VeriSign®

VeriSign Secured

EV Green Bar Viewers Register 87% More Often for Papercheck

EV Green Bar Viewers Register 87% More Often for Papercheck

SOLUTION SUMMARY

Papercheck, an Internet-based editing and proofreading service serving the academic community, standardized on VeriSign® SSL Certificates from the beginning and recently upgraded to Extended Validation (EV) SSL Certificates. In tests, the company found that visitors who see the EV green address bar are 87% more likely to complete the online registration process—the key step in becoming a customer.*

Industry
E-commerce

Key Challenges
• Eliminate credibility as an issue with customers
• Get more site visitors to register for services

Solution
• VeriSign Secured® Seal
• VeriSign® Secure Site Pro with Extended Validation (EV) SSL Certificates

Results
• Enhanced corporate image
• 87% greater incidence of completed registrations for customers who see EV's green address bar

+ Paper-Check.Com, LLC.

Papercheck is a San Francisco-based company that offers document editing and proofreading services, especially to academic users, over the Internet (www.papercheck.com). The firm's global network of editing and proofreading professionals deliver top quality services at reasonable prices and with fast turnaround times.

When Darren Shafae founded Papercheck in 2003, he made sure to engage VeriSign for SSL Certificates from the beginning and made equally sure to post the VeriSign Secured Seal at the top of the home page so that no one would miss it. "There's enough to worry about when you start an e-commerce company without having to deal with credibility issues," he explained. "The VeriSign logo conveys reputability and tells people that we'll treat their credit card numbers and other personal information with great care. We invested a lot to get the company going, and we sure weren't going to put it all at risk by selecting a low-end SSL supplier."

> "We were blown away by the impact of EV. An 87% higher registration rate is tremendous. We never thought we'd see that big a lift. What an incredible return on investment!"
>
> —Darren Shafae, Founder and Vice President, Paper-Check.Com, LLC.

+ Moving to EV to Improve Registration Rates

Business grew handsomely for Papercheck over the years as more and more customers filled out the online registration form – a high percentage of whom proceeded to order services. Still, the registration process and its requirement for credit card numbers and other personal data remained an obstacle for many site visitors who were concerned about security.

"Frankly, we couldn't see how anything could improve our registration rate, but then VeriSign told us about EV and how it was increasing conversions for many other companies, including some in our own field," said Shafae. "It's one thing to encrypt transmissions, we realized, but quite another thing to assure customers that the recipient is a legitimate company and that it's the intended party and not an imposter. That's what EV does and that's what the green bar signifies. We were convinced, so we went ahead with the upgrade."

+ Testing EV's Effectiveness

But the real test was to see whether EV in fact delivered the registration rate improvement Papercheck was hoping for, and so the firm began compiling statistics on completed registrations. They took care to segregate the results by the browsers users employed so they could compare the outcome for Internet Explorer 7 (IE7), which displays green address bars for EV-equipped Web sites, with that of IE6, which does not. Since Papercheck's visitors employ the two browsers in equal proportions, a comparison of the raw registration numbers is a valid reflection of EV's effectiveness.

The results: Over a period of one month, 103 IE7 users registered but only 55 IE6 users did so. In other words, 87% more visitors who saw the green bar provided their confidential information than visitors who did not see it. "We were blown away by the impact of EV," said Shafae. "An 87% higher registration rate is tremendous. We never thought we'd see that big a lift. What an incredible return on investment!"

+ Continuing to Take Advantage of VeriSign's Name Recognition

As a small company that is not widely known, Papercheck finds it especially important to be associated with the VeriSign name and to have the EV stamp of approval. "To users who understand EV validation—a standardized process for ascertaining the authenticity of a Web site and the company that publishes it—the green bar is particularly significant," said Shafae. "The procedure was very stringent, starting with a letter from our attorneys, to prove we're a legitimate business. I only wish that more customers who see that green address bar know everything that we had to prove before we became eligible to display it."

As more Internet Explorer users migrate to version 7, more visitors to Papercheck will see the EV green bar, which will likely increase completed registrations. Other browser suppliers have begun to release versions that support the green bar as well, which will further swell the ranks. "We can't wait to see the results from Firefox 3 and its green bar capability," concluded Shafae. "That should give us another nice boost."

+ 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 for more information.