

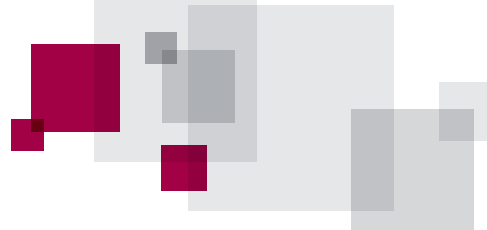


CASE STUDY

THE FIND

THE VERISIGN SEAL INCREASES
CLICK-THROUGHS BY 18.5%
FOR RETAILERS ON THE FIND





CASE STUDY

THE FIND

TheFind is the world's largest online shopping center where more than 500,000 online and local stores can be found selling over 400 million products. Opened to shoppers in 2007 and profitable since late 2008, TheFind is growing quickly and already hosts more than 17 million unique monthly shoppers. TheFind, headquartered in Mountain View, Calif., has received multiple patents for its innovative shopping aggregation and search technology that combines an unsurpassed array of stores, products, coupons, reviews and other information relevant to all shoppers. Investors include Bain Capital Ventures, Lightspeed Venture Partners and Redpoint Ventures.

DISPLAYING THE VERISIGN SEAL

One of the most important issues to users about an online retailer is its procedure for safeguarding personal data such as credit card numbers that travel over the Internet when customers make purchases. With the rampant growth of phishing and identity theft, consumers are increasingly wary about providing this information, especially to companies they do not know. Therefore one of the pieces of information TheFind publishes about retailers is the protection they employ for transmitting private data. In many cases a generic "SSL Encryption" logo appears. When the retailer uses VeriSign® SSL Certificates, however, users see the VeriSign seal.

"When a retailer uses VeriSign® SSL certificates to enable encryption, we explicitly call that out because like a select number of other trust marks, the VeriSign seal is a well-recognized symbol that means something to consumers," explains Dave Cook, Senior Director of Marketing for TheFind.

INCREASING CLICK-THROUGHS BY 18.5%

TheFind knew that the presence of the VeriSign seal matters a lot to users and recently decided to measure how much of a difference it makes. The company began by segmenting its retailers into two groups: large, household-name companies and smaller, lesser known firms. Then for each group it measured click-through rates for those who displayed the VeriSign seal and those who did not. The results: companies that display the VeriSign seal received 18.5% more click-throughs than their peers who did not display the VeriSign seal.

"Our study confirmed that there is a lot of value to merchants in displaying the VeriSign seal," says Cook. "At the point where shoppers are ready to choose a store and likely ready to buy, the VeriSign seal helps merchants stand out."

thefind™

SOLUTION SUMMARY

TheFind is the world's largest online shopping center, the only place to shop for more than 400 million products from a growing list of 500,000 online and local stores. With strong purchase intent, the 17 million unique monthly shoppers who visit TheFind are clicking through to upwards of 150,000 individual stores per month. By displaying relevant coupon, reviews, and store information alongside product pictures and listings, TheFind makes it easy for shoppers to make smart buying decisions, which includes choosing a store they can trust. Having found the product they are searching for, TheFind reports that on average, people click through to merchants who display the VeriSign seal 18.5% more frequently.*

Industry

- E-commerce

Key Challenges

- Make it easy for people to make smart buying decisions by helping them to shop for any product in every store, all at once.

Solution

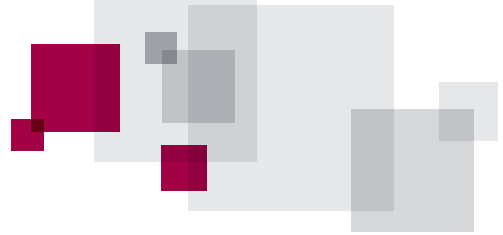
- Aggregate relevant reviews, current coupons, and critical store details to accompany product information so that people can quickly determine the best place to buy the things that they want.

Results

- In an apples-to-apples comparison of consumer shopping searches on TheFind, people were 18.5% more likely to click through to stores displaying the VeriSign seal.

**Based on a study of 65,535 stores, Jan 21-27, 2010. Your company's results could vary. VeriSign, Inc. and its subsidiaries make no warranties of any kind (whether or express, implied or statutory) with respect to the services described or information contained herein.*





CASE STUDY

EVERY PRODUCT EVERY STORE, ALL AT ONCE. EASY.

With patented technology and accelerating growth rates, the future is bright for TheFind. “Our primary interest is in doing what is right for the user experience and helping consumers make the best shopping decisions,” Cook concludes. “Our partnership with VeriSign is an important part of that.”

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.

“Our goal is to make it easy for people to be smart about what they’re buying by succinctly giving them relevant information about not just the product, but also about the stores they shop. VeriSign’s well recognized seal has given merchants—particularly smaller stores—a substantial and measurable lift in the traffic TheFind sends them.”

Dave Cook
Senior Director of Marketing
TheFind

