



CASE STUDY

**VERISIGN TRUST™ SEAL
HELPS INFORMATION
PORTAL BOOST
REGISTRATIONS BY 137%**





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CLEAN ENERGY EXPERTS

Based in Manhattan Beach, California, Clean Energy Experts provides education and resources to consumers interested in adopting cost-effective energy saving solutions at home and at work. The firm partners with clean energy product and service providers to offer free information and services through its consumer-focused web site, MyEnergySolution.com. Since the site was launched in 2009, MyEnergySolution.com has grown to become a leading source for online savings tools and information on how to lower utility bills at home.

CHALLENGE: ENCOURAGE VISITORS TO REGISTER BY BUILDING TRUST

When Eren Atesmen and his longtime friends, Dr. Beau Peelle and Reggie Norris, founded Clean Energy Experts in 2009, they knew that educating the public about the benefits of adopting clean energy technologies would be essential to the success of their new company. “I’m a strong believer that awareness is one of the biggest barriers to getting people to save more energy,” Atesmen says. “People want to be greener, especially when it saves them a lot of money in the long run. The problem is that they don’t know how easy it is and how many options there are to use energy in a smarter way.”

To help consumers better understand their choices, Clean Energy Experts launched MyEnergySolution.com, a web site that offers a variety of green energy tools and information. “People can visit the site to learn about everything from compact fluorescent light bulbs to solar panels and residential wind energy,” Atesmen says. “The site is geared toward anyone who pays an electric, gas, or oil bill, so we’re hoping to not only help people save money on energy costs, but also create a more sustainable and comfortable home environment.”

Since MyEnergySolution.com also offers home energy audits, solar consultations, and other free services to visitors who register, Atesmen knew that the site had to convey a strong sense of trust. “Our partners expect us to generate qualified customer prospects, so our revenue depends on the number and quality of registered users we have,” he says. “Helping visitors feel comfortable enough to sign up at our site is absolutely essential to our business. That’s why we began looking for a solution that would help us show that we are a legitimate, trustworthy company that’s committed to online safety.”

SUMMARY

Industry:

- Clean energy, solar power, energy audits

Business Profile:

- New consumer education site

Key Challenges:

- Build trust with site visitors to increase registrations
- Establish legitimacy of new company and web site
- Demonstrate commitment to online safety

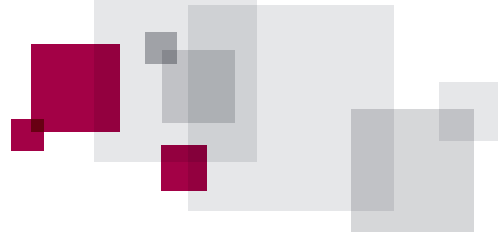
Solution:

- VeriSign Trust™ Seal

Results:

- Boosted site registrations by 137%
- Improved revenue by 75% as a direct result of registering more qualified visitors
- Increased site traffic by 10%, building awareness of company mission and resources





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SOLUTION: COST-EFFECTIVE BRAND NAME RECOGNITION AND PROTECTION AGAINST MALWARE

Clean Energy Experts considered several solutions to build trust in MyEnergySolution.com—including eTrust and TRUSTe—but opted for VeriSign Trust™ Seal based on the strength of the VeriSign brand. “In our opinion, VeriSign is the brand for trust online,” says Atesmen. “We wanted to go with VeriSign all along, so when we saw that the VeriSign Trust Seal was affordable and fit our budget, it just seemed like a no brainer. Selecting VeriSign was an easy choice.”

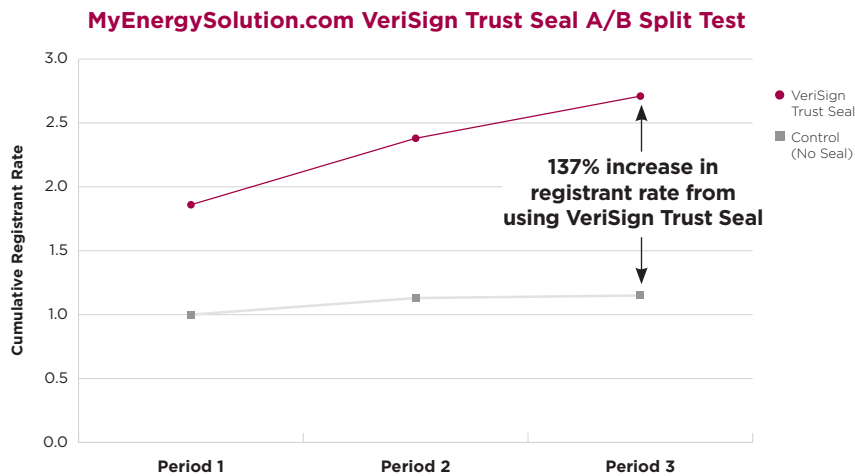
Atesmen also valued the fact that VeriSign Trust Seal offers daily malware scans, another key security feature that helps instill trust in MyEnergySolution.com. “Even though almost everyone has anti-virus software these days, many people still have concerns about visiting unfamiliar sites and getting infected,” he says. “With the VeriSign seal visitors can click and see up-to-date information that proves we’ve passed a malware scan. That definitely helps people feel more comfortable about being on our site and signing up for our services.”

“We actually did an A/B split test on our landing page and our registration rate jumped by 137 percent thanks to the VeriSign seal. As a direct result of more registrations, we also saw a 75 percent increase in our revenue. For the incremental cost of adding the seal to our site, we’ve gotten a great return on our investment.”

—Eren Atesmen, Co-Founder and President, Clean Energy Experts/ MyEnergySolution.com

RESULTS: A 137% INCREASE IN SITE REGISTRATIONS AND STRONG REVENUE GROWTH

Since installing the VeriSign Trust Seal on MyEnergySolution.com, the company has seen a surge in registrations and a significant rise in revenue. “We actually did an A/B split test on our landing page and our registration rate jumped by 137 percent thanks to the VeriSign seal,”¹ Atesmen says. “As a direct result of more registrations, we also saw a 75 percent increase in our revenue. For the incremental cost of adding the seal to our site, we’ve gotten a great return on our investment.”



Graph provided by MyEnergySolution.com.



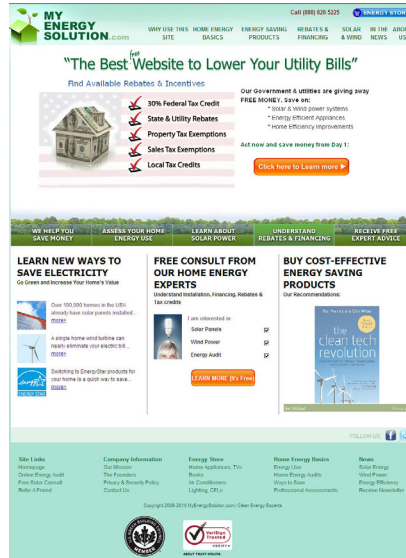
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In addition to increased registrations and revenue, Clean Energy Experts has also seen a boost in traffic at MyEnergySolution.com. “The site has experienced at least a 10 percent increase in site traffic since we started displaying the VeriSign seal throughout the site,” says Atesmen. “Not everyone who visits our site will register, but it’s great to know that more people are coming to the site and awareness about what we offer is growing.”

According to Atesmen, using the VeriSign Trust Seal also helps Clean Energy Experts set itself apart from competitive companies. “Clean energy companies are in the start-up day and age where a lot of businesses don’t have an established history on the Web,” he says. “By using the VeriSign Trust Seal, we can associate our company with VeriSign’s well-known reputation for trust, a critical factor that gives us an edge over our competitors.”

FUTURE: RELYING ON VERISIGN TO MEET CHANGING NEEDS

Clean Energy Experts has plans for significant growth in the future, including adding even more tools and information to MyEnergySolution.com and expanding their web portfolio with sites focused on commercial businesses and multi-family housing complexes. “We’ve definitely got big plans for the company in the coming months and years,” Atesmen says. “As our needs change, we’re confident that we’ll be able to continue to rely on VeriSign to build trust with our vendors and customers.”



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 A/B split test that compared the number of registrations completed by visitors to a version of the site that displayed the VeriSign Trust Seal and a version that did not for a period of approximately 30 days.

