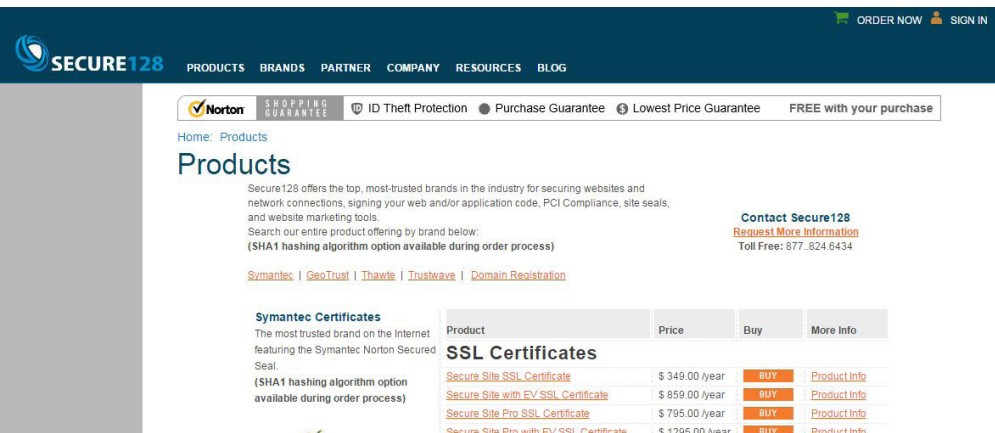


Secure128

Secure128 Lifts Sales Conversion 30 Percent with Norton™ Shopping Guarantee



Security solution provider Secure128 ran a 30-day A/B split test. It exposed 50 percent of website visitors to Norton Shopping Guarantee, which provides ID theft protection as well as purchase and lowest-price guarantees. The other 50 percent encountered the same site minus Norton Shopping Guarantee. The result was that Norton Shopping Guarantee delivered a 30 percent sales conversion lift, 13 percent lift for first-time buyers, projected five figures in added monthly revenue, and 100 percent payback within days.



The “Order Now” page at Secure128.com displays a banner about Norton Shopping Guarantee across the top. The three forms of protection in the guarantee are free to customers.

Prove it!

“We were skeptical at first,” says John Monnett, Senior Vice President, Global Business Development at Secure128, a provider of web security solutions, when the company was approached about offering Norton Shopping Guarantee. “With the pricing model, you’re talking about committing to contributing a small percentage of your overall website sales, .25 percent of monthly revenue, and it’s a daunting proposition to give up a slice of your revenue.”

What the guarantee offered was promising, however. “Secure128 has some brand recognition in its specialized security space,” he says. “But when you’re talking about the open Internet marketplace, we’re just like 99.97 percent of the online businesses out there. No one has ever heard of us.”

Trust builds business, and Secure128 understands this acutely. It sells Symantec SSL certificates, which secure more than a million sites on the Internet. Secure128’s small team of employees are able to serve thousands of customers because it has developed a smooth, sophisticated automated service that streamlines certificate purchase and installation. The result has been year-over-year revenue growth consistently averaging 20 percent. Getting repeat business was not a challenge at Secure128, but winning new customers was.



ORGANIZATION PROFILE

Site: www.secure128.com

Industry: Technology

Headquarters: Atlanta, Georgia

Employees: <100

KEY CHALLENGES

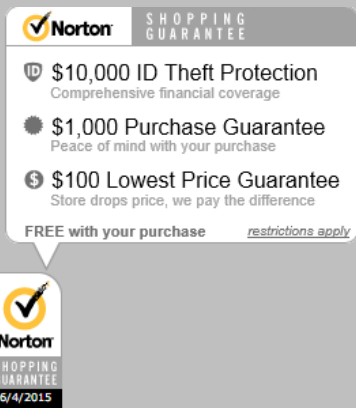
Secure128 wants to build trust in visitors to its website so it can differentiate itself and maximize sales.

SOLUTION

The company ran a 30-day A/B test of Norton Shopping Guarantee, which provides customers with free ID theft protection as well as purchase and lowest-price guarantees.

BENEFITS

- 30% lift in converting visitors to buyers
- 13% lift in converting first-time buyers
- Projected five figures monthly in added revenue
- 100% payback within days



Rest a cursor on Norton Shopping Guarantee seal, found in the lower left corner of Secure128.com pages, and these details appear.

Risk-free A/B test shows 30 percent lift

Merchants can try Norton Shopping Guarantee free for 30 days in an A/B test. “It’s a simple test to implement,” Monnett says. “It takes a developer a couple of hours to add a small script to a website, and choose where the graphic image of the shopping guarantee will be. Norton provides several image sizes to choose from, and if needed, they will customize an image to fit the real estate of your site.”

After 30 days, Secure128 experienced a 30 percent lift in conversion of visitors who were exposed to Norton Shopping Guarantee compared to those who weren’t.

“We took the testing even beyond Norton’s,” Monnett says. “We took a sample size of 10,000 visitors in the month before the A/B test, and 10,000 visitors during it. We removed all existing customers. And even then, we had a 13 percent uplift in first-time buyers. Never had another vendor offer such proof of their product results in such depth as we had with Norton Shopping Guarantee.”

The monthly jump in sales at Secure128 is projected in the five-figure range. That means Norton Shopping Guarantee delivers 100 percent payback within the first couple days of each month.

“The Norton team was rock-solid in explaining this product, showing value, and getting us over the judgmental hump of wanting to try the A/B split test,” says Monnett. “They helped with anything we asked, and we couldn’t have been happier in that regard.”

Customers like the guarantees as well, Monnett adds. “Anyone completing a transaction can give feedback on the experience when the guarantee confirmation pops up on their screen,” he says. “Customers have had only positive things to say.”

Norton Shopping Guarantee has 99 percent merchant retention to date, and Secure128 is part of that group. Says Monnett: “Norton Shopping Guarantee provided an incredible uplift in conversions—a 30 percent uplift in sales is at business-changing levels, so for us it was huge.”

For more information:

Please contact your local Symantec Sales Representative or call us at 1.855.822.2827 or visit us at www.nortonshoppingguarantee.com.

You can also check us out at [YouTube](#)

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* International online consumer research in the U.S., Germany, and UK, November 2013

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John Monnett

SVP, Global Business Development
Secure128

Building confidence

“Being in the trust-based business, we know that online shoppers often fear that they won’t get what they’re paying for, or that their credit card information is not going to be secure,” Monnett says. “The reason you offer a guarantee like this is to have a behemoth security brand like Norton vouching for the legitimacy of your online purchasing process.”

Norton is the most well-known trust mark on the Internet, a survey indicates.* Norton Shopping Guarantee is free to customers and it is designed to address the three biggest online shopping concerns. Eighty-three percent of purchasers, according to a VeriSign study, worry about their identity being stolen, so part of the guarantee is \$10,000 in ID theft protection. Another study indicated that 92 percent of customers are uneasy when shopping on a new and unknown site, so customers are protected by a \$1,000 purchase guarantee. If a problem arises with the transaction within 30 days of purchase, they can make a benefit claim that is managed by the Norton Shopping Guarantee team. This also saves merchants time spent on customer service issues.

The third guarantee is \$100 in lowest-price protection. Forty-five percent of customers, according to a Bizrate Research study, view price as the most important factor in a buy decision. Now there’s protection: if the website drops the price of an item within 30 days of purchase, the customer can get a refund for the difference. [Restrictions apply](#) to all three guarantees.