

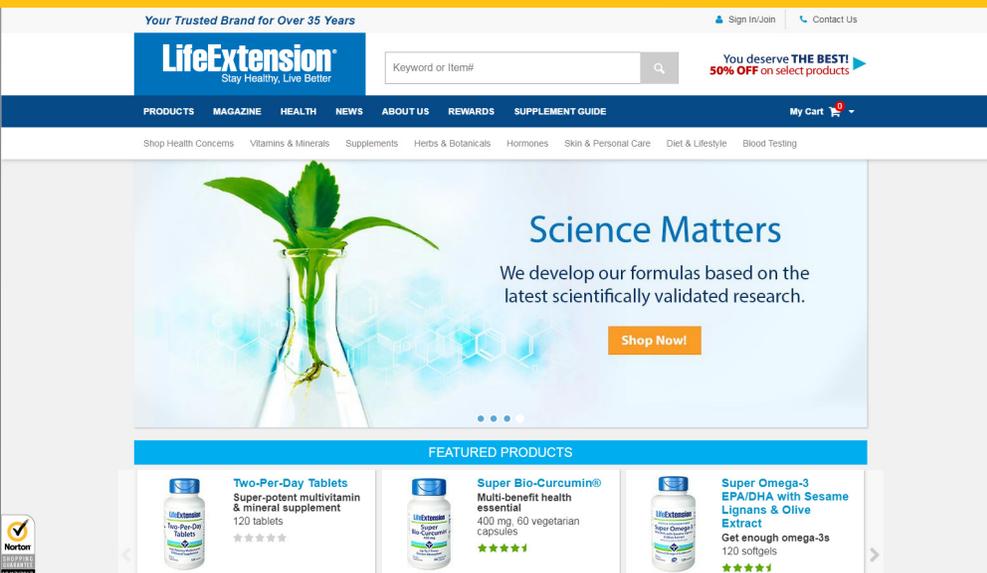
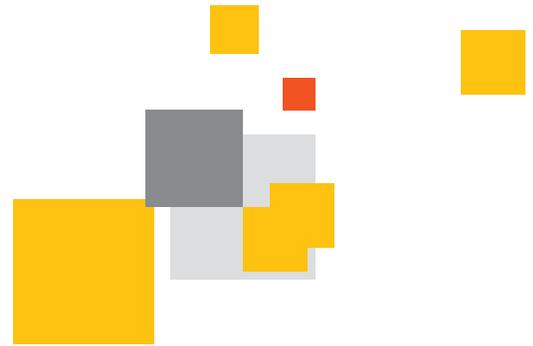
Life Extension

Life Extension supplements an additional 11.2% in Conversions with Norton™ Shopping Guarantee



BENEFITS

- **11.2% Lift** in converting shoppers into buyers
- **100% ROI** in less than 1 day
- **82.3% of buyers** feel more confident in making a purchase
- **81.9% of buyers** are more likely to shop at the store again



ORGANIZATION PROFILE

Site: www.LifeExtension.com
Specialty: Dietary Supplements and Vitamins
Headquarters: Fort Lauderdale, FL
Employees: >100
eCommerce Platform: Sitecore

KEY CHALLENGES

- Increase shopper confidence and trust
- Increase conversion rate

SOLUTION

- Norton Shopping Guarantee

“It is health that is real wealth and not pieces of gold and silver.”

-Mahatma Gandhi

For more than 35 years, Life Extension has supplied consumers with a large selection of high quality vitamins and supplements in pursuit of human health and longevity. Motivated by a passion for knowledge and scientific advancement, research and development have been the driving forces of their unique formulas. An in-house science team creates the specialized formulas which allows Life Extension to produce their own supplements with the highest quality ingredients.

Gus Milla, eCommerce Manager of Life Extension, explains that “People who are serious about their health can see the quality of the products from the beginning. That, in combination with specialized supplements that aren’t easy to find, is what keeps our customers loyal to Life Extension.”

Though people generally know that diet and exercise play key roles in living a healthy life, getting the right type and amount of nutrients is not always easy. Life Extension is able to

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assist in building an effective and individualized supplement plan through the use of blood tests. They also publish their own magazine so customers can stay up to date with the latest medical research and findings, therapies, and treatments.

So why did this highly reputable and successful company decide to try Norton Shopping Guarantee? “We wanted to build on the trust our visitors have with our site and brand to ensure they felt complete confidence in buying from us regarding the purchasing process and the security of their information,” replied Gus. “We work to make our customers’ purchase decisions easier. This type of guarantee benefits our customer base and was the driver for implementing this solution.”

Converting 11.2% more Shoppers into Buyers

To see just how beneficial Norton Shopping Guarantee could be for their customers and business, Life Extension decided to provide their shoppers with \$10,000 in identity theft protection, a \$1,000 purchase guarantee, and a \$100 lowest price guarantee. After a seamless integration process that did not require any dedicated IT resources, an A/B test was conducted to quantify the impact of Norton Shopping Guarantee. Gus concluded that “the increase in the conversion rate demonstrates that trust has been taken to a higher level by Norton Shopping Guarantee. The proof is in the numbers!”



Super Omega-3 EPA/DHA with Sesame Lignans & Olive Extract

Get enough omega-3s
120 softgels
Item# 01982
Retail Price: \$32.00
Your Price: \$24.00 SAVE 25%

Select Multi-Unit Discount

Norton SHOPPING GUARANTEE

VIP AUTOSHIP **VIP AutoShip Price: \$17.05 | 46% Off** Get the lowest price & FREE Shipping

★★★★★
Read (237) Reviews
Write a Review

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

Customer Experience

Because Life Extension desires to continuously improve the customer experience, Gus was gratified by the reaction from their customers. “By the customer feedback, we can see that customers are appreciative of Norton Shopping Guarantee.” Over 80% of customers who answered a survey regarding Norton Shopping Guarantee said that the program provided them with confidence and made them want to shop again. And here are some of the comments Life Extension have received:

- “Thank you for additional protection at no cost. I’m a longtime LE purchaser and appreciate all LE does to support me as a Customer on multiple fronts.”
- “This is a wonderful service. Every retailer should use it. Many thanks.”
- “I feel more secure in my purchase with Norton standing behind it.”
- “The protection is an added benefit that keeps me coming back for more. Thank you, LE.”
- “Thank you for your constant concern for your customers. I guarantee that I will continue being a customer of Life Extension.”
- “Thank you Life Extension for the free Norton Shopping Guarantee. This is very important to me and makes me feel very comfortable with buying online with your company.”

As Life Extension continues to release new formulas and products on a weekly basis, they are excited to infuse the “Norton feel” into those items. Gus observed that “Norton Shopping Guarantee provides a sense of trust to the new products before customers are even able to write product reviews, and that helps us.” Trust is invaluable in any business and Life Extension is pleased to have enhanced the trust of their customers to a new level.

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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