

To eat is a necessity, but to eat intelligently is an art.

La Rochefoucauld



Transparent Labs concocts an additional **5.1% lift in conversions**

Transparent Labs was founded in 2014 with the idea that nutritional supplements should be clearly labeled, tested, and natural — to put it simply: transparent. They are focused on providing the most effective and nutritional products available, and all their formulations are matched with clinical studies. They don't use artificial colors, sweeteners, flavors, or harmful additives. Every ingredient and dosage is provided with certificates of analysis, to show customers Transparent Labs cares about what goes into your body.

In this specific industry, many companies make marketing claims that aren't necessarily clear about the effectiveness and safety of their products. Transparent Labs wanted to change this. Not only do they show clearly what ingredients they use and the clinical studies to match, they also break down each ingredient and explain its purpose and benefit so you know why you're taking it. It's obvious that transparency is the overarching theme of the business, and building trust with their customers goes hand-in-hand.

Company Profile

Site: TransparentLabs.com

Specialty: Nutritional & Workout Supplements

Headquarters: Lindon, Utah

Employees: <1,000

eCommerce Platform: Shopify

Key Challenges

- Increase shopper trust and confidence
- Increase conversion rates

Solution

[Norton Shopping Guarantee](#)

Benefits

- 5.1% conversion lift
- 100% ROI in a day
- 82% of buyers feel more confident when making a purchase
- 83% of buyers are more likely to shop at the store again

Converting 5.1% More Shoppers Into Buyers

After learning about Norton Shopping Guarantee and what it offers, Transparent Labs saw no harm in doing an A/B test on their website to see how effective the trust seal and shopping guarantee would be on customers. Trevor Hiltbrand, owner of Transparent Labs, mentioned, "I was a little skeptical at first. I didn't think something like this could have a big impact, but I just decided to let the data make the decision." Results were noted very quickly, and Trevor discovered just how effective it was.

Streamlined with Transparent Lab's mission to be transparent and clear with their products, Norton Shopping Guarantee provides \$10,000 in identity

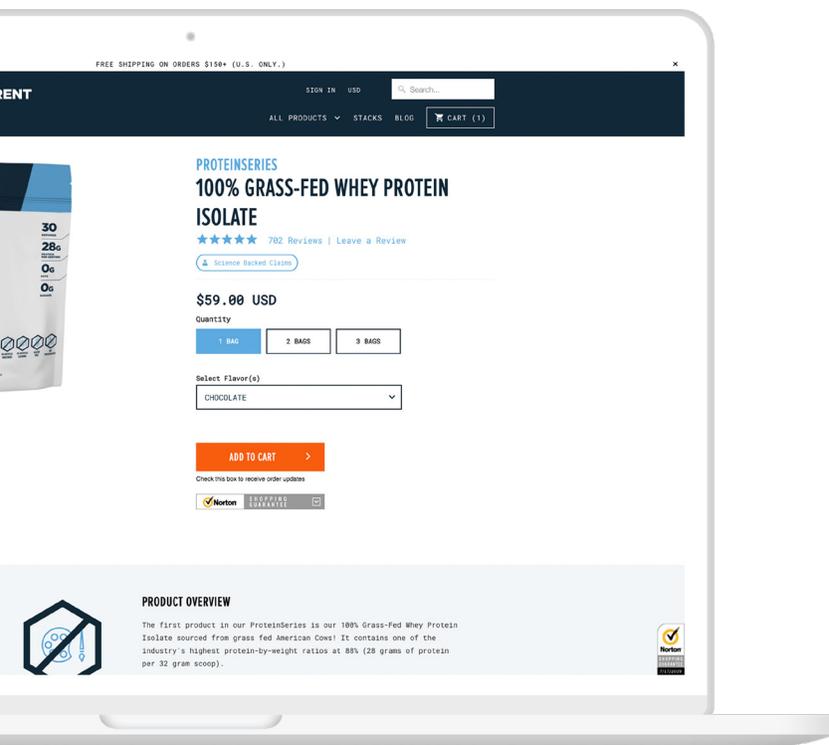
theft protection, a \$1,000 purchase guarantee, and a \$100 lowest price guarantee at no additional cost to shoppers. After the implementation, Transparent Labs had a 100% ROI in one single day, and a 5.1% conversion lift as of June 2019.

When implementing the Norton Shopping Guarantee, Trevor said, "I'm an analytics type of guy. The numbers from the A/B test spoke for themselves, and it was clear that Norton Shopping Guarantee would increase the overall checkout value and in turn, pay for itself."



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Owner





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Satisfied Shoppers Return

Transparent Labs currently uses the Shopify platform for their Ecommerce site, which made implementation a quick and easy one-step process for Trevor, even without any website development background. The feedback from their customers has been nothing but positive, and it's exciting and rewarding to see the immense impact that Norton Shopping Guarantee has on its clients.

Here's what some of Transparent Lab's customers are saying:

"Thank you. I feel more safe and secure knowing that online purchases are being protected."

"In today's world of cybercrime, I certainly appreciate the extra measures you guys take to try to prevent your customers from being compromised. Thank you!"

"I am excited to try your products and a heartfelt THANK YOU for the Shopping Guarantee and wonderfully simple

shopping experience!"

Inspiring confidence in its shoppers was important to Transparent Labs, and Norton Shopping Guarantee was more than able to take on that task and optimize the online shopping experience. After implementing the shopping guarantee, 82% of customers felt increased confidence in making a purchase, and 83% of shoppers said they'd become repeat buyers.

Trevor was excited to see the positive response from customers. "We've had many positive responses from customers already. Because Norton Shopping Guarantee has had such a quick positive impact, I'm very confident the guarantee will continue to increase our total checkout value as long as we use it." As Transparent Labs continues to work towards building trust with their shoppers with their high quality, well-tested products, Norton Shopping Guarantee will help them build trust with shoppers in their Ecommerce platform and shopping experience.

Norton Shopping Guarantee

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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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