

Being perfectly well-dressed gives one a tranquility that no religion can bestow.

Ralph Waldo Emerson



Moss Bros. UK suited up an additional **2.2% lift in conversions**

Steeped in rich British heritage dating back to 1851, Moss Bros. has been a leading name in high-end, formal menswear. Having started as a small tailor business in Covent Garden, London, Moss Bros. understands the need and desire for thoughtful craftsmanship and dependable quality in their clothing and accompaniments. Since their humble beginnings, they have become the forefront of gentlemen's wear and expanded their retail business to over 129 stores in the UK and structured an ecommerce presence that operates globally.

Moss Bros. has found success throughout the years by remaining forward thinking and progressive with not only their designs but also with how they care for their customers. The ecommerce store allows customers to make custom quality purchases from the comfort of their own homes. While Moss Bros. provides site wide protection through their SSL, Norton Shopping Guarantee has added a new sense of comfort and security to the shopping experience.

Company Profile

Site: [Moss.co.uk](https://www.moss.co.uk)

Specialty: Suits and formal menswear

Headquarters: London, United Kingdom

Employees: >1,000

eCommerce Platform: Remarkable

Key Challenges

- Increase shopper trust and confidence
- Increase conversion rates

Solution

[Norton Shopping Guarantee](#)

Benefits

- 2.2% lift in converting shoppers into buyers
- 20:1 return on investment
- 70% of buyers feel more confident when making a purchase
- 78% of buyers are more likely to shop at the store again

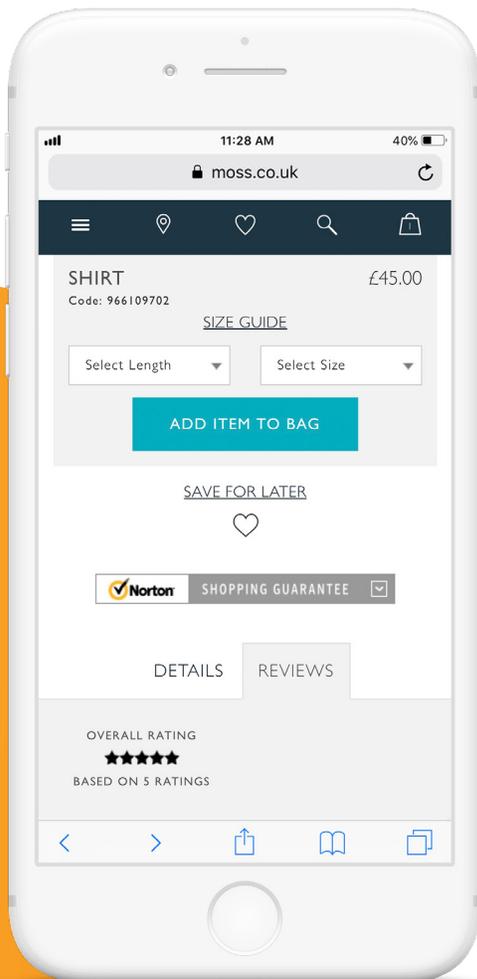
Converting 2.2% More Shoppers Into Buyers

Moss Bros. saw Norton Shopping Guarantee as an attractive offering to provide to their customers, which includes £10,000 in identity theft protection, a £1,000 purchase guarantee and a £100 lowest-price guarantee. Matt Henton, Head of Ecommerce at Moss Bros., presumed there was value in leveraging a name such as Norton. "There is recognition in the Norton brand. And the concept of a shopping guarantee rather than simply an SSL certificate or a badge with a padlock on it is more understood by shoppers."

After Norton Shopping Guarantee was implemented easily using a tag manager, 50/50 testing began. With an open mind, Matt looked forward to seeing the results. "Though we think the brand carries the association with security, our opinion doesn't really

matter; the numbers are most important. So, we based everything on the A/B test and let the numbers do the speaking." Having full confidence in the rigorous approach that was used during testing, the results were very clear and showed a positive lift of 2.2% to their conversion rate.

"Norton Shopping Guarantee is clearly reducing anxiety for a portion of shoppers and giving them the confidence to progress through the checkout," acknowledged Matt. Matt was further assured by finding it will be possible to retest at least twice a year to re-validate the data. "As our user profiles change, we want to make sure the impact is still meaningful. So I was quite impressed with the option to rerun the A/B test."



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Matt Henton
Head of Ecommerce



Norton has evolved with the times, just as we have, by providing guaranteed shopping which is a service that goes beyond other trust seals. The benefits of the program and the recognition of the brand resonate.

Matt Henton
Head of Ecommerce

Satisfied Shoppers Return

Though the conversion impact numbers were most important to Matt and his team, they received quite a bit of positive feedback as well. 70% of customers who answered an optional survey after purchase said that Norton Shopping Guarantee increased their confidence when shopping with Moss Bros. online. And 78% said the guarantee makes them more likely to come back and buy again. Many customers even went as far as to send a quick thank you email expressing gratitude for providing the guarantee.

Inspiring confidence in shoppers is the easiest way to optimize their experience when shopping online. As Moss Bros. continues to progress with the elegantly

dressed modern man, they do whatever they can to make the customer journey easier and less stressful. And Norton Shopping Guarantee is appropriately suited for the task. Matt summed it up by saying, "Norton has evolved with the times, just as we have, by providing guaranteed shopping which is a service that goes beyond other trust seals. The benefits of the program and the recognition of the brand resonate."

Norton Shopping Guarantee

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

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