



A woman needs ropes and ropes of pearls.

Coco Chanel

Pearls of Joy strings up an additional **4.1% lift in conversions**

Pearls of Joy is one of the world's premier high end jewelry companies that specializes in pearls. It all started when the founder, Kevin Canning, flew to Asia in 2003 and discovered some of the most beautiful pearls in the world at local pearl farms. Knowing there was an untapped market for high quality pearls back home, Kevin started forming what became the Pearls of Joy we know today.

Pearls of Joy is so unique because of its direct-to-consumer business model. The pearls are bought straight from the source, turned into jewelry, and then sold directly to consumers on PearlsOfJoy.com. Skipping the traditional retail channels and showrooms allows Kevin to keep his own costs low which he then transfers to shoppers, providing savings of 50-80%.

PearlsOfJoy.com is a successful brand and business, but it took years of years of hard work to get it there. "When dealing in high end products, there's always a risk in selling direct to consumers. Because prices are cheaper than traditional jewelry stores, it can be difficult to provide trust. Items are cheaper because of the process, not because of the quality."

Kevin also works hard to educate consumers about pearls. He co-founded [Pearl-Guide.com](#) (the world's largest pearl information source), helped develop the [CPAA pearl specialist course](#), and provides additional information via a blog and videos. "It's no longer good enough to tell your customers they should trust you. You need to earn it," said Kevin.



Company Profile

Site: [PearlsOfJoy.com](#)

Specialty: Pearl Jewelry

Headquarters: Los Angeles, CA

Employees: <100

eCommerce Platform: 3dcart

Key Challenges

- Increase shopper trust and confidence
- Increase conversion rates

Solution

[Norton Shopping Guarantee](#)

Benefits

- 4.1% lift in converting shoppers into buyers
- 100% return on investment in a day
- 100% of buyers feel more confident when making a purchase
- 93% of buyers are more likely to shop at the store again

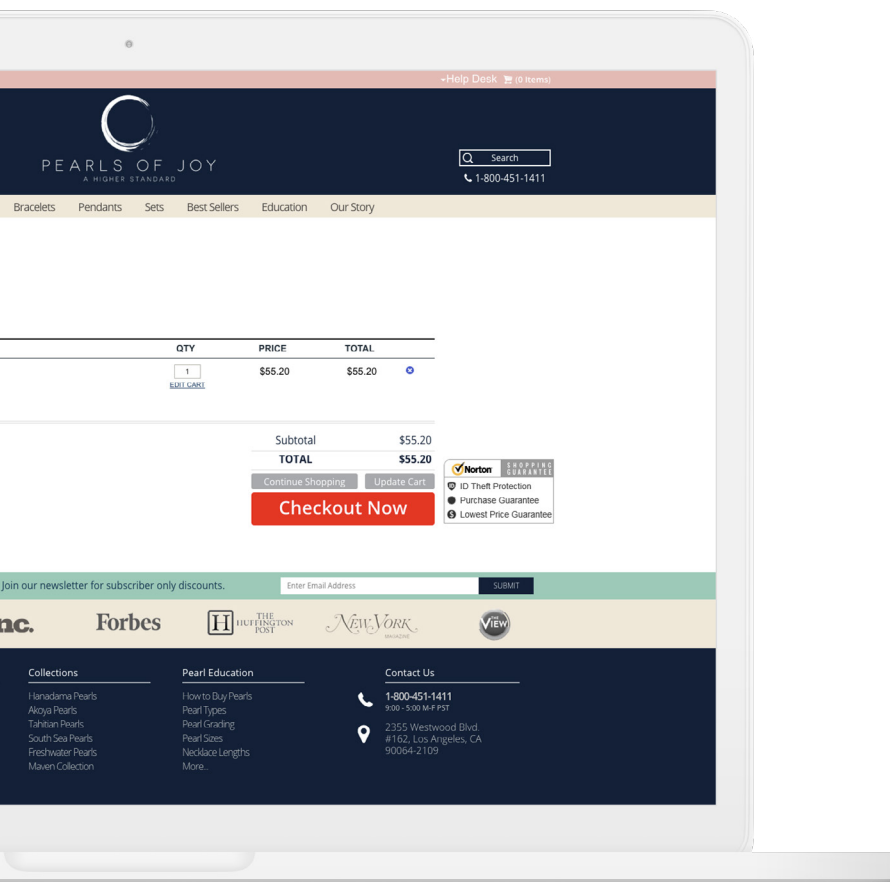
Converting 4.1% More Shoppers Into Buyers

With trust being such an important factor in the jewelry industry, Kevin decided to add Norton Shopping Guarantee to PearlsOfJoy.com. "Norton is about as well branded in trust and security as you can find. And Norton Shopping Guarantee helps make people feel safe when buying jewelry online," said Kevin. While dealing with the trials and tribulations of building a brand, Norton Shopping Guarantee has helped to increase trust by providing \$10,000 in identity theft protection, a \$1,000 purchase guarantee, and a \$100 lowest price guarantee at no additional cost to shoppers.

Kevin displays Norton Shopping Guarantee throughout the website to provide confidence and continuity. "Using

the graphics in places and areas where you're trying to get small commitments is really important. Adding an item to the cart is a micro commitment that leads to the bigger commitment of making a purchase. Having the graphics on every page and near the call to action buttons reduces friction, reinforces the guarantees, and keeps shoppers moving forward."

Since adopting Norton Shopping Guarantee, PearlsOfJoy.com has experienced a lift in its conversion rate of 4.1% (proven through A/B testing) as well as a quick return on investment. The average order value has also seen a healthy boost.



Norton is about as well branded in trust and security as you can find. And Norton Shopping Guarantee helps make people feel safe when buying jewelry online.

Kevin Canning
Founder



When we're doing everything right with our marketing and advertising, Norton Shopping Guarantee becomes a multiplier for us. We love having the recognizable brand of Norton on our website, showing our customers that they are safe with us as their jewelry provider.

Kevin Canning
Founder

Satisfied Customers **are for Life**

Kevin receives a lot of feedback from customers. Many are hesitant to buy online in general and find Norton Shopping Guarantee influential in their purchasing decisions. Norton Shopping Guarantee gives them peace of mind that they are safe in trusting PearlsOfJoy.com. In a survey, 100% of responders said that Norton Shopping Guarantee increased their confidence while shopping, and 93% said the guarantee makes them more likely to become a repeat buyer. Here are a few quotes from customers:

"Thank you so much for making it safe for me to make my purchase. Norton Shopping Guarantee did make a big difference in my decision to go ahead a purchase online."

"Thank you for the assurance of great purchase security and

customer service with Norton Shopping Guarantee."

"The Norton Guarantee gives me even more confidence in your being a reputable business, as this is my first time to order from you."

According to Kevin, "When we're doing everything right with our marketing and advertising, Norton Shopping Guarantee becomes a multiplier for us. We love having the recognizable brand of Norton on our website, showing our customers that they are safe with us as their jewelry provider." So this cost effective business has turned skeptic shoppers into trusting loyal buyers by earning their trust through education and Norton Shopping Guarantee.

Norton Shopping Guarantee

1621 N Kent St | Suite 706 | Arlington, VA 22209 USA
1 (855) 658 2760 | www.NortonShoppingGuarantee.com



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](#).

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