

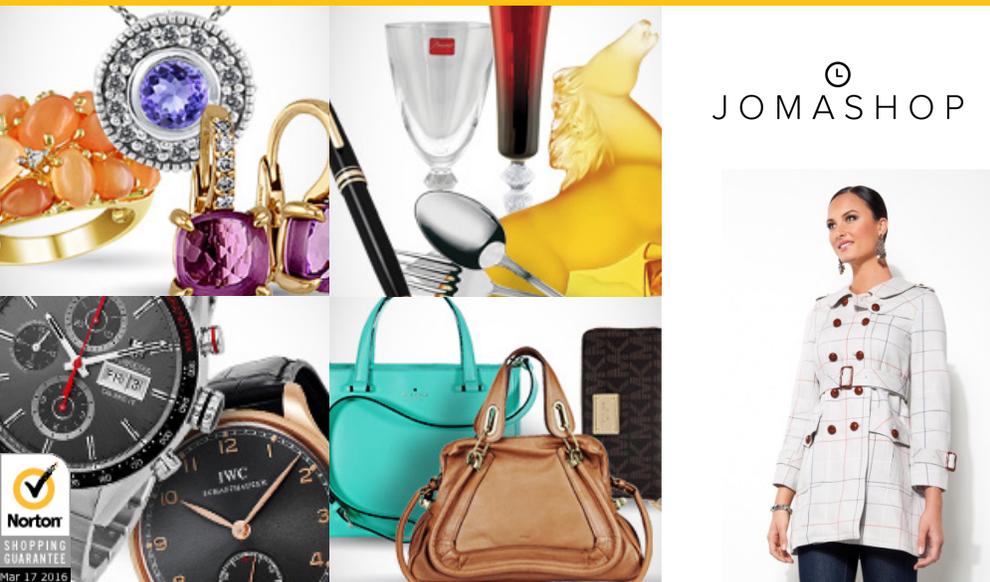
Jomashop

Jomashop Lifts Conversion 12.2 Percent with Norton Shopping Guarantee



BENEFITS

- **12.2% lift** in converting shoppers into buyers
- **83.8% of buyers** - more confident in purchase
- **84.3% of buyers** - more likely to shop at store again
- **Many customer thank you notes** received each month



ORGANIZATION PROFILE

Site: www.jomashop.com

Industry: Luxury Accessories, Apparel and Fine Gifts

Headquarters: Brooklyn, New York

eCommerce Platform: Magento Enterprise

KEY CHALLENGES

- Increase conversion rate, buyer confidence, and repeat customers

SOLUTION

- Norton Shopping Guarantee

Leveling the playing field

Almost every online retailer knows the challenge described by Osher Karnowsky, the general manager of Jomashop, a destination for luxury goods: “We go up against the likes of Amazon eBay, and Overstock, who spend millions in advertising, and everybody’s heard of them,” he says. “Why should someone buy from us instead of from them? How do customers know us and trust us?”

Jomashop started as a mail-order catalog in 1987 and became primarily a luxury watch site in 1999. It is now ranked by Internet Retailer as the 161st largest online retail site. What helps it grow? “Our motto is to give the customer brand names at a discounted price,” Osher says. “Whether you’re looking for a \$75 Fossil or a \$75,000 Audemars Piguet watch, we have something for you.”

Before customers study the details, however, their first response is skepticism. “They’re thinking ‘Who are you, and why should I trust you?’” Osher says.

“With Norton Shopping Guarantee, we converted 12.2 percent more shoppers into buyers. We were pleasantly surprised to feel and see the true value of Norton. We had been using other third-party guarantees, but Norton is more of a household name, synonymous with security. We expected a bump, but not this big.”

Osher Karnowsky

General Manager

Jomashop

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Converting 12.2 percent more buyers

To build trust, Jomashop tried Norton Shopping Guarantee, which provides shoppers with \$10,000 in identify theft protection, a \$1,000 purchase guarantee and a \$100 lowest-price guarantee, all free to shoppers. The Jomashop team put a Norton Shopping Guarantee badge on the bottom left corner of each page, and a conversion banner next to each ‘Buy Now’ button.

The screenshot shows a product page layout. At the top left is a black 'BUY NOW' button. Below it, the text 'IN STOCK. FREE SHIPPING' is displayed. To the right is an 'Add to Compare' button. Below the shipping text are social media icons for Facebook, Twitter, Pinterest, and Email. In the center, there are three watch images under the heading 'More choices:'. On the right side, a Norton Shopping Guarantee badge is visible, which is a conversion banner. The banner lists three guarantees: '\$10,000 ID Theft Protection' (Comprehensive financial coverage), '\$1,000 Purchase Guarantee' (Total peace of mind with your purchase), and '\$100 Lowest Price Guarantee' (Store price drops, we pay the difference, restrictions apply). Below the banner, a yellow text box reads: 'Rest your mouse on the Norton Shopping Guarantee conversion banner next to each “Buy Now” button, and up comes a description of the three free shopper guarantees.'

“With Norton Shopping Guarantee, we converted 12.2 percent more shoppers into buyers,” Osher says. “We were pleasantly surprised to see the true value of Norton. We had been using other third-party guarantees, but Norton is more of a household name, synonymous with security. That makes a customer feel more secure. We expected a bump, but not this big.”

Trust helps level the field against giants, Osher says. “New customers may not have heard of Jomashop, but they can rest assured that Norton will back them should any problem come up,” he explains. “And the Norton price guarantee helps, because people know that prices are volatile. The three guarantees together are a strong factor in closing the sale.”

In a post-sales survey, 84 percent of Jomashop buyers said the free guarantees helped them feel more confident, and 84 percent were more likely to shop again because of the guarantees. In the first year, many customers sent Jomashop a note thanking them for the extra layer of protection, and the notes say it all: “This is fantastic, and it’s nice to have an extra sense of security,” said one. Wrote another: “It makes one feel better knowing it is not a replica or fake.” A third said: “I really appreciate the outstanding service and the added guarantee of safety.”

Jomashop tests new tactics almost weekly. “We recently moved onto the Magento platform, and it was a huge boost,” says Osher. “We now sell worldwide—any country you’ve heard of and some I can’t even spell. We sell high-end items, and I’m sure some customers are skeptical. Norton puts them into a comfort zone that says ‘hey, go ahead, take the plunge. If something were to happen, Norton will be there to back you up.’”

For more information, call 1-855-822-2827 or visit:
<http://www.nortonshoppingguarantee.com/merchants>

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

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