

“We already knew the value Norton Shopping Guarantee brought to other websites and wanted to see if it would have the same impact on Allivet.com.”

Katie King  
Director of Ecommerce



## Allivet fetches an additional 4.1% in conversions with Norton Shopping Guarantee

For over 25 years, trust has been a prevalent theme in Allivet's business. As an established trusted partner to pet parents, Allivet.com provides quality pet pharmaceuticals at affordable prices while boasting a robust selection of over 6,000 pet medications, farm and ranch tools, veterinary supplies, and premium pet foods.

As a licensed pharmacy, Allivet products and facilities are regularly inspected to ensure the best of the best is supplied to their customers. Because of these rigorous standards, they have been awarded with a Vet-VIPPS certification of approval and FDA/EPA approval on every single product. Every business should strive for greatness. However, Allivet knows that not every business is responsible for taking care of your family members, so they go above and beyond for your pets.

Aside from Allivet's high standards of quality, “the prices are what obtain the customers and keep them coming back,” explains Katie King, Director of Ecommerce for Allivet.com. “In a game with many big players, being a low price provider helps set us apart.” This is verified by the vast majority of customer reviews that are price based.

### Company Profile

Site: [Allivet.com](https://www.allivet.com)

Specialty: Pet Medications and Veterinary Supplies

Headquarters: Hialeah, Florida Employees: <100

eCommerce Platform: connectedbusi-ness

### Key Challenges

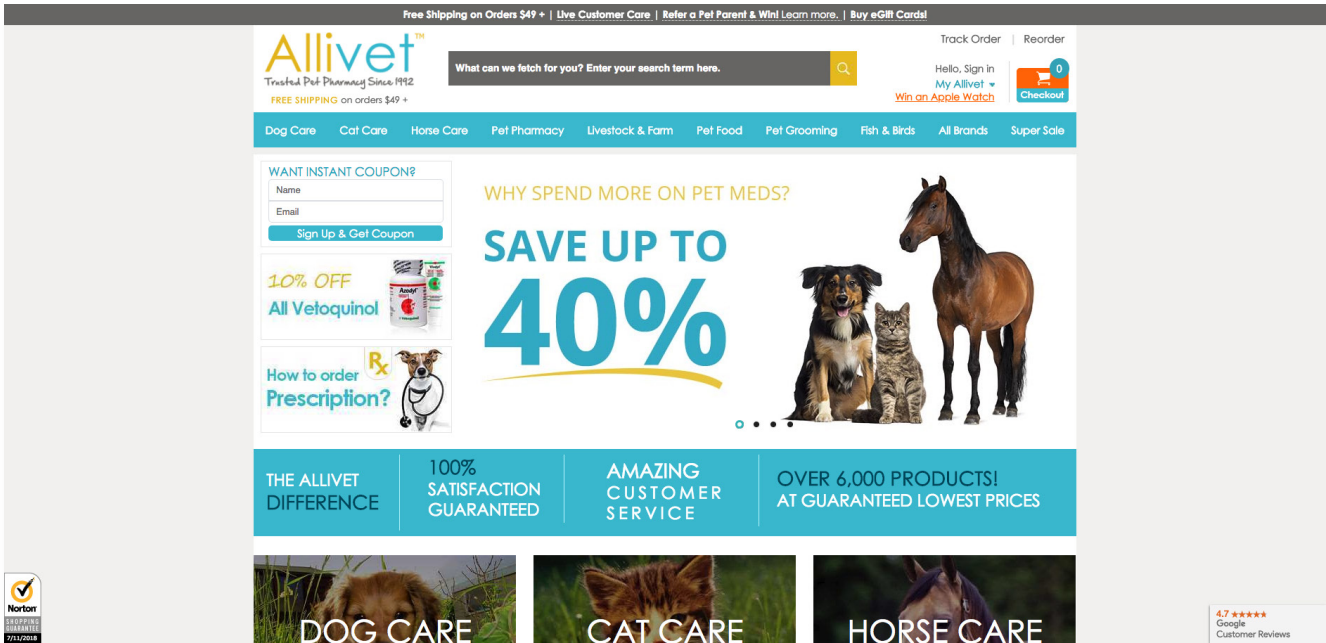
- Increase shopper confidence
- Increase conversion rate

### Benefits

- 4.1% Lift in converting shoppers into buyers
- Impactful Increase in monthly revenue
- 100% ROI in less than 1 day
- 78% of buyers feel more confident in making a purchase

### Solution

- Norton Shopping Guarantee



## Converting more Shoppers into Buyers

Allivet was interested in using Norton Shopping Guarantee because their CEO benefited from the program at another company. By leveraging the Norton brand with \$10,000 in identity theft protection, a \$1,000 purchase guarantee, and a \$100 lowest price guarantee, the company reaped positive results. "We already knew the value Norton Shopping Guarantee brought to other websites and wanted to see if it would have the same impact on Allivet.com," said Katie. So, Allivet completed the easy implementation and put Norton Shopping Guarantee to the test.

They were not surprised to find that it paid off with a 4.1% lift in their conversion rate. Allivet also switched over to the Symantec EVSSL which was included in the deal. Katie resolved that "Norton Shopping Guarantee and the Symantec EVSSL are good security features that our shoppers can trust in."

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## Happy Customers Are Returning Customers

Allivet customers have been happy to give feedback regarding the addition of Norton Shopping Guarantee to the website. 78% of customers said they feel more confident in the purchase process and are also more likely to shop there again. Many customers wrote thank you emails to express their appreciation further: protection, a \$1,000 purchase guarantee, and a \$100 lowest price guarantee, the company reaped positive results. "We already knew the value Norton Shopping Guarantee brought to other websites and wanted to see if it would have the same impact on Allivet.com," said Katie. So, Allivet completed the easy implementation and put Norton Shopping Guarantee to the test.

•"Wow! First order with your site and I'm impressed! Thanks for the service and protection!"

•"Thanks for partnering with Norton. It is a very good business move."

•"I appreciate the free guarantee...Makes your customers feel valued, as well as protected."

•"The product price was intriguing, but the shopping guarantee sealed the deal, since I can get it for a similar price at 2 other locations. This guarantee or protection for online purchases is much appreciated!"

•"I appreciate the extra precautions Allivet is taking with Norton to protect me... Thank you."

•"Thank you for the ease in ordering and knowing that it's guaranteed. I have been shopping with you a while and intend to continue."

Regardless of what is being shopped for, every consumer wants to feel like they are being taken care of throughout their buying journey. Now that Norton Shopping Guarantee has instilled more trust and confidence in shoppers, Allivet

can continue to focus their time and energy on providing the best prices and products to pet families.

### 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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