

Health Connection

Health Connections (AnActiveLife.com) is a leading reseller of healthcare equipment such as nebulizers and oxygen supplies.



COMPANY



ANACTIVELIFE.COM



INDUSTRY:
HEALTHCARE

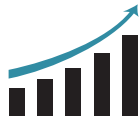


LOCATION:
LINCOLNSHIRE, ILLINOIS



E-COMMERCE PLATFORM:
VOLUSION

CHALLENGE



- Convert shoppers into buyers
- Build loyal customers
- Build online trust and confidence

SOLUTION

Norton Shopping Guarantee
Identity theft protection, purchase guarantee, lowest price guarantee deliver, on average:

+7% Higher conversion of shoppers to buyers*

+5% Increase in repeat buyers*

BUYER SURVEY



76% said the free guarantees helped them feel more confident in their purchases



78% said the free guarantees make them more likely to shop at the site again

For more information:

Call 1-855-822-2827 or visit:
www.nortonshoppingguarantee.com/merchants

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

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“Data showed that Norton Shopping Guarantee helped turn many new customers into repeat buyers. And we were surprised by how many customers thanked us for the guarantees.”

Amit Aggarwal, President, Health Connection (AnActiveLife.com)

*Average percent increase in conversion and repeat buyers as measured by A/B split tests during trial periods with current customers