

> CASE STUDY GREEN MEANS GO



The green address bar of Symantec™ Extended Validation SSL certificates signals to consumers that your site is secure. And that can instantly boost your bottom line.

It seems every week there's another high-profile security breach in the headlines. Cyberattacks are coming fast and from many directions. Hackers are using social-engineered phishing schemes to lure people to fake versions of commonly used websites. They're mounting man-in-the-middle attacks to hijack user accounts by intercepting data shared between people and websites. They're breaking into Web servers from Wall Street to Main Street.

Beyond the immediate harm that these cybercriminals do to their intended targets, they cause collateral damage to all companies doing business on the Internet. They make consumers nervous about the safety of online transactions and that translates to dollars lost. Abandoned shopping carts and unfilled forms add up to missed sales and revenue.

This means you must not only protect your customers when they visit your website, you must make it clear that your site is secure so that people will feel safe enough to do business with you.

Symantec™ Extended Validation (EV) SSL certificates can play a key part in your effort to boost confidence among your customers. What is Symantec EV SSL? For you, it means you're protected with strong security. For your customers, it means the browser address bar turns green when they visit your website. The green bar is a clear indication that your site has an extra layer of protection that customers can see and trust. And more trust among your customers means more sales conversions for your business.

CASE STUDY: RAISING THE BAR

Papercheck is a San Francisco-based company that provides editing and proofreading services, to primarily academic users, via its website Papercheck.com. Founder Darren Shafae knew when he founded his company that building and maintaining the trust of his customers would be vital to his success.

At first, a lot of potential customers were reluctant to sign up, due to their concerns over sharing credit card information and other personal details with the Papercheck site. Shafae decided he could convert these people if he provided them a clear signal that their transactions would be secure.

It took some time. "Frankly, we couldn't see how anything could improve our registration rate," says Shafae. "But then I learned about Extended Validation."

He chose Symantec EV SSL because it shows his site is reputable and tells potential customers that their personal information will be treated with great care. Although, at first he was a bit skeptical. Could a simple green bar really be enough to boost conversions? "It's one thing to encrypt transmissions and quite another thing to assure customers that we're a legitimate company," Shafae says. "But that's what the green EV SSL bar signifies."

After implementing Symantec EV SSL at Papercheck, Shafae saw a dramatic increase in registrations. "When we first implemented EV SSL on the site, we experienced an 87 percent higher registration rate, which is tremendous. We never thought we'd see that big a lift," he says. "We were blown away by the impact of EV."

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CASE STUDY: REACHING GLOBALLY

ScandinavianDesignCenter.com (SDC) is an eCommerce platform that sells Scandinavian-designed furniture and home decor to consumers worldwide. Knowing that fraud is a top concern for eCommerce customers everywhere, SDC understood the importance of assuring online shoppers that all transactions on the company's site would be safe.

"Trust is a necessity to make that business happen," says Chief Executive Officer Jorgen Bodmar. "A fraction of doubt in security will mean a loss of business."

When the company launched more than a decade ago, it knew the American market would be crucial to its success. It therefore wanted to choose an SSL vendor that is well known and respected in the United States. At the same time, the company had ambitious plans for expanding into other global markets, so it needed to choose an SSL provider whose name and reputation pulled substantial weight outside of America as well.

"The clear winner on both fronts was Symantec SSL," says Bodmar.

Customers who visit the Scandinavian Design Center site see the bright green address bar during all transactions and this has increased transactions since day one.

"The Symantec seal offered a great deal of reassurance to our first customers," Bodmar says. "The green address bar reinforced their sense of security and helped win their trust. Those two elements played a key role in winning new business when we were still making a name for ourselves."

CASE STUDY: CHOOSING A RELIABLE PARTNER

USCutter, a wholesale provider of vinyl cutters and supplies, was searching for opportunities to increase sales at its USCutter.com website. Based on analysis of customer behavior, the company recognized that it needed somehow to increase trust throughout the purchase process.

Before EV SSL, website users had difficulty determining which sites, secured by SSL, were legitimate because fraudsters took advantage of lax validation policies and purchased SSL certificates for fake domains. Then they used the SSL certificates to create "secure" sites from which to launch phishing and man-in-the-middle attacks, thereby undermining overall consumer confidence.

Symantec EV SSL certificates address this fraudulent use of SSL and offer an easy way to help reduce abandonment and increase conversions. The green address bar assures users that a site has gone a step further and submitted itself to extensive vetting and authentication procedures to gain validation. This is a safe way to prove the organization behind the site is real and reliable.

USCutter was maintaining a secure site but was not communicating this important fact to its customers during the purchase process. The site was also using an SSL provider that was not well known.

So USCutter decided to replace its SSL provider with Symantec EV SSL certificates. "By reassuring our customers that their information is secure, we have improved our site's sales performance and the ROI of our marketing spend," says Shelly King, marketing strategist at USCutter.

CASE CLOSED: PROTECTING WITH SYMANTEC SOLUTIONS

Symantec Web solutions provide your small business with strong, scalable, manageable, and affordable ways to protect yourself, your customers, your business partners, and your employees.

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