

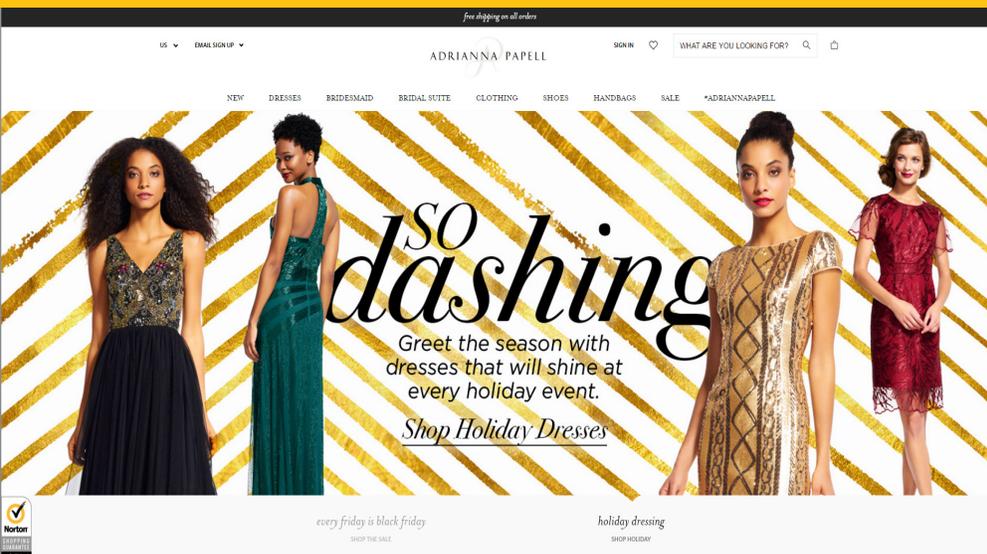
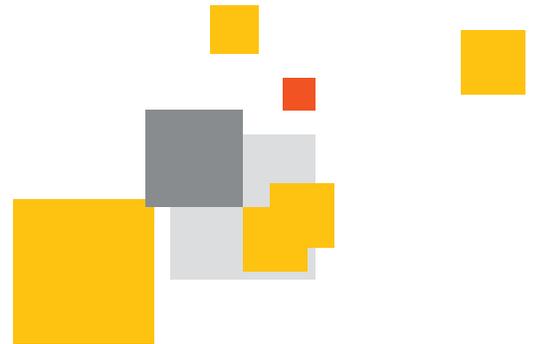
Adrianna Papell

Adrianna Papell Dresses Up an Additional 5.4% in Conversions with Norton™ Shopping Guarantee



BENEFITS

- **5.4% Lift** in converting shoppers into buyers
- **Significant Increase** in monthly revenue
- **100% ROI** in less than 2 days
- **83% of buyers** feel more confident in making a purchase



ORGANIZATION PROFILE

Site: www.AdriannaPapell.com

Specialty: Designer Clothing and Accessories

Headquarters: New York City, New York

Employees: >100

eCommerce Platform: Demandware

KEY CHALLENGES

- Increase shopper confidence
- Increase conversion rate

SOLUTION

- Norton Shopping Guarantee

Create that Special Feeling

Adrianna Papell believes in more than creating a look. They've made it their mission to make every woman and moment feel special. They understand how every woman is different and seek to enhance and reveal that unique beauty.

From almost 40 years of dressing women of all ages and silhouettes to look and feel their best, Adrianna Papell has developed a strong presence in both the marketplace and social media. Their collections are known for exceptional fit and craftsmanship, which include bridal, evening, and day dresses and accessories. They've even grown a reputation for being able to dress the entire bridal party, as well as the mother of the bride and wedding guests.

Why do customers keep coming back? Caroline Colavita, the Director of eCommerce for Adrianna Papell, explains that not only do they provide apparel for special occasions, they also have a line of clothing for the professional woman. "The quality of our lines is amazing. From hand-beaded gowns to wear-to-work dresses at affordable prices, our customers appreciate the care put into each design which keeps them coming back after their special occasion is over."

“[Shoppers] want to feel as safe and secure as possible...Norton Shopping Guarantee provides this.”

Caroline Colavita

Director of eCommerce
Adrianna Papell

“It was probably the simplest implementation I’ve ever done. It was up and running within hours.”

Caroline Colavita

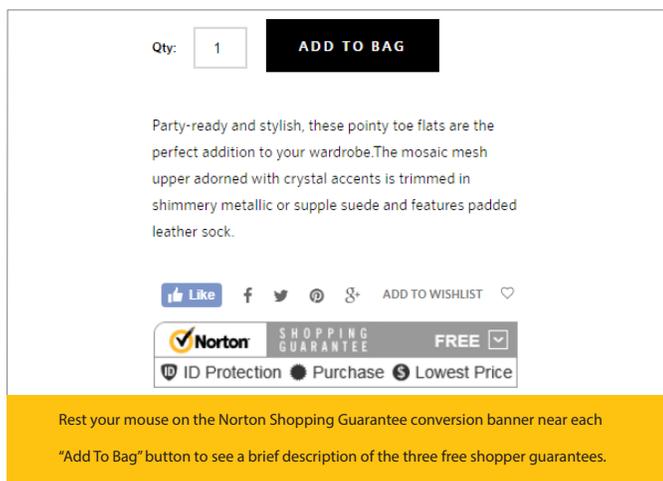
Director of eCommerce
Adrianna Papell

Converting 5.4% more Shoppers into Buyers

So, why give Norton Shopping Guarantee a try? Adrianna Papell wanted to see if the program could increase conversions by providing an added sense of confidence for their online shoppers. “Our customers definitely feel safer with the Norton Shopping Guarantee icon displayed on the site. When shopping for an item at a higher-than-usual price point, such as a special occasion dress, it eases the shopper’s mind knowing we provide this service at no cost to them. It also shows them that we fully believe in the quality of our dresses.”

Adrianna Papell discovered a 5.4% lift in conversions by testing Norton Shopping Guarantee, the program that provides their shoppers with \$10,000 in identity theft protection, a \$1,000 purchase guarantee, and a \$100 lowest price guarantee at no additional cost.

Caroline put a Norton Shopping Guarantee conversion graphic near each “Add To Bag” button and the seal is present in the lower left corner of each page. “It was probably the simplest implementation I’ve ever done. It was up and running within hours [of receiving the code].”



The screenshot shows a product page with a quantity selector set to '1' and an 'ADD TO BAG' button. Below the product description, there is a social sharing bar with 'Like', 'f', 't', 'p', and 'g+' icons, and an 'ADD TO WISHLIST' button. At the bottom, a Norton Shopping Guarantee banner is displayed, featuring the Norton logo, the text 'SHOPPING GUARANTEE', and 'FREE' with a checkmark icon. Below the banner, three icons represent the guarantees: 'ID Protection', 'Purchase', and 'Lowest Price'.

Rest your mouse on the Norton Shopping Guarantee conversion banner near each “Add To Bag” button to see a brief description of the three free shopper guarantees.

Customer Experience

Adrianna Papell received positive feedback from their customers after implementing the program. 83% of customers said that Norton Shopping Guarantee made them feel more confident when making their purchase, and 81% of customers said it makes them more likely to purchase from the store again. And many customers sent “thank you notes” to Adrianna Papell for providing the guarantees:

- “What a wonderful addition to my purchase experience!! Thank you for caring enough to go the extra mile to protect your customers!”
- “This is a personal thank you to Adrianna Papell for providing these free benefits.”
- “Thank you for the peace of mind. Looking forward to shopping on this website in the future.”
- “Thank you. This is awesome. I will be letting everyone I know how great it is to shop at Adrianna Papell.”
- “Thank you for this service. We’ve had our account hacked several times. This gives me reassurance in shopping in this site.”

Norton Shopping Guarantee has proven to be a valuable asset to Adrianna Papell and their clientele. Caroline articulated that “Shoppers are hyperaware of what can go wrong when shopping online, and they want to feel as safe and secure as possible. Our customers deserve to know they are in a safe environment when spending their money with us, especially on the web. The Norton Shopping Guarantee provides this safety net to our shoppers.”

Now Adrianna Papell can stay focused on what they are known for: making every woman feel beautiful.

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](#).

Norton Shopping Guarantee

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