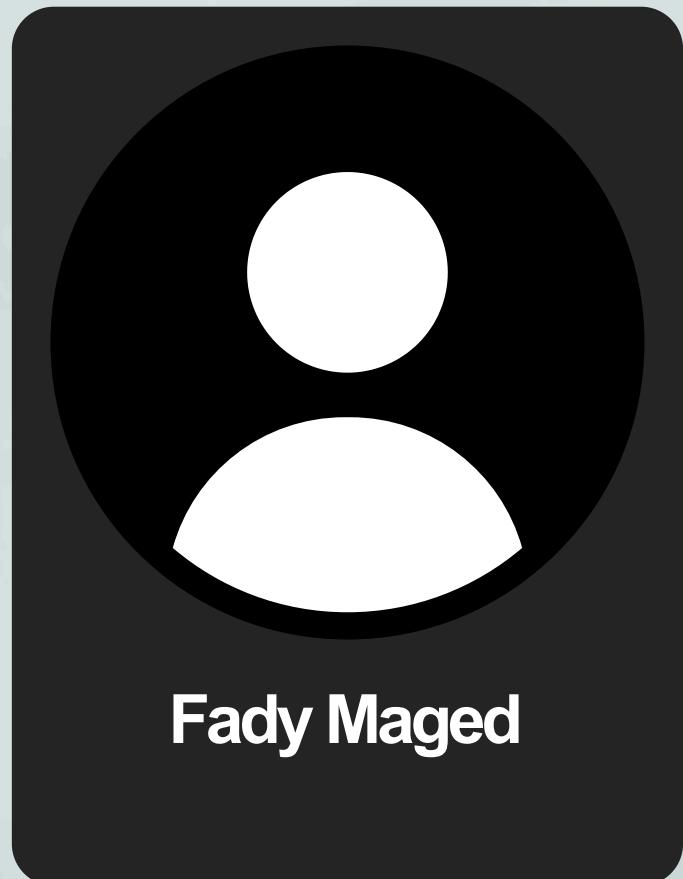


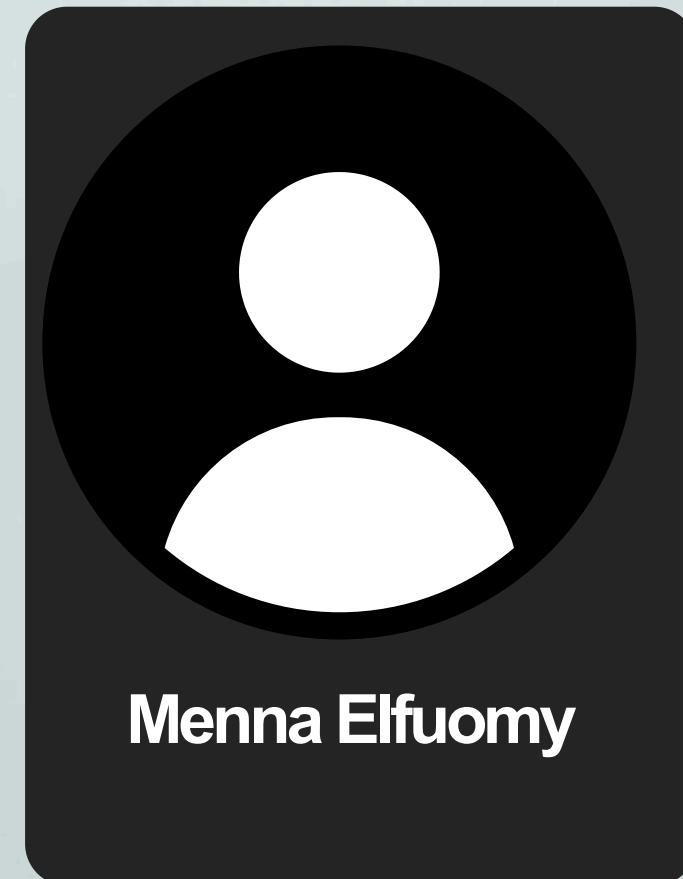
REAL LIFE CASE STUDIES

**PRESENTED BY
INSIGHT HUNTERS TEAM**

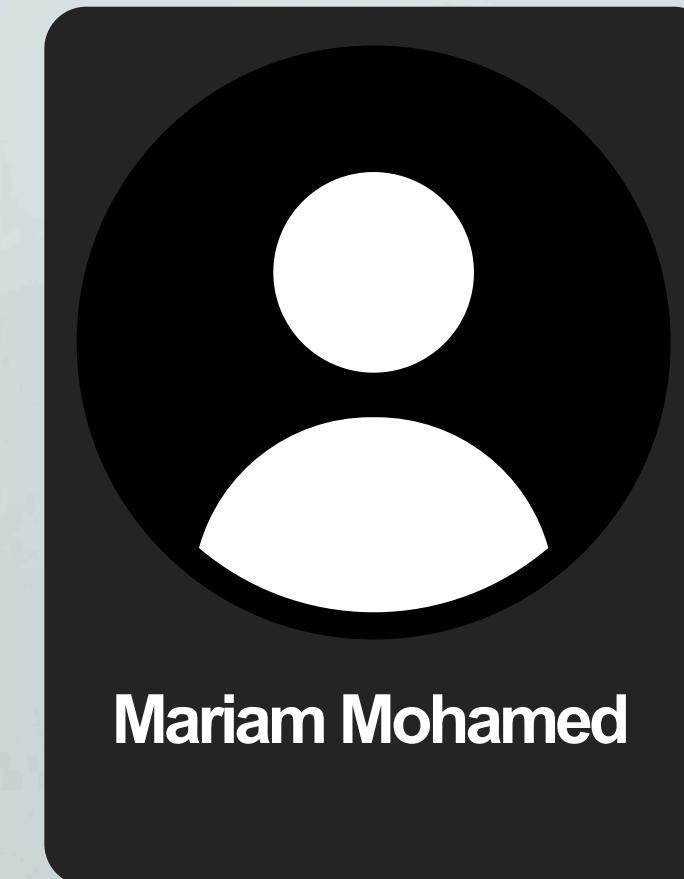
Our Team



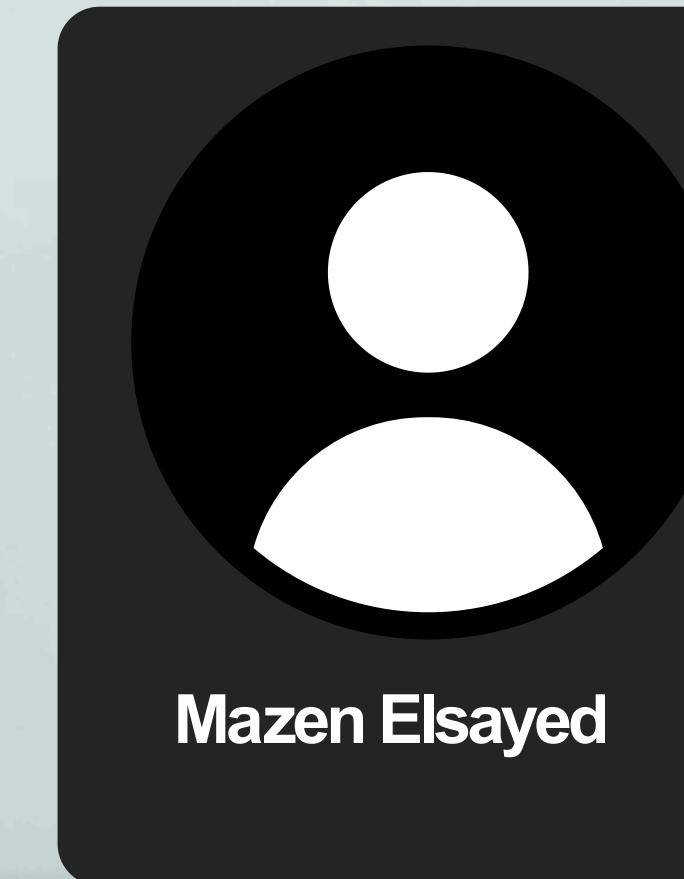
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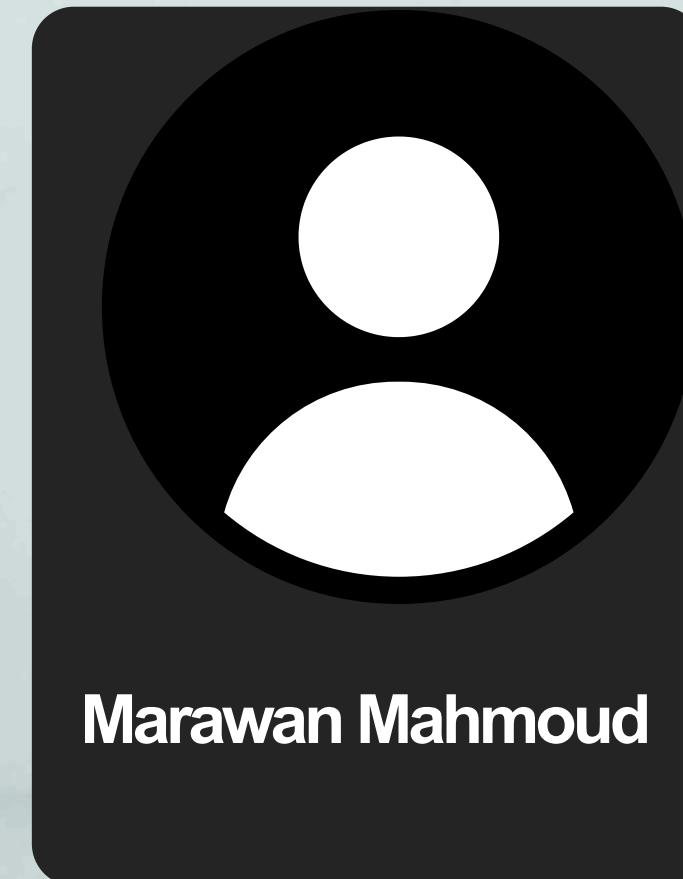
Menna Elfuomy



Mariam Mohamed



Mazen Elsayed



Marawan Mahmoud



Our Agenda

Exploring creativity

- 1 | Case Study 1 (Web): Thomas Kent
- 2 | Case Study 2 (Customer Metrics): Home World
- 3 | Case Study 3 (Traffic Metrics): Seekzoo

Thomas Kent Overview

Thomas Kent is a **UK-based** brand founded by **Nigel Waller**, specializing in **decorative clocks** such as wall and mantel pieces. The company focuses on stylish, interior-conscious designs, ranging from classic to modern looks. Designs are created in the UK and manufactured overseas using **quality materials**. While popular for aesthetics, the brand faces criticism over product durability and customer service.

Thomas Kent



THE PROCESS

KPI focused on

Page Load Time (site speed).

Actions taken

The company migrated its site to a modern **MACH** architecture using **Alokai**, optimized the mobile experience, and implemented front-end performance improvements to ensure a **lightweight** and fast-loading interface.



Measurable outcomes:

Page load time reduced by **54%**.

Conversion rate increased by **77%**.

Organic traffic revenue grew by **79%**.

Pages now load in under **3** seconds.

Source

Alokai Website
<https://alokai.com/case-studies/thomas-kent>



Home World Overview



Home World is a retail and e-commerce company specializing in home **furnishings and lifestyle** products. It operates both online and offline, offering a wide range of **home décor**, furniture, and household essentials. The company focuses on delivering **personalized shopping** experiences and enhancing **customer loyalty** through digital transformation and loyalty programs.

Home World

THE PROCESS

KPI focused on

Customer Retention Rate ,
Repeat Purchase Rate
&
Customer Satisfaction.

Actions taken

introduced a **revamped** customer loyalty program with tiered rewards, **personalized communication** based on customer **behavior**, and UX/UI enhancements for a smoother online shopping experience.



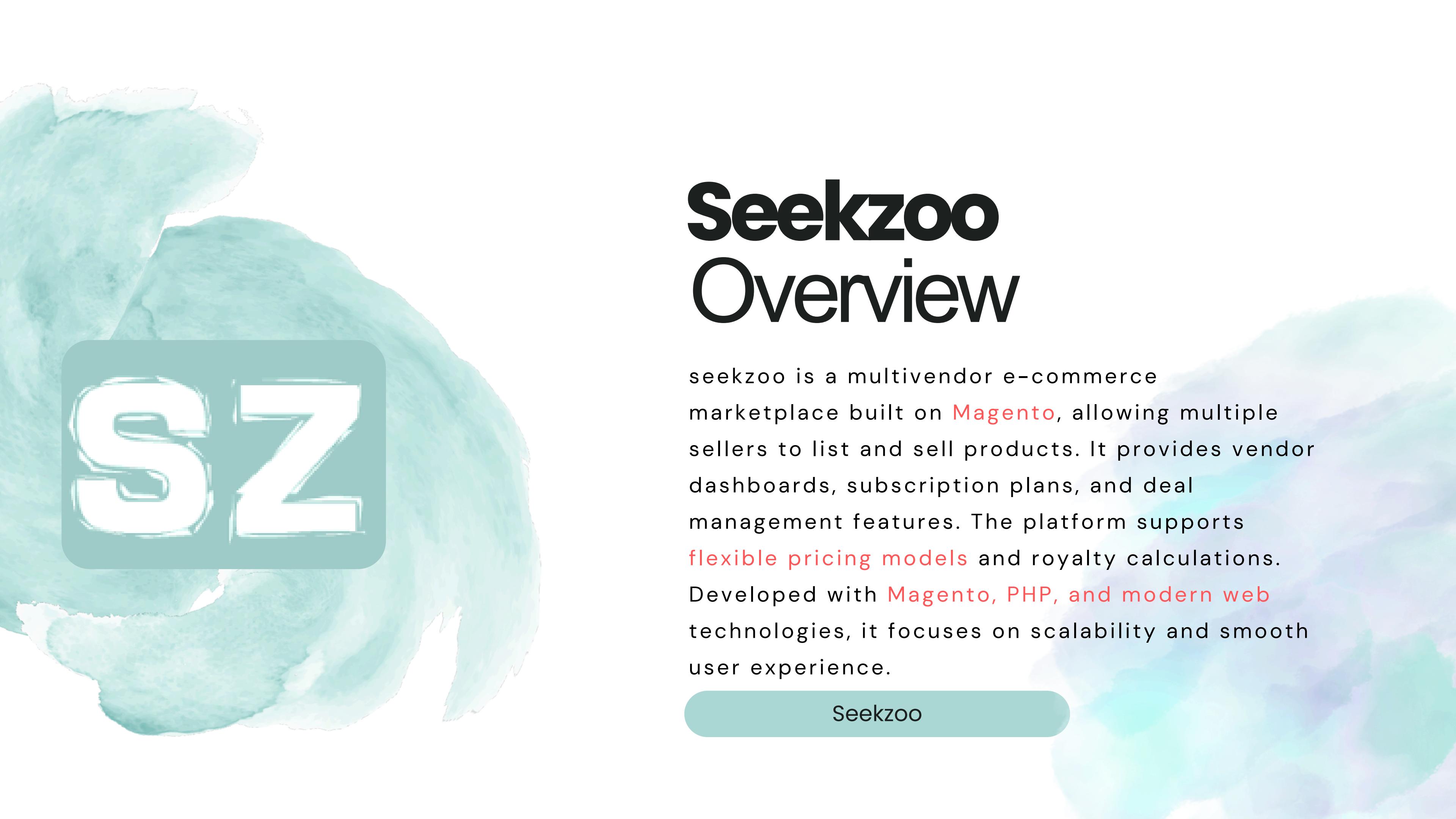
Measurable outcomes:

Customer retention increased by **40%**.
Repeat purchases rose by **25%**.

Customer satisfaction improved by **35%**.

Source

Home World Website
<https://www.thecommercehop.com/case-study/home-world-achieving-a-40-increase-in-customer-retention/>



Seekzoo Overview



seekzoo is a multivendor e-commerce marketplace built on **Magento**, allowing multiple sellers to list and sell products. It provides vendor dashboards, subscription plans, and deal management features. The platform supports **flexible pricing models** and royalty calculations. Developed with **Magento**, **PHP**, and **modern web technologies**, it focuses on scalability and smooth user experience.

Seekzoo

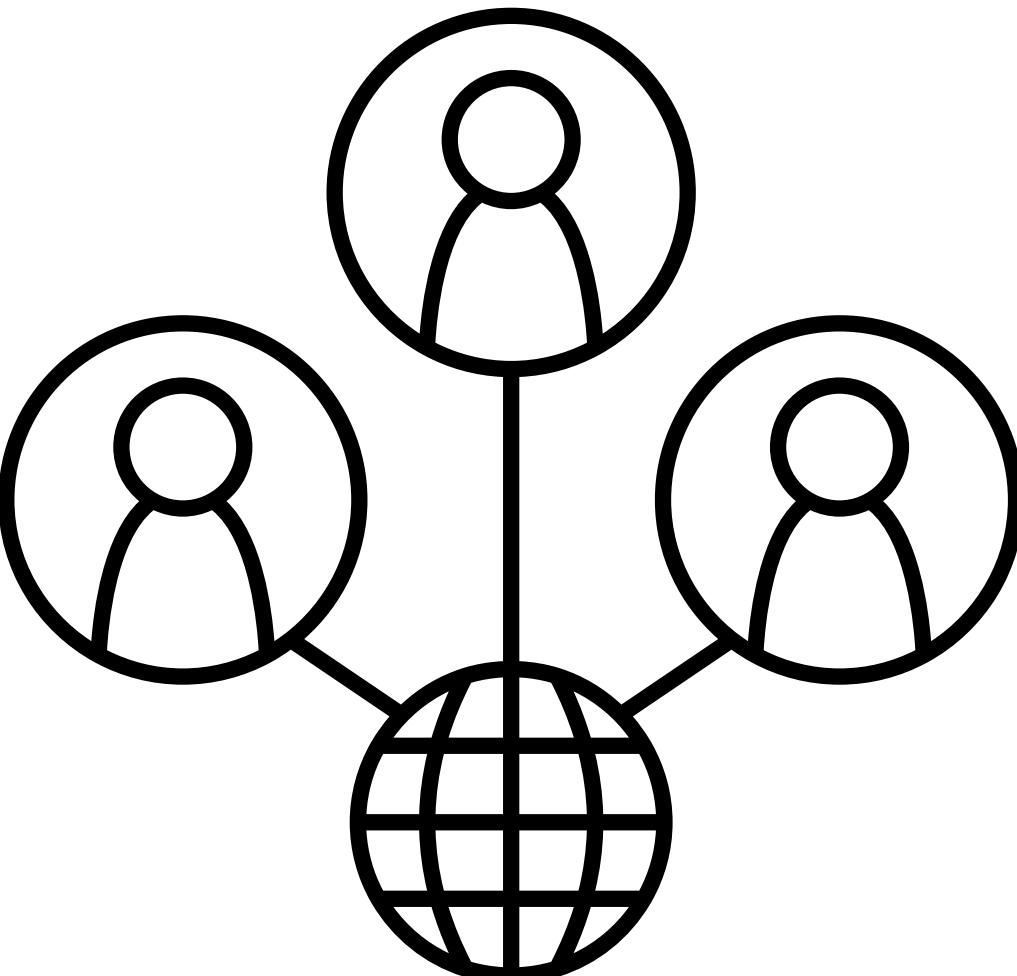
THE PROCESS

KPI focused on

Organic Traffic
&
Traffic Sources

Actions taken

implemented a comprehensive **SEO** (Search Engine Optimization) strategy, including fixing technical SEO issues, optimizing site speed, adding structured data, and running a strong backlink-building campaign to improve authority and search visibility.



Measurable outcomes:

Organic traffic increased by **437%**.
Online sales grew by **283%**.

Source

Seekzoo Website
<https://www.brainvire.com/increase-organic-traffic-for-multivendor-ecommerce-platform/>



Thank you!

LET'S THINK ABOUT SOMETHING
SPECIAL

WITH LOVE,
Insight Hunters

