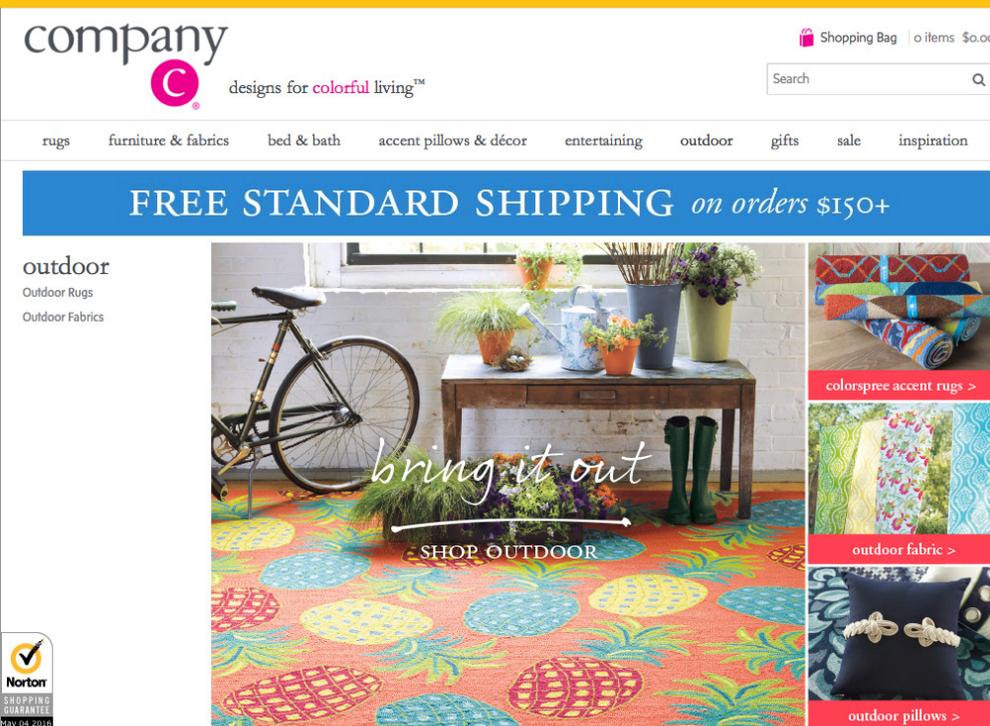
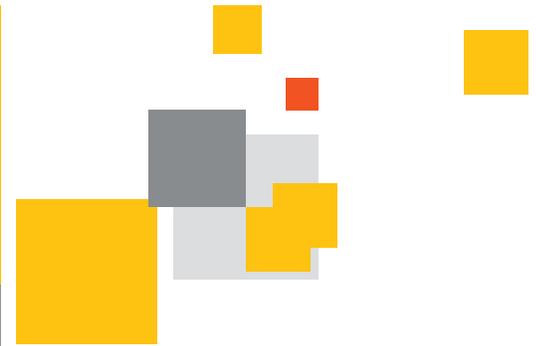




BENEFITS

- **10.9%** lift in converting shoppers into buyers
- **80%** of customers said free guarantees made them feel more confident in purchase
- **68%** said they were more likely to shop at the site again



ORGANIZATION PROFILE

Site: www.CompanyC.com
Industry: Home and Furnishings
Headquarters: Concord, New Hampshire
Employees: <100
eCommerce Platform: Kibo

KEY CHALLENGES

- Reduce bounce rate and shopping cart abandonment
- Boost conversion rate by addressing shopper concerns about price and online shopping
- Improve retention rate and customer loyalty

SOLUTION

- Norton Shopping Guarantee

A splash of something new

What site puts you just a click away from more colorful living? The website of Company C lets you play with possibilities: color and design are at the heart of everything they offer, including rugs, furniture, bed and bath essentials, and fabrics and accent pillows for inside and outside your home.

“We are known for our unique rugs—our handmade rugs are really vibrant, with lots of color and texture,” says Debbie Caamano, Web Marketing Manager for Company C. “Many of our customers live by the coast, so we offer lots of designs with blues.”

Company C is the namesake of founders Walter and Christine Chapin, a husband and wife team inspired by handcrafted, colorful textiles and the joy of creating exciting new designs. They have turned their passion into a growing retail and wholesale business.

“I would definitely recommend Norton Shopping Guarantee to any merchant. We saw a great impact when we launched the guarantees. I think it would be successful for any company.”

Debbie Caamano

Web Marketing Manager
 Company C

“Shopping cart abandonment can be an issue. So we thought customers would love the price guarantee and other added protection, and they do.”

Debbie Caamano

Web Marketing Manager
Company C

“Unique, colorful and textural designs set us apart from our competition, and we encourage our customers to take some risks with new color combinations,” says Debbie. “We create a full lifestyle, with furniture made in the United States.”

Boosting conversion 10.9 percent

Customers don't mind taking a risk when choosing colors, but they're not comfortable purchasing from an unfamiliar site. “We wanted to add trust features to the site, and tried Norton Shopping Guarantee,” Debbie says. It provides shoppers with three guarantees: \$10,000 in identify theft protection, a \$1,000 purchase guarantee and a \$100 lowest-price guarantee, all at no additional cost.

Company C put a Norton Shopping Guarantee conversion banner next to each ‘Add to Shopping Bag’ button and a seal in the lower left corner of each page.

The screenshot shows a website checkout area. At the top, there are buttons for 'Contact Us', 'Print Page', and a prominent pink 'Add to Shopping Bag' button. Below these are links for 'Add to Wish List' and 'Tell a Friend'. Social media sharing options for Facebook (16 likes), Twitter, Pinterest, and YouTube (15 shares) are visible. The Norton Shopping Guarantee banner is positioned below the social media buttons. It features the Norton logo and the text 'SHOPPING GUARANTEE'. Below the logo, three guarantees are listed: 'ID Theft Protection', 'Purchase Guarantee', and 'Lowest Price Guarantee'. A yellow banner at the bottom of the screenshot contains the text: 'Rest your mouse on the Norton Shopping Guarantee conversion banner next to each “Add to Shopping Bag” button, and up comes a description of the three free shopper guarantees.'

“Installation was easy and seamless,” Debbie says. The guarantees also addressed an important concern. “We are a luxury brand with some of our product priced on the high end, so shopping cart abandonment can be an issue,” Debbie explains. “Customers would place product in their cart, but not continue. So we thought they would love the price guarantee and other added protection, and they do.”

“Norton Shopping Guarantee produced a 10.9 percent lift in converting shoppers into buyers, which we are really happy with,” Debbie adds. “And customers have sent us positive feedback in thank you notes. One wrote ‘Thank you for the Norton Guarantee. We appreciate the added security and peace of mind it gives us! We also appreciate the excellent customer service we receive from Company C.’”

In a survey of buyers, 80 percent told Company C that the free guarantees made them more confident in their purchase, with 68 percent stating they were more likely to shop at the site again.

“I would definitely recommend Norton Shopping Guarantee to any merchant,” Debbie says. “We saw a great impact when we launched the guarantees. I think it would be successful for any company.”

For more information

Please contact your local Symantec Sales Representative or visit:

www.nortonshoppingguarantee.com

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

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