

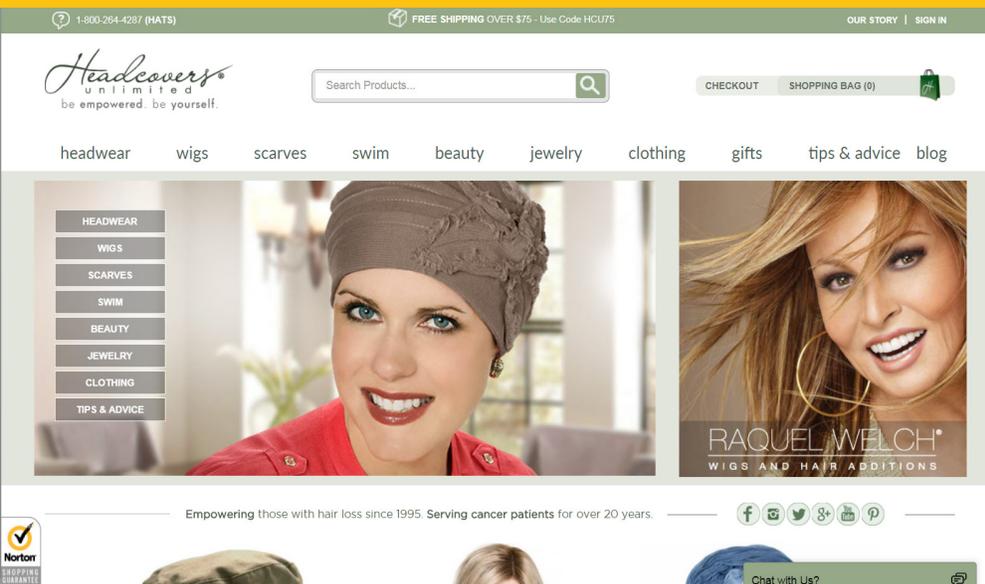
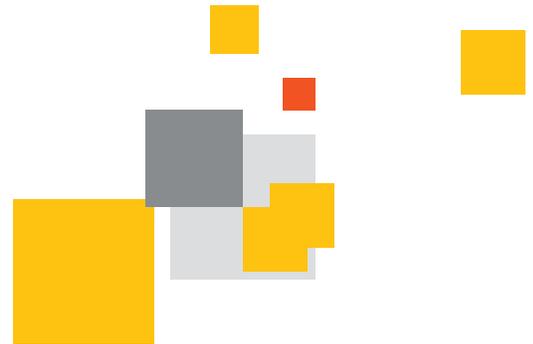
# Headcovers Unlimited, Inc

Headcovers.com wraps up an additional 8.6% Conversions with Norton™ Shopping Guarantee



## BENEFITS

- **8.6% Lift** in converting shoppers into buyers
- **Notable Increase** in monthly revenue
- **100% ROI** in 2 days
- **83% of buyers** feel more confident in making a purchase



## ORGANIZATION PROFILE

**Site:** [www.Headcovers.com](http://www.Headcovers.com)

**Specialty:** Designer Head Covers and Accessories

**Headquarters:** League City, Texas

**Employees:** <100

**eCommerce Platform:** Magento

## KEY CHALLENGES

- Increase shopper confidence
- Increase conversion rate

## SOLUTION

- Norton Shopping Guarantee

**“Nobody can make you feel inferior without your consent.”**

-Eleanor Roosevelt

The idea behind Headcovers.com was born during a search for products that cover the head. Founder Carol Galland was battling breast cancer and wanted something comfortable and flattering to mask her hair loss. Unfortunately, she found nothing suitable or dignifying, even though she had many contacts and resources in the hairstylist industry. This was a demoralizing experience to suffer through. She wanted to save others from going through the same degrading ordeal and began her mission to provide comfort to cancer patients and other individuals who experience hair loss.

Keith Yates, Vice President of Headcovers.com, says that their “personal connection continues to drive the business today. It touches so many people’s lives personally. And the high quality and design of the products keep them coming back.” Headcovers.com continues to create comfortable head coverings that are flattering and stylish. All items are inspired by the latest fashion trends and completely cover the head so wearers can feel confident and beautiful.

**“We want our customers to feel confident and protected when purchasing from us. And Norton Shopping Guarantee aligns with our mission to provide comfort.”**

**Keith Yates**

Vice President  
Headcovers.com

“Norton Shopping Guarantee aligns with our mission by allowing us to provide comfort through the entire shopping process.”

#### Keith Yates

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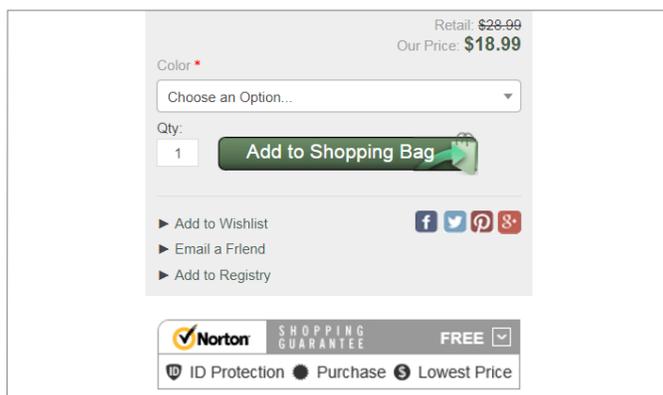
Because their products are needed for a specific purpose during difficult times in people's lives, Keith admits that Headcovers.com will not become a household brand. However, they still want shoppers to feel as confident as if they were a big named brand. “We want our customers to feel confident and protected when purchasing from us. And Norton Shopping Guarantee aligns with our mission to provide comfort.”

#### Converting 8.6% more Shoppers into Buyers

With a “fairly effortless” integration, Headcovers.com added 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, to the site. “The installation had no issues, and the A/B test helped to build our confidence in the benefits of Norton Shopping Guarantee,” states Keith. With graphics placed in the corner of every page and near every “Add to Shopping Bag” button, Headcovers.com saw an 8.6% lift in their conversion rate that assured them of the value.

#### Customer Experience

After seeing the reviews from customers regarding Norton Shopping Guarantee, Headcovers.com was satisfied that the program built



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

confidence and was working well. 83% of customers who answered a survey regarding Norton Shopping Guarantee said that it provided them with confidence and made them want to shop again. Also, many customers wrote quick thank you notes. A few of the emails are below.

- “Thank you for making my purchase run smoothly and with confidence!”
- “Thank you for this additional reason why we shop headcovers.com. Quality products, reasonable prices, excellent customer service, and the Norton Shopping Guarantee. We will continue to shop with you.”
- “Your insurance guarantee is an excellent idea for customer like me. It makes you feel safe and secure, as well as an incentive”
- “I really appreciate this guarantee!”
- “It’s refreshing to shop online and know you’re in secure. When I saw the Norton Shopping Guarantee, my anxious thoughts quickly banished, knowing that I’ll be protected. Thanks for thinking about your customers! God bless and more power!”

Headcovers.com achieves their mission to provide comfort to cancer patients and others experiencing hair loss through the products they offer while Norton Shopping Guarantee makes customers feel secure and protected when purchasing. Keith explains that “Norton Shopping Guarantee aligns with our mission by allowing us to provide comfort throughout the entire shopping process.”

With this extra reassurance in place, Headcovers.com will continue to add new lines of products based on the needs and requests of their customers, including eyelashes, eyebrows, scarves, and cosmetics, as well as their own line of wigs. Those who suffer from hair loss continue to regain a sense of self in the products of Headcovers.com.

For more information, call 1-855-658-2760, option 1 or email [CustomerSupport@NortonShoppingGuarantee.com](mailto:CustomerSupport@NortonShoppingGuarantee.com)

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

#### Norton Shopping Guarantee

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