



247 Blinds & Curtains adorns up an additional 5.1% average lift in conversions with Norton Shopping Guarantee

247 Blinds & Curtains understands that making a house a home is personal, and they've made it their mission to make the process of buying blinds and curtains easy and seamless for their customers. Their websites, 247blinds.co.uk and 247curtains.co.uk, offer the most expansive collections of high quality, custom tailored curtains and blinds on the internet today. In addition to offering high-end products, they never compromise on their commitment to provide the lowest prices to their customers. This dedication to quality and price has earned them the distinction as the number one ecommerce retailer of custom blinds and curtains in the UK.

Despite this impressive notoriety, 247 Blinds & Curtains continues to prioritize finding ways to make their business even better for customers. For example, choosing new curtains or blinds can be an exciting decision making process, and customers want them quickly once ordered. So incredibly fast delivery is offered on all products. Furthermore, they offer a generous 3 year warranty on all made to measure blinds.

According to Jason Peterkin, the owner of 247 Blinds & Curtains, they "employ the best offers in the UK, and the prices are very competitive."

COMPANY PROFILE

Site: www.247blinds.co.uk, www.247curtains.co.uk

Specialty: Custom Blinds and Curtains

Headquarters: Huddersfield, United Kingdom

Employees: <50

eCommerce Platform: Magento

KEY CHALLENGES

- Increase shopper trust and confidence
- Increase conversion rates

SOLUTION

- Norton Shopping Guarantee

BENEFITS

- Average 5.1% lift in converting shoppers into buyers
- 20:1 return on investment
- 79% of buyers feel more confident when making a purchase
- 78% of buyers are more likely to shop at the store again

“Once we became aware of what Norton Shopping Guarantee provided and realized our competitors weren’t using it, we wanted to make the most of it.”

Jason Peterkin, Owner at 247 Blinds & Curtains



Converting 3.1% and 7.0% More Shoppers into Buyers

As a best in class retailer for window coverings, 247 Blinds & Curtains has clearly experienced great success. Because of this, they were not in the market for a third party guarantee for their websites. However, with £10,000 in identity theft recovery assistance, a £1,000 satisfaction guarantee, and a £100 price protection at no additional cost to shoppers, Jason figured it could not hurt to give Norton Shopping Guarantee a try.

After running an A/B test, 247 Blinds & Curtains decided to continue using Norton Shopping Guarantee on both websites. With Norton Shopping Guarantee, 247blinds.co.uk saw a 3.1% lift in conversions while 247curtains.co.uk saw a 7.0% conversion lift. They also received a 20:1 return on investment every day. "The data was very precise and convincing," said Jason.

Staying ahead of competitors is a key target in any successful business model. "Once we became aware of what Norton Shopping Guarantee provided and realized our competitors weren't using it, we wanted to make the most of it," Jason said. Also, "the testing and transparency made the choice unquestionable. And the return on investment is really, really good which made it a very clear choice for us."

Satisfied Customers Return

Testing can only do so much for a business if customer opinions are not included in the research, so customers were asked if they felt Norton Shopping Guarantee improved their experience. 79% of shoppers said they had increased confidence in the security of the websites, and 78% said they would be returning customers. 247 Blinds & Curtains also received positive feedback in emails from customers. "We appreciate any feedback, but getting positive feedback is really nice," said Jason.

For more information, call 1-855-658-2760, option 1 or email CustomerSupport@NortonShoppingGuarantee.com. You can also check out Norton Shopping Guarantee on [YouTube](#).

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"Thank you, I'm looking forward to the blinds I have ordered and appreciate the guarantee given freely."

"Thank you. This helps when ordering over the internet to give peace of mind."

"Thank you. I think this is a great idea of yours to give customers confidence to shop online."

"Nice Touch! It's my first time buying online from you and will do in the future is all goes well."

At first, 247 Blinds & Curtains did not know they could benefit from a shopping guarantee on their websites. Improvements in conversions and feedback during A/B testing led them to the decision to keep Norton Shopping Guarantee. Because of this, 247 Blinds & Curtains continues to capitalize on an already sizable industry lead and provide even more value to their customers.

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Jason Peterkin, Owner at 247 Blinds & Curtains

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