



SHOPPING  
GUARANTEE



### NamasteVapes puffs up an additional 3.7% in revenue per session with Norton Shopping Guarantee

NamasteVapes is the largest online vaporizer retailer in the world. Offering an expansive array of mobile and desktop vaporizers in over 15 countries, NamasteVapes prides themselves on their careful process of selecting inventory. They ensure quality and performance in every product they sell.

Even with their widespread success, NamasteVapes continues to emphasize the fundamental importance of customer service in their business. They make the purchase easy, the delivery and fulfillment smooth, and the post-sales experience helpful. To support their customers all across the globe, NamasteVapes has a fully staffed sales and customer service team trained in eight languages. Additionally, they promise to price match or beat any competitors offering the same product in any of their many regions.

Josh Neilly, the SEO Director of NamasteVapes, said that “when it comes down to it, it doesn’t matter how big you are, it’s the way you treat your customers that results in returning business.”

**“It’s very clear that Norton Shopping Guarantee works, and it has complimented every call to action on our websites. It was a no brainer to continue to use the program.”**

Josh Neilly, SEO Director at NamasteVapes

## COMPANY PROFILE

**Site:** [www.namastevaporizers.co.uk](http://www.namastevaporizers.co.uk) and [www.namastevaporizers.com](http://www.namastevaporizers.com)

**Specialty:** Vaporizers & Accessories

**Headquarters:** New Romney, UK

**Employees:** <50

**eCommerce Platform:** Shopify

## KEY CHALLENGES

- Increase shopper trust and confidence
- Increase conversion rate

## SOLUTION

- Norton Shopping Guarantee

## BENEFITS

- 3.7% lift in revenue per session
- 100% ROI in less than one day
- 75% buyers feel more confident when making a purchase
- 77% of buyers are more likely to shop at the store again



### Converting an Additional 3.7% of Revenue per Session

With a strong customer focused ideology, NamasteVapes wanted to find a way to instill more confidence in their global shoppers. Every ecommerce platform is susceptible to online security risks, and shoppers are aware of this. NamasteVapes decided it was best to address this issue head-on with Norton Shopping Guarantee, a program that offers shoppers \$10,000 in identity theft protection, a \$1,000 purchase guarantee, and a \$100 lowest price guarantee at no additional cost.

Josh recalled their initial desire for increased customer protection, saying "We were looking for a way to provide a greater sense of security to our websites. We really wanted to give our customers the assurance they could trust shopping with us and that serving their best interests was our primary goal. That's when we decided to try Norton Shopping Guarantee."

After a simple installation on the Shopify platform, A/B tests were conducted on the websites. The results revealed that Norton Shopping Guarantee had provided the expected positive impact. With an increase of 3.7% in revenue per session and a reasonable price point, NamasteVapes was able to obtain a 20:1 return on investment. "It's very clear that Norton Shopping Guarantee works, and it has complemented every call to action on our websites. It was a no brainer to continue to use the program," said Josh.

### Happy Customers are Returning Customers

The A/B results proved that NamasteVapes benefited from Norton Shopping Guarantee, but they also wanted to know their customers opinions on the program. Since Norton Shopping Guarantee asks for feedback, NamasteVapes was able to easily find out. 75% of customers who provided

feedback said Norton Shopping Guarantee made them feel more confident, and 77% said they would return to purchase again because of it. Furthermore, NamasteVapes continues to receive thank you emails regarding Norton Shopping Guarantee.

*"That's great to have peace of mind while shopping for my purchase. Really, thanks a lot."*

*"It appears you are taking all necessary measures to insure online purchasing safety. As a victim of fraud, I greatly appreciate this!"*

*"Very nice touch. That's what you call a customer loyalty reward. Thanks."*

*"Thank you! I really appreciate your efforts to keep things secure."*

Josh summed up the worth of Norton Shopping Guarantee by saying, "The value is unquestionable. Norton is a well-known brand that even I have used in other capacities and developed a trust for. So a shopping guarantee from Norton was exactly what our online stores needed. And the fact that Norton Shopping Guarantee delivered on all its promises was icing on the cake."

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Josh Neilly, SEO Director at NamasteVapes

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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](#).

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