

Leveling the E-Commerce Playing Field

COMODO
Creating Trust Online®

Assessing the Situation

Online shopping environment

- There are many advantages to shopping online. For example:
 - It's open 24/7/365
 - You don't have to leave your home
 - More products to choose from, and it's easier to find discounts and deals
- What are the disadvantages?
 - You don't always know who you are transacting with
 - Vulnerable to have credit card data stolen
 - Could get caught in a spoofing attack from a fraudster
- Many online shoppers are well aware of the benefits and disadvantages of shopping online and they chose very carefully who they will transact with online.
- Nearly 70 percent of online shoppers have terminated an online order because they did not "trust" the transaction.



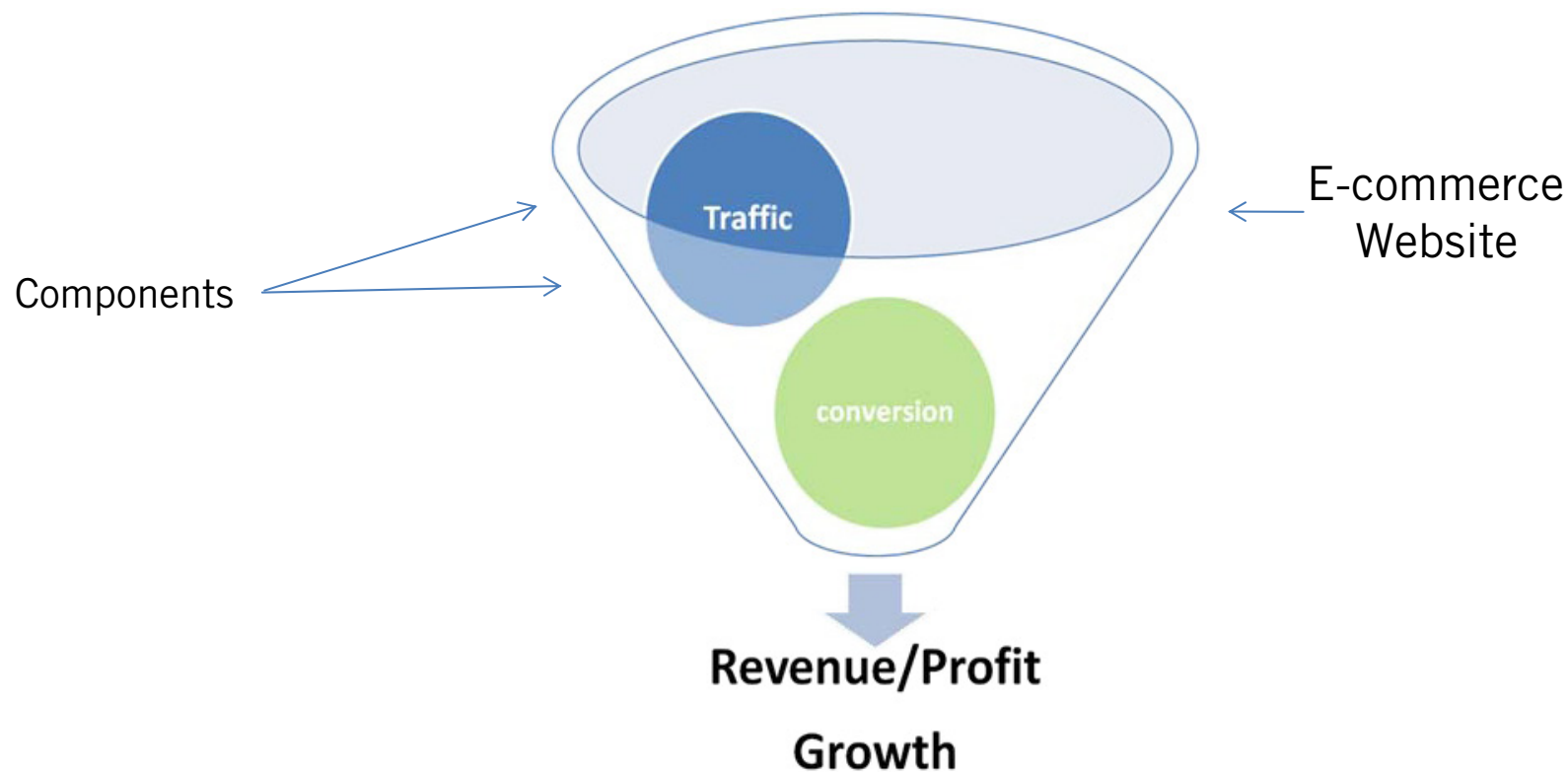
Assessing the Situation

Un-level playing field

- **71 percent of online consumers shop only at sites they know and trust**
- Big-box retailers have one advantage that you may not have:
 - Name Recognition ex: Amazon, BestBuy, Walmart, Target, The Home Depot, etc.
- In a brick-and-mortar world, how much does name recognition matter? It does matter, but not as much.
 - In e-commerce, you are competing with both E-bay as well as the fraudsters. Essentially, you are caught in the middle, with a bad reputation that isn't yours to overcome, and an Amazon.com that is automatically trusted by millions of e-merchants, just because they are well-known.
 - You may not have the big name, but you can still compete with them by **gaining the trust** of online shoppers.

Assessing the Situation

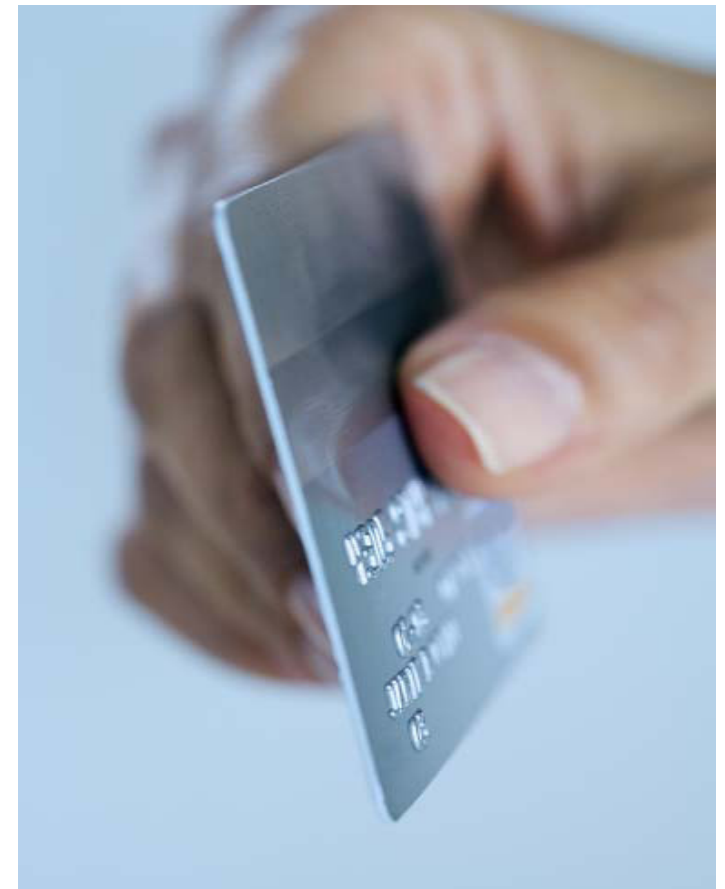
E-merchants have two major methods that go hand-in-hand to increase revenue and profit growth.



Assessing the Situation

How are you generating new sales now?

- Driving traffic to your website
 - Invest in SEO/SEM
- Advertising budget, online advertising, or independent advertising
- Improving website layout and architecture
- Social media



Assessing the Situation

The Missing Link

Nearly 70 percent of online shoppers have terminated an online order because they did not “trust” the transaction.

- You allow so much money in your budget for marketing, to build your brand, gain some name-recognition, and improve your ranking in search engines.

Now what?



The benefits of building trust

How does this benefit *you*?

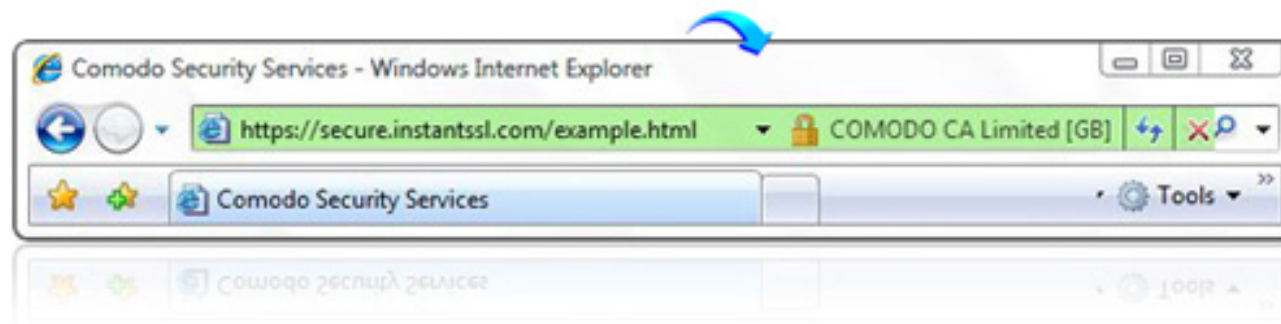
- Improve Conversion
- More Trust = More Revenue
- Reduce Shopping cart abandonment
- Strengthen your credibility
- Give you a competitive edge



Trust Building Solutions

The Birth of EV SSL Certificates

- Created by the (CA/B forum)
- The new standard across all CA's
- Supported by the major browsers
- Padlock has lost its meaning
- Anyone with \$15 in their pocket and an email address can get a padlock on their site.



Trust Building Solutions

EV SSL Certificates

- Visual indicators are crucial to making your security known to visitors, EV SSL is one of the highest-value trust indicators you can provide.
- **88 percent of US online shoppers say it is important for an e-commerce site to include some evidence of third-party validation of their authenticity.**
 - <http://secure.comodo.com/ev/>

Trust Building Solutions

Trust Marks

- Most https sessions do not begin until sensitive information is being given, so how is a visitor to know your site is secure?
- A prominently displayed TrustMark authenticates your site by a third party and lets visitors know your site is verified before they even give any information.

Mouse-over effect example:



Trust Building Solutions

HackerProof Daily Scanning

- Daily Vulnerability Scanning provides up to date scanning information to visitors for added assurance.
- Identifies security holes and ensures visitors your website meets daily standards.
- Bolsters visitor confidence with interactive trustmark.
- Time stamped
 - Visitors can trust that the website is scanned daily for all known vulnerabilities and has passed trusted by millions of e-merchants, just because they are well-known.

Mouse-over effect example:



Trust Building Solutions

Social Authentication

- Users can rate and review your website and visitors can see these ratings and review
 - This gives you a chance to interact with your customers and better tailor your website to serve them
 - This also provides you customers a chance to let their good experiences be known as well as voice some of their concerns for a better experience
 - Visitors can see that customers are satisfied and that the merchant cares about what they have to say
- **70% of all online shoppers said customer reviews and ratings on a retailer's website were extremely or very important when they are selecting and purchasing products.**

<http://www.usertrust.com/index.asp>

Summary

SEO/SEM & Trust

- Trust building solutions are just as important as SEO/SEM. By employing both techniques side by side, you can make the money you've already spent on SEO/SEM more effective.



- These solutions should be included in any marketing budget along with SEO/SEM because what good does driving traffic to your website do if you can not build trust and convert?

Summary

Competitive Edge

- Arm yourself with trust tools so when you drive traffic to your site you can effectively and frequently convert browsers into buyers.
- Although you're not Amazon.com, you can still build trust by using the same trust building tools which they employ.

Thank You For Attending!

Stay Tuned For Future Comodo Webinars!