

Start-Up Company / Disruptive Technology

Investment: \$5,000/month | Timeframe: 2012 - Present | Location: Montreal, Quebec

Wajam

Social Search • Start-Up • Patent / IP • Consumer • Awards • Product Launch

CHALLENGE: Wajam launched its social search technology in private beta in January 2011. In January 2012, Wajam CEO Martin-Luc Archambault, an angel investor in former client Anomalous Networks, contacted Eye-To-Eye Communications with a challenge to get his company story placed in tier-one media outlets. That week, a Facebook developer launched a new tool called "Don't Be Evil" to combat Google Search Plus Your World's limited social search experience, which only incorporated Google+ results. Key technology bloggers and social media journalists covered this launch, giving us a platform to enter into the conversation on what Wajam could do beyond the Don't Be Evil Tool to provide the most comprehensive and relevant social search experience to users.

After crafting key messaging, Eye-To-Eye Communications researched every reporter covering social search and Don't Be Evil and introduced various angles to cover Wajam. Since Wajam works on TripAdvisor, we targeted travel publications with Wajam's info. We also targeted reporters covering the possibilities of Facebook Search and Google personalized search. We helped Wajam apply for key industry awards, promoted Martin-Luc as an entrepreneur to know, and landed some key article placements with the unveiling of Wajam's new design, Wajam Places, Wajam Shopping and Wajam Mobile Search.

As Wajam competed against industry search giants such as Google, Bing and Yahoo! to be recognized as a contender in social search, we decided to promote this startup's innovation by recommending them for many industry awards (see list below). One key award was receiving the Gold International Stevies Award for the Best Press Room. Despite the fact that Wajam is a 30-person company, they won against Accenture, a 177,000-person corporation with an unlimited budget.

RESULTS:

- Published Articles in Mashable, Forbes, GigaOm, TechCrunch, WebProNews, Search Engine Watch, StartUp Smart, All Things Digital, Social Marketing Insider, Be Ahead Digital, StartUp Tunes, Montreal Gazette
- Awarded Ernst & Young's Emerging Entrepreneur of the Year for 2012 in Quebec; Deloitte's Technology Fast 50's Jury's Favorite "Coup de Coeur" Award; International Stevies Award Silver Winner for Most Innovative Company in the U.S. and Canada; International Stevies Award Silver Winner for Best Social App; International Stevies Award Gold Winner for Best Press Room; Red Herring Americas Top 100 Winner; Red Herring Global 100 Finalist; C2MTL Emerging Entrepreneurs Award; CIX Top 20 Elite List
- More Than 1,000 Total Online Press Placements
- More Than 450 Total Mentions on Twitter
- CEO Interviews Featured on Montreal Global TV

Wajam Makes Personalized Results Less On Google

Redesigns add-on for Google results

by Chris Cunniff 1 month ago | Leave a Comment

Get the WebProNews Newsletter: ENTER YOUR EMAIL ADDRESS...

Some people like personalized search results based on their social connections. Some don't. Google's **Search Plus Your World** upon users earlier this year, to mixed reviews. While it has an on/off toggle, it has filtered search results with more content based on what people you may be connected via various social networks (like Google+ - not Facebook/Twitter) have shared.

Last week, I wrote a post asking if social is really a good signal for relevancy? My conclusion is that while it can help in some kinds of searches, it is not necessarily helpful for all kinds. While knowing what hotel in Chicago my friend recommended might be useful to me, knowing which article about Mitt Romney he gave a thumbs up to, isn't necessarily what I'm looking for.

Google sprinkles in these results, and social signals influence rankings. I've written about Wajam's efforts in **personalized social search** more favorably in the past. One thing that is very different about this, that it gives users a designated spot for these kinds of results. You can glance and see if there's anything interesting there (plus includes Facebook/Twitter connections), but if I don't want them there where I think they are most relevant throughout the organic search results.

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam Adds Social Layer to Google With Facebook, Twitter Results

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

Wajam To Receive C2-MTL Entrepreneur & Innovation Award

"Eye-To-Eye has become an integral part of our team. They've helped us craft a compelling story for journalists, writers and influencers, and have garnered amazing press coverage—all for a flat monthly fee. As a startup CEO who needs results right away, I couldn't have asked for a better partner. They've always risen up to the challenge and their scope of knowledge goes well beyond PR!"

– Martin-Luc Archambault
CEO

