VERISIGN TRUST SEAL
TESTIMONIAL QUOTES AND PROOF POINTS

VeriSign Trust™ Seal testimonials, case studies, and proof points provide direct examples of customers who have been successful by displaying the VeriSign seal. Use these approved testimonial quotes and facts directly in your marketing copy and link back to the full case studies for more detailed information.

> *We posted the VeriSign seal on the payment pages and found that completed sales rose by approximately 10% in comparison to the previous week's results.*
> – Warren Jonas, Opodo

> *We're convinced that the 36% improvement is entirely due to the fact that more customers recognize and trust the VeriSign seal.*
> – Darren Schafae, Proof-Reading.com

> *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.*
> – Dave Cook, TheFind

> *I've worked hard creating a great looking site; an investment to build trust with new customers was comparatively small considering the impact.*
> – David Dillinger, ProTravelGear.com

> *Cleaner Today invests in a premium online presence; building trust using the VeriSign seal is essential to earn the trust of our customers.*
> – Tim Hadorn, cleanertoday.com

The following facts can be used as proof points to support your marketing messages. Please use the appropriate source attribution when using these facts.

- Case studies* show a **10-34% increase in online sales and transactions** when a VeriSign seal is displayed.
  * Tests conducted using VeriSign Secured® Seal.

- **11% of respondents decided not to conduct business** with the site because they did not see the VeriSign logo. (US Brand Tracker Survey, 2009).

- Most recognized trust mark on the Internet. The VeriSign seal has an **86% recognition rate among consumers**. (US Brand Tracker Survey, 2009).

- **86% of online shoppers feel more confident** entering personal information on sites that display security indicators, such as a trust mark. (Synovate, 2008)

- On average, the VeriSign seal is displayed **250 million times a day** on more than **90,000 Web sites** in **160 countries**.

- As many as **40,000 Web sites are compromised per week**. (Google, 2009).

- **48% of 22 million computers scanned were infected with malware**. (Anti-Phishing Working Group, 2009)

- Reduces the risk of being blacklisted by search engines for having malware. **Over 1% of search engine results contained a URL labeled as harmful**. (Google, 2008)

- **10 times as many consumers feel trust is more important** than cost when doing business online. (Synovate, 2008)