

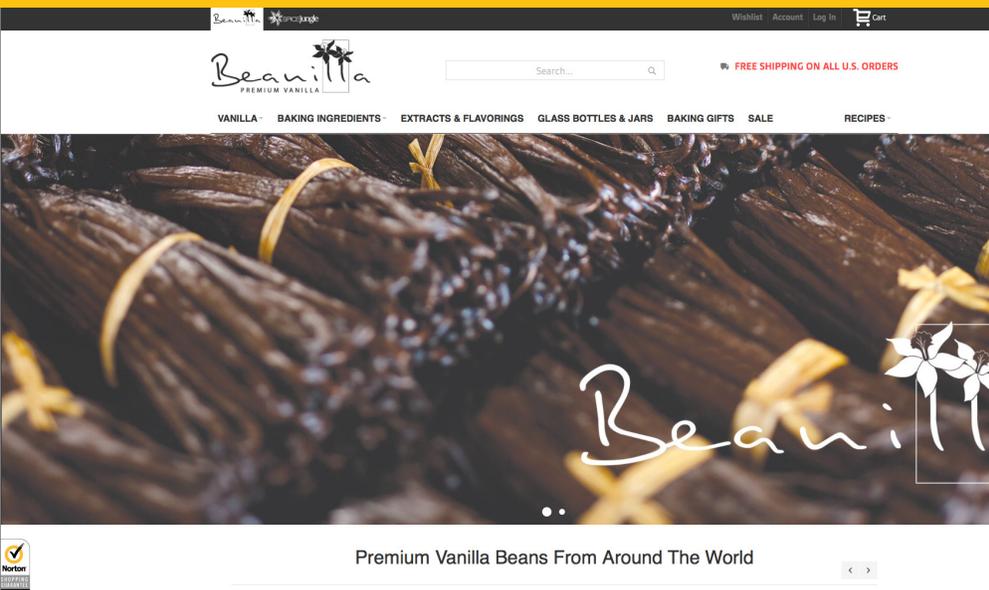
# Beanilla.com | SpiceJungle.com

Beanilla Grows Conversion Rate by 6.3 Percent with Norton™ Shopping Guarantee and Projects an \$89,000 Gain in Annual Revenue



## BENEFITS

- **6.3% lift** in converting shoppers into buyers
- **3.5% lift** in average order value
- **\$89,000 increase** in projected annual revenue
- **Nearly 1,000 customer thank-you notes** each year



## ORGANIZATION PROFILE

**Site:** [www.beanilla.com](http://www.beanilla.com) and [www.spicejungle.com](http://www.spicejungle.com)

**Industry:** Food and Beverage Industry

**Headquarters:** Rockford, Michigan

**Employees:** <100

**eCommerce Platform:** Magento

## KEY CHALLENGES

- Reduce bounce rate and shopping cart abandonment
- Increase conversion rate, buyer confidence and repeat customers

## SOLUTION

- Norton Shopping Guarantee
- Symantec™ Extended Validation (EV) SSL Certificate

In 2005, Rob Conley was a 23-year-old college student in Michigan who loved to cook and sample exotic tastes. Into his hands, a visiting exporter from Australia placed 40 vanilla beans from Papua, New Guinea.

Their scent and flavor were incredible, and Rob was intrigued. He learned that vanilla was the world's most popular flavor, but a single, dried up bean at the grocery store could cost \$12. Why was it so hard to find quality beans that were affordable?

Rob created his own website, ordered five pounds of vanilla from the trader, and started to sell his beans online. Over the next 10 years, like the proverbial Jack and the Beanstalk, he turned a fistful of beans into a \$3-million-dollar business with 12 employees.

Today, Beanilla.com is bursting at the seams in an 8,000 square-foot warehouse that it shares with SpiceJungle.com, a site Rob launched last year as a source for over 500 exotic and hard-to-find culinary ingredients imported from all corners of the world.

"Customers are literally eating it up," Rob says. "But when prospects arrive for the first time on our two sites, there's a period of about three seconds in which they decide how much to trust the online stores. I want to provide the safest, most secure shopping experience possible.

**“We found that putting the Norton Shopping Guarantee seal on the bottom corner of each page and a conversion banner next to each ‘Add to Cart’ button caused a 6.3 percent uplift in the conversion of shoppers to buyers.”**

## Rob Conley

Founder and CEO

[Beanilla.com](http://Beanilla.com) and [SpiceJungle.com](http://SpiceJungle.com)

“I truly appreciate the extra level of security that was provided with Norton Shopping Guarantee through Beanilla. It makes shopping online a lot less stressful.”

#### Customer of Beanilla.com

That's why I chose Symantec Extended Validation (EV) SSL certificates. The padlock and green strip in the address bar give our customers confidence that our business is safe to buy from.”

Rob switched to Symantec EV SSL certificates from GlobalSign SSL and experienced a **1.63 percent increase in conversion**. “We wanted to invest in the security of our website,” he says. The Symantec EV certificates include an automated vulnerability assessment and daily malware scan from Symantec. “That gives us extra peace of mind,” Rob notes.

#### Converting 6.3 percent more buyers

Rob discovered Norton Shopping Guarantee, which provides shoppers with \$10,000 in identify theft protection, a \$1,000 purchase guarantee and a \$100 lowest-price guarantee. “We found that putting the Norton Shopping Guarantee seal on the bottom corner of each page and a conversion banner next to each ‘Add to Cart’ button drove a **6.3 percent uplift in the conversion of shoppers to buyers**,” Rob says. “Our average order value also increased by 3.5 percent. The overall result is a projected near-six-figure annual revenue boost. Choosing to stay with the Norton Shopping Guarantee was a no-brainer decision.”

Another benefit was the impact on returning customers. “After implementing Norton Shopping Guarantee, we found a **6.54 percent increase in the average number of conversions from repeat buyers** along with a **4.23 percent increased average order value**. This accounts for an **11 percent increase in revenue generated** from repeat business. We believe that by providing our customers with the free benefits from Norton Shopping Guarantee, we are increasing both buyer confidence and customer satisfaction, and our customers are more likely to shop with us again and again.”

#### Hearing from happy customers

The biggest surprise for Rob and his team was the volume of positive customer comments about the shopper guarantees. After customers make a purchase, they get an email thanking them and explaining how to file claims if needed. The email notes that the program is free to customers and sponsored by Beanilla or SpiceJungle. A button is included in the email so customers can send a thank you message to the merchant.

With about 70 comments coming in per month, the team is gaining valuable insights on how Norton Shopping Guarantee is increasing customer satisfaction. “It’s heartening to see how many messages arrive each day”, Rob says. One customer wrote “I truly appreciate the extra level of security that was provided with Norton Shopping Guarantee through Beanilla. It makes shopping online a lot less stressful.” Another wrote “Thank you. I have been reluctant lately to do any online shopping. This really makes me feel more secure.”

Norton Shopping Guarantee provides merchants with call center support if customers have questions about the guarantees. “My customer support team is busy handling questions about vanilla and spices,” Rob shared. “They don’t have time to talk about the guarantees and be articulate about them the way the Norton Shopping Guarantee customer service team can. I don’t have to expand my customer service team. You implement this program, and it just runs itself. The thank-you notes we get each day are the best way to know it’s a good program. I know they will be customers for life.”

To learn more, please contact your local Symantec Sales Representative or visit: [www.nortonshoppingguarantee.com](http://www.nortonshoppingguarantee.com)

You can also check out Norton Shopping Guarantee on [YouTube](#).

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#### Why is vanilla expensive?

- Vanilla is the second most expensive spice, after saffron.
- Like saffron, cultivating vanilla is extremely labor-intensive.
- Vanilla beans are the fruit of an orchid (*Vanilla planifolia*).
- Vanilla is grown commercially in just a handful of places around the world.
- The plants don’t start producing vanilla beans until after 3 years.
- The flowers must be carefully hand-pollinated within 12-hours of blooming.
- After harvesting, the vanilla bean curing process takes around 3 months.

