

in abandonment rates between site visitors on EV-enabled versus non-EV-enabled browsers. Both groups could see the site's VeriSign Secured Seal, but only those with EV-enabled browsers could see the green address bar. Overstock.com compared abandonment before and after deployment of EV SSL among these two groups and found that abandonment stayed the same among non-EV compatible browsers (as we would expect) but that it decreased an impressive 8.6 percent among those who could see EV SSL's green bar.

Another online organization, DebtHelp.com, measured EV SSL's success in driving form completion. DebtHelp.com helps consumers find optimal debt solutions, and the information they collect from site visitors is highly sensitive. Consumers are naturally wary of providing this kind of personal data, and therefore the presence of the green address bar signifying an EV SSL Certificate resulted in an 11 percent increase in completed forms.

The third measurement of transaction uplift due to the presence of EV SSL comes from editing services leader Scribendi, Inc. Scribendi provides editing services for all kinds of manuscript and conducts its business completely online. Since manuscripts often contain valuable intellectual property (and because the site also engages in e-commerce transactions using credit cards) Scribendi considers it vital to demonstrate conclusively that it can be entrusted with valuable intellectual property. Scribendi found that using a VeriSign EV SSL Certificate boosted sales conversions by 27 percent during a four month measurement period.

EV SSL is currently the state-of-the-art in verifying a site's trustworthiness, taking trust marks to an entirely new level in increasing user confidence while diminishing the risk of phishing.

+ Conclusion

Given persistent concerns over Internet privacy and security, the lack of a recognizable trust mark on a merchant's site is a disservice to consumers. Most customers don't have the tools to verify the presence of adequate security on an e-commerce site, and trust marks fill that role. Merchants who care about their customers need to demonstrate that care constantly. A trust mark is an active demonstration of that commitment.

In strengthening consumer confidence, trust marks are proven to help drive sales, boost margins, and enhance a site's competitiveness. However, a trust mark's effectiveness is proportionate to its recognizability. The VeriSign Secured Seal is far and away the world's most highly recognized Internet trust mark—it is seen in more places, by more people, and with a higher recognition level of its value than any other mark.

VeriSign is continuing to invest in extending consumer awareness of the VeriSign Secured Seal and in promoting leading-edge technologies such as Extended Validation SSL that further extend the value of trust marks—so that consumers and merchants alike can more fully profit from the advantages of the online commerce.

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