

# > SMB SNAPSHOT Planet DJ



Founded in 1996, Planet DJ offers a wide range of top-brand audio, lighting, and video equipment. The company prides itself on forging a strong relationship with suppliers, enabling Planet DJ to offer a low-price guarantee, 30-day price protection, free shipping on most items, and consumer-friendly payment plans.

## THE CHALLENGE

Consumers know that buying online carries a risk of fraud. When they use the Web to make a purchase—especially a large purchase at an e-commerce site they've never used before—they want assurance that their information is safe and that the transaction is secure. Since 95 percent of Planet DJ's sales occur online, demonstrating a clear commitment to high security is a top priority.

"Even though our prices are the lowest around, the equipment we sell is still quite expensive," says Ken Holden, Internet Marketing Manager at Planet DJ. "For many of our customers, these aren't casual impulse buys. They're major purchases. The last thing we want is for customers to worry about the safety of their transactions."

## THE SOLUTION

For savvy customers making online purchases, SSL security is a non-negotiable requirement. "Many of our customers see Symantec as the standard for SSL security," Holden says. "When it comes to brand recognition, Symantec is top-of-the-line."

Holden relies on the Norton Secured Seal to demonstrate that Planet DJ takes security seriously. "Our customers know that e-commerce can expose them to fraud," says Holden. "With the Norton Seal, we clearly demonstrate that if they buy DJ equipment through us, they can feel safe making any purchase with us."

Holden also appreciates that customers can check the site's security at any time. With one click on the seal, they get Symantec's assurance that the site's security certificate is valid and that PlanetDJ.com is secure. "The Norton Secured Seal shows our customers that Planet DJ is committed to protecting their privacy,

and that we respect their concern for how their information is used, stored, and shared," says Holden.

When Planet DJ transitioned from VeriSign to Norton, Holden was especially careful to make sure that customers would accept the change. He ran an A/B test comparing the VeriSign seal to the new Norton Secured Seal. The results were clear: customers placed even greater trust in Norton. "We were impressed with Symantec before the change," says Holden. "Our A/B test showed that we could feel even better going forward."

## THE BENEFITS

Planet DJ plans a complete overhaul of its current website to provide a better experience for customers. Bringing the Norton Secured Seal to the new site will play a key role in demonstrating continuity with the older version of the site. "Consumers often resist major website redesigns, especially when they've grown very accustomed to a particular online experience," says Holden. "When introducing our new site, we need to do our best to show them that the essence of Planet DJ remains the same—and that our commitment to security hasn't changed one bit."

The transition to the Norton Secured Seal plays a significant role in Planet DJ's plans for improved customer service. "It comes down to brand," says Holden. "Norton is even more recognizable than Verisign. The Norton logo is known outside e-commerce, even to the casual shopper who wouldn't necessarily know to look for the VeriSign seal. Norton brings a lot of brand power to e-commerce security, and we reap the benefits."

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**—Ken Holden**

Internet Marketing Manager, Planet DJ

## THE ORGANIZATION

**WEBSITE:**  
www.planetdj.com

**INDUSTRY:** E-commerce

**EMPLOYEES:** 15

**LOCATION:** Sparks, NV

## THE SOLUTION

- Norton Secured Seal
- Symantec SSL Certificates

## WHY SYMANTEC?

- The gold standard in SSL security
- Assurance for customers that planetdj.com is a secure website
- The Norton Secured Seal demonstrates protection against fraud throughout entire checkout process

