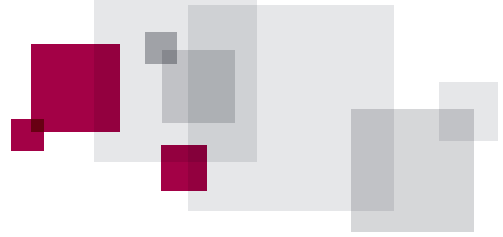




CASE STUDY

UNIQUE ECOMMERCE SITE INCREASES REVENUE BY 70% WITH VERISIGN TRUST™ SEAL





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Global Village Concerns (GVC) is a branding and marketing services corporation headquartered in San Diego, California. Guided by the company’s mission to create a fundamental shift in the way organizations raise capital to support critical programs, GVC’s team of world-class branding experts develop logos, mascots, and other designs for schools and non-profit groups nationwide. GVC also provides an ecommerce engine that allows partner groups to sell branded merchandise online, helping organizations generate revenue 24 hours a day, seven days a week while creating awareness and pride within their communities. The company provides its services at no cost to schools and non-profits, and 20 percent of the retail purchase price of every item sold goes directly to partner organizations.

CHALLENGE: HELP NEW COMPANY ESTABLISH TRUST TO ENABLE FUNDRAISING ANYWHERE AT ANYTIME

In 2009, George Hampton and his team founded Global Village Concerns in response to budget cuts that were affecting schools across the country. Instead of using traditional fundraising methods to support school programs, Hampton wanted to try something new. “Selling magazines door-to-door, or calling family and friends to buy catalog items, can be incredibly time-consuming,” he says. “We wanted to make it easy for community members to raise money for schools anytime and from anywhere.”

To accomplish this goal, Hampton—now the company’s Chief Executive Officer—and his team developed an ecommerce platform that allows schools and non-profit organizations to sell branded merchandise online. “We take care of everything, from redesigning logos and mascots, to setting up online stores, to managing sales and inventory,” he says. “Our web-based system makes fundraising much more convenient and generates sustainable recurring revenue, but organizations had to be sure our site was safe before they would feel comfortable working with us.”

For GVC, establishing trust with a diverse range of customers, partners, and community members was a top priority. To quickly build that confidence, Hampton and his team started searching for a solution that would not only convey that the company web site was safe, but also demonstrate that GVC was a legitimate, trustworthy business overall.

SOLUTION: A WIDELY RECOGNIZED BRAND IDEAL FOR ECOMMERCE WEB SITES

During the company’s search, GVC explored several solutions—including the Better Business Bureau’s online seal—but opted for the VeriSign Trust™ Seal based on VeriSign’s specific expertise in online trust and safety. “Our entire business is web-based, so we wanted to use a seal that was created with ecommerce sites in mind,”

SUMMARY

Industry:

- Branding and marketing services

Business Profile:

- New ecommerce company

Key Challenges:

- Enable new company to instill trust in unique fundraising ecommerce platform
- Demonstrate legitimacy of company to attract partner schools and non-profit organizations
- Provide widely recognized symbol of trust to build confidence with customers and community members

Solution:

- VeriSign Trust™ Seal

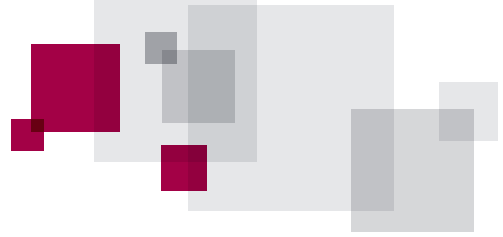
Results:

- Increased total number of orders placed by 100%
- Collected and donated 70% more in revenue to partner organizations
- Allows company to reassure potential partners and establish trust long before creating partner stores online



GLOBAL VILLAGE CONCERNS, INC.





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says Diane Roche, Chief Marketing Officer at GVC. “The VeriSign Trust Seal is designed for sites like ours, so it was an ideal choice to give our customers and partners a sense of security.”

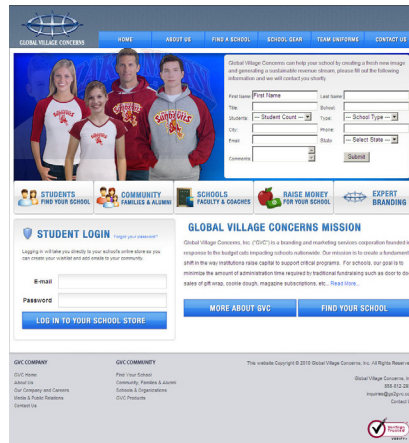
The fact that the VeriSign checkmark is the most recognized sign of trust on the Web also played a key role in the company’s decision. “Our site has to appeal to a wide range of users, including some people who may not know that much about online security,” Roche says. “Even if visitors aren’t familiar with VeriSign, it’s very likely they have visited other well-known ecommerce sites that feature the VeriSign seal. Once visitors see the checkmark, they know that it’s safe to browse our site.”

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—Diane Roche, Chief Marketing Officer, Global Village Concerns

RESULTS: DRAMATIC INCREASES IN ORDERS AND PARTNER REVENUE

After displaying the VeriSign Trust Seal on its web site, GVC has experienced strong growth in several key areas, including a 100 percent increase in the total number of orders placed and a 70 percent boost in the amount paid to its partners.¹ “The VeriSign seal is a great complement to our marketing efforts,” says Roche. “As we generate more awareness and drive more traffic to our site, the seal provides the extra confidence that customers need before they buy.”



In addition to greater web-based sales and revenue for partners, GVC also relies on the VeriSign Trust Seal to establish trust with potential partners. “Our offering is so unique that some organizations are unsure about working with us,” Roche says. “With the VeriSign seal, we can show that we’re a legitimate company and that we take online security seriously, so we can start building trust even before a product goes up on our web site.”

FUTURE: MAKING BIG CHANGES AND STICKING WITH VERISIGN

In the future, GVC plans on redesigning its web site and adding even more functionality to its ecommerce platform. “Our site is relatively new, but we already have big plans for improving and expanding it,” says Roche. “As we make those changes, we know we can rely on the VeriSign seal to continue to provide a sense of comfort and safety that have become vital to our success.”

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.



1. Results based on customer’s study comparing the number of transactions conducted prior to and after displaying the VeriSign Trust Seal for 30 days.