



Improve Business Results with VeriSign Trust Seal

What is Trust Seal?

- The VeriSign Trust Seal protects critical information and keeps your website, whether e-commerce or not, safe and secure.
- With Trust Seal, you, your customers and potential customers can feel confident that you are supported by a well known trust authority.

Leverage the brand strength of a well-known trust authority.

- VeriSign Trust Seal is the most highly recognized seal in the business and the number one mark on the internet
- Trust Seal immediately establishes credibility and legitimacy for your business amongst potential customers

With Trust Seal, you'll see real results:

- Increased website traffic, **as much as 41%**
(Differentiate from your competitors on natural search)
- Increased registrations **by 137%**
(Differentiate from other businesses with a seal on site)
- Increased conversions and revenues **as much as 40%, for less than \$1 per day** (Increase Sales and Conversion Cost-Effectively)

With results like these, you can't afford not to have Trust Seal



The Real Power of the Seal



Seal and Search

Gives customers confidence to click through to your site

- Enhances search engine optimization efforts by making your listings stand out
- Tells customers at the search results level that your site can be trusted because it's been authenticated by VeriSign



Website malware scanning

Gives customers confidence to be on your site and sign in

- Daily non-invasive scan of your external facing site for malicious code
- Successful scans result in the VeriSign Trust Seal being posted on your site and prevent your site from being black listed by search engines



The Trust Seal

The power of the brand that can convert visitors into customers.

With VeriSign Trust Seal you can Trust the Transaction.



Fast Facts About VeriSign Trust Seal

Sometimes, the best way to close the deal is by the numbers...

- Most recognized trust mark on the Internet. The VeriSign seal has an **86% recognition rate** among consumers *(US Brand Tracker Survey, 2009).*

On average, the VeriSign seal is displayed 250 million times a day on more than 90,000 Web sites in 160 countries.

- **11% of respondents decided not to conduct business** with the site because they did not see the VeriSign logo *(US Brand Tracker Survey, 2009).*

"How much would you lose if just 1% of your customers left?"

- **86% of online shoppers feel more confident** entering personal information on sites that display security indicators, such as a trust mark. *(Synovate, 2008).*

- Case studies show a **10-34% increase in online sales** and transactions when a VeriSign seal is displayed. *(Tests conducted using VeriSign Secured® Seal).*

"Would you pay \$25 a month to make 10% more?"

