



CASE STUDY



PictureStore

Credit Card Sales Increase by up to 24% when PictureStore Customers See the VeriSign Secured® Seal



PictureStore



SOLUTION SUMMARY

PictureStore pays rapt attention to making customers feel it is safe to enter their credit card numbers online. To gauge the impact of the VeriSign brand for engendering this confidence, the Internet retailer tested the effect of the seal on various pages of its Web site. While the choice of pages mattered somewhat, the big difference was between the presence or absence of the VeriSign Secured® Seal, a difference that consistently ranged from a 19 to 24 percent increase in completed transactions.*

Industry

- E-commerce

Key Challenges

- Keep up fast-paced growth
- Minimise costly customer practices such as mailing checks and using telephone agent time
- Make customers feel secure when entering credit card numbers

Solution

- VeriSign Secured® Seal
- VeriSign® Secure Site Pro with SSL Certificates

Results*

- 19% more customers conclude credit card purchases when they see the VeriSign Secured Seal on the home page
- 24% more customers conclude credit card purchases when they see the VeriSign Secured Seal on the checkout page

PictureStore is Australia's leading online poster, print, and framing retailer with over 150,000 art prints and posters available for sale. Every product ordered on PictureStore.com.au can be block mounted, laminated, and delivered to the buyer's door. This formula is working very well, as evidenced by the firm's 40 percent year-on-year growth rate over the last several years.

+ PictureStore Adopts VeriSign® SSL Certificates to Boost Customer Confidence

PictureStore tries to keep costs down by encouraging customers to pay for their purchases online by credit card entry rather than by mailing cheques, thereby avoiding costly calls to their agents via telephone. Cheques entail delays and processing costs, and providing the phone desk service is expensive – especially since callers often consume agents' time without buying anything. The company knows that customers who send cheques would frequently prefer to use credit cards, but are afraid to do so for fear of having their card number stolen during transmission. A very common reason for a customer to call in to speak with agents before using their credit cards is to verify the safety of their transactions. To cut costs in both of these areas and increase sales, PictureStore recently moved to VeriSign SSL Certificates.

“Our previous SSL provider simply didn't have the name recognition that VeriSign does, and name recognition is crucial in building trust,” said Matthew Kipps, e-Commerce Manager. “People need reassurance about the safety of their transmissions from a source they know and respect, and VeriSign is by far the most recognised and respected provider of encryption technology for protecting transmissions. By displaying the VeriSign Secured Seal prominently on our website, we have made people a lot more comfortable using their credits cards.”

+ The VeriSign Secured® Seal Makes the Difference for 19 to 24 Percent of Customers.

To quantify the increase in customer confidence, PictureStore recently ran a series of A/B split methodology tests using the sophisticated testing infrastructure it has developed. In one test, they posted the VeriSign Secured Seal prominently on the home page for one group to see, but left it off for the second group. The results: 19 percent more of the people who saw the VeriSign Secured Seal converted to purchase using their credit cards.

In a second test, the company ran the same experiment on the checkout page instead of the home page. That is, one group saw the VeriSign Secured Seal on the exact page where they were asked to enter their credit card number, while the other did not. This test produced even more dramatic results – 24 percent more of the customers who saw the VeriSign Secured Seal proceeded to type in their credit card numbers.

*Your company's results could vary. An SSL certificate was provided to PictureStore at no charge in order to test the effectiveness of the VeriSign Secured® Seal. VeriSign, Inc. and its subsidiaries make no warranties of any kind (whether or express, implied or statutory) with respect to the services described or information contained herein. May, 2009



"The customer's attitude is that if VeriSign says it's OK, then it's OK."

Matthew Kipps
E-commerce Manager
PictureStore

+ Having the VeriSign Secured Seal on the Checkout Page Matters Most

To make sure they were testing a statistically significant sample, PictureStore ran the tests over a period of two weeks during which customers made tens of thousands of purchases. The company then repeated the tests two months later and obtained virtually the same results.

"It's interesting that we saw the biggest uplift when we put the VeriSign seal on the checkout page, not the home page," commented Kipps. "It must be that reassurance matters most to people when they are on the verge of entering their credit card numbers. Of course we're making sure to put the seal on the checkout page all the time now, and we also put it on the home page to maximise the long term impact of VeriSign's name recognition. We want casual visitors who don't get to the checkout page to see that we're protected by VeriSign, because it can matter in getting them to come back later and buy something."

+ Customer Testimonials Support Test Conclusions

To support the conclusion that it was the VeriSign Secured Seal that made the difference, PictureStore examined comments that customers made on the site's feedback page. Repeatedly they found testimonials to the importance of the VeriSign sanction.

"It is clear that details like seal placement matter somewhat, but it's also clear that wherever it's placed, the VeriSign name is the big difference-maker," Kipps said. "The customer's attitude is that if VeriSign says it's OK, then it's OK."

+ VeriSign Extended Validation to be Tested Next

PictureStore has many plans to test the optimal use of VeriSign technology. Next Kipps and his team will experiment with various specific locations of the seal on pages, and will evaluate the impact of VeriSign® Extended Validation (EV) SSL Certificates. The EV tests will investigate how many people are concerned about a different kind of threat – that they might be on an imposter's site instead of the genuine PictureStore.com.au.

"To continue our growth at the pace we're seeking, it is essential to take advantage of any technology that can make our customers feel safer throughout their online shopping experience," Kipps explained. "VeriSign EV is one such technology, and we want to see how big a difference it makes."

+ About VeriSign

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

Visit us at www.VeriSign.com.hk for more information.