Trust or bust:

How to make summertime shoppers feel safe
online and boost your sales at the same time

#1 consumer complaint

The Federal Trade Commission reported over 332,000 consumer complaints due to identity theft, making it the top complaint in 2014. And more than 550,000,000 identities were exposed in 2013 due to data breaches.

No wonder consumers still get a shiver of anxiety when they shop online. In fact, people abandon more than two-thirds (70%) of online purchases due to a lack of trust.

This white paper explains the reasons behind consumer anxiety and best practices on how you can earn their trust and business.

To help alleviate online shopper anxiety, e-commerce businesses need to do everything they can to protect their privacy and earn their trust.

Behind the convenience and pleasure of online shopping lurk some unpleasant truths that haunt people's purchase decisions. According to a Princeton Survey poll, nearly 24% of Americans stopped buying online because of data breaches and another 56% reduced the number of sites they use. According to Symantec research, one in eight legitimate websites has a critical vulnerability and 38% of mobile users have experienced cybercrime in the past 12 months. This is bad news for e-commerce companies.

In addition to consumers, criminals have targeted retailers directly. For example, Home Depot suffered a data breach affecting 56 million credit card numbers. Smaller firms are not immune. More than 80% of card data compromises investigated by Visa affect merchants that process fewer than 20,000 transactions a year. These privacy and security problems affect people's willingness to buy online.

Trust or bust.

Trust is profitable

Consumers' growing anxiety about online shopping threatens the industry's growth.

On the other hand, there is an upside. If online merchants send the right trust signals, take security seriously and reassure shoppers, they can:

- Differentiate themselves from less-trustworthy competitors
- Drive higher online conversion
- Reduce shopping cart abandonment
- Increase repeat purchases

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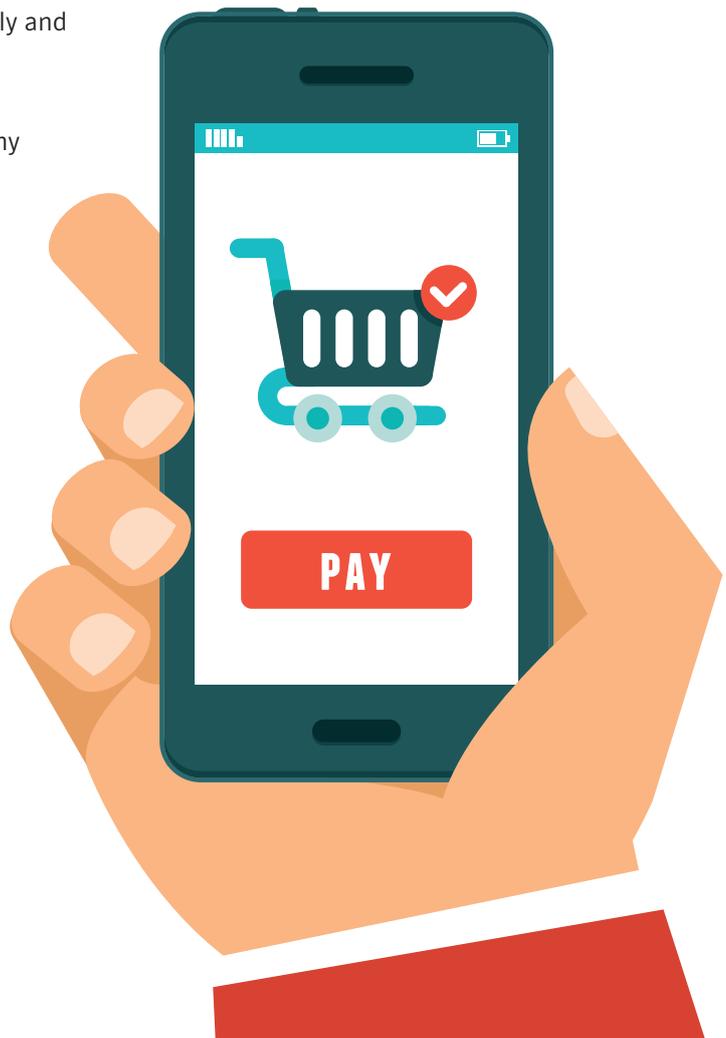
Best practices for building trust

But how do merchants achieve these results? There are a range of tried-and-tested best practices to consider. They include the following:

Best Practice	What merchants do	What shoppers see	Why it matters
Always use SSL certificates	Buy and install certificates from a reputable Certificate Authority such as Symantec for maximum security. Make sure you don't let certificates expire. Consider using 'always-on' SSL across your whole site.	The SSL 'padlock'	With almost every site protected by a certificate, you can't afford not to have one. In a US online consumer study, 91% of respondents will not continue if they see a warning page indicating the absence of a secure connection.
Use Extended Validation SSL certificates	Go through additional steps when you buy an SSL certificate to authenticate your business more fully.	Typically, a green bar containing the name of the company above the page, proving the authenticity of the site.	With so many phishing sites, proving that you are who you say you are goes a long way to reassuring consumers. It also differentiates your site from businesses who do not give customers this extra level of confidence.
Display trust marks	Add recognizable trust marks, such as the Norton Secured Seal, to your site, especially in the checkout area. Choose a seal that comes with site malware and vulnerability scans for extra reassurance.	Customers see a reassuring logo that tells them the site is encrypted, verified and (in some cases) scanned. They can click on the logo for more information.	Trust marks reassure consumers. Research by Baymard found that most online shoppers feel secure when they see the Norton Secured Seal.
Provide clear policies, contact and security information	Trustworthy sites have good customer support, a real presence in the world with phone numbers, addresses and support personnel. They have clear policies about privacy and security.	Contact information, a real address, sensible security advice and other clues that this is a company that respects and values its customers.	22% of customers who abandoned their shopping cart did so because they couldn't find customer support contact information and 21% did so because of security concerns.

Norton Shopping Guarantee

Another best-practice to build trust is Norton Shopping Guarantee.

Norton Shopping Guarantee addresses online shoppers' concerns about identity theft, merchant reliability and getting the best price.

Shopper benefits

Customers who purchase from a site with Norton Shopping Guarantee buy with greater confidence thanks to three money-back guarantees:

- **$10,000 Identity Theft Protection** – In the event of identity theft, the Norton Shopping Guarantee provides access to resources and services that help online buyers protect, prevent, and restore their identity and reputation. Expenses will be reimbursed for things like attorney fees, removing criminal or civil judgments and credit report disputes. The 30-day service is provided to customers regardless of where their identity is stolen, at the site where they received the guarantee, or at a different online or even brick-and-mortar store.

- **$1,000 Purchase Guarantee** – reinforces a company's commitment to providing a great purchase experience and acts as a second line of defense with troubled customers, giving them another outlet to resolve a problem without resorting to a chargeback or negative reviews in social media.

- **$100 Lowest Price Guarantee** – pays customers who file a claim the difference between the price they paid at a website and the current price, at no additional cost to the merchant.

Merchant benefits

Norton Shopping Guarantee is good for businesses as well as for customers. It helps merchants achieve their revenue goals by:

- **Increasing repeat business**. 75% of buyers say that the presence of the Norton Shopping Guarantee seal makes them more likely to shop at that store again, and merchants have seen a 5% average increase in repeat buyers*. They are also more likely to share their positive experience with others via social channels and positive ratings and reviews.

- **Increased conversion rates and higher average order values.** Consumers value third-party endorsements from a trusted brand like Symantec and are likely to buy more and higher-priced items when they see the Norton Shopping Guarantee seal. Merchants have seen increases in conversion to be as high as 7%*.

- **Fewer returns and chargebacks.** Adding Norton Shopping Guarantee to the buying experience reduces buyer's remorse and anxiety about receiving the product, as well as the risk of chargebacks and returns. Plus, when there is a problem, Norton Shopping Guarantee takes care of everything, saving businesses time and money.

Norton Shopping Guarantee comes with a guarantee of its own. Merchants will see a 20X return on investment. That's $20 in new revenue for every $1 spent. To prove this claim, qualifying companies are invited to conduct a free 30-day trial. It takes less than an hour to install the Norton Shopping Guarantee seal on a site and two to four weeks to reach a stable and significant read on results.

Building trust is the difference between a summer fling and a lifelong romance. Make e-commerce in 2015 a 'summer of love' by showing your commitment to customer privacy, shopper confidence and consumer support with Norton Shopping Guarantee.

To learn more about a FREE 30-day trial, call us at 1-855-822-2827.

To request a free demo or learn more, visit us online.

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

For inquiries on Norton Shopping Guarantee
1-855-822-2827
www.nortonshoppingguarantee.com/merchants
hello@nortonshoppingguarantee.com

DigiCert, Inc.
2801 North Thanksgiving Way
Suite 500
Lehi, Utah 84043
www.digicert.com