# Online Retailer Boosts Conversions by 20% with GeoTrust Extended Validation SSL Certificates

WaterFilters.NET is a water treatment supplies superstore that offers thousands of water filters, replacement cartridges, and filtration systems from top, brand-name manufacturers. The company was founded in 2002 and operates a 20,000 sq. ft. warehouse and distribution center at its headquarters in Zumbrota, Minnesota. Named an Inc. 500 company in 2009—a distinction reserved for the fastest growing companies in the United States—WaterFilters.NET boasts more than 100,000 residential and commercial customers, including Rockwell Collins, the University of California at Berkeley, and the New Orleans Levy District.

## Challenge: Help Company Stand Out from Numerous Competitors

Standing out in a crowded marketplace is a challenge for many companies, but for WaterFilters.NET, it can be particularly tough. "If you shop for water filters online, you get almost two million hits on Google," says Adam Lange, the company's E-Commerce Specialist. "When you add the fact that people can buy from home improvement stores and even local drug and grocery stores that might carry water filters, we face stiff competition both online and off."

To set its business apart, WaterFilters.NET relies on a large selection, competitive prices, excellent customer service, and a strong commitment to online security. "Our top priority is keeping our customers satisfied. That means we not only need to make it easy to buy from us, but we also go the extra mile to make sure that we keep our customers' personal information safe during the purchase process," Lange says.

For WaterFilters.NET, instilling confidence in its web site and protecting customer transactions are essential to the company's success. That's why the company set out to find cost-effective SSL security from a provider that was well-known and credible.

## Solution: Clear Signs of Security from a Recognized Leader in SSL Security

When the site was launched, WaterFilters.NET used SSL certificates from a provider that was more expensive. After exploring its options, the company decided to switch to GeoTrust, a name that has a solid reputation for security that is strong and affordable. "A lot of other sites use GeoTrust, so we knew that the name would be familiar to our customers," says Lange. "Beyond that, we were looking for a high-quality SSL partner with a great track record that offered the best price, and that's just what we found in GeoTrust."

To make it easy for its customers to see that their transactions are secure, WaterFilters.NET prominently displays the GeoTrust® True Site Seal on all of its web pages. The company also opted to secure its checkout process with Extended Validation SSL certificates that turn the address bar green in high-security web browsers. "With GeoTrust EV SSL certificates, customers can see that their information is protected without having to click anywhere. They just look at the green bar and they know," Lange says. "If they want more information, they can click on the site seal and see that our security is up to date. With GeoTrust SSL on our site, we can take care of questions about security before customers even ask."

**Solution Summary:**
For WaterFilters.NET, reassuring customers that their transactions are safe is critical to the company's success. Its web site had standard SSL protection, but WaterFilters.NET wanted to give customers a more obvious signal that the checkout process was secure. That's when they turned to GeoTrust SSL certificates with Extended Validation. With the green EV bar and the GeoTrust True Site Seal, WaterFilters.NET has seen a 20 percent rise in conversions and successfully set itself apart in the competitive market for water treatment supplies.

**Industry:**
• Retail e-commerce

**Key Challenges:**
• Differentiate company from a range of online and offline competitors
• Reassure customers that web-based store is trustworthy and transactions are secure
• Lower cost of SSL security by finding a more affordable solution from a credible provider

**Solution:**
• GeoTrust® True BusinessID with Extended Validation (EV)

According to Lange, the fact that GeoTrust SSL certificates are easy to implement and manage also played a key role in the company's decision to switch providers. "It wasn't the main reason we switched, but it was definitely an added bonus that GeoTrust integrates easily with our shopping cart solution from 3dcart," he says. "We've had zero issues with our GeoTrust SSL certificates since we installed it, period."

## Results: A 20% Increase in Conversions Thanks to the Green Bar

After switching to EV SSL certificates from GeoTrust, WaterFilters.NET lowered its security costs while experiencing a significant increase in conversions. "Since we moved to GeoTrust EV SSL, we've seen a 20 percent boost in our conversion rate, which has been great for our bottom line," Lange says.[1] "Numbers like that just show that we made the right decision, and it's helping us maintain our position as one of the fastest growing companies in the country."

As Lange points out, the GeoTrust seal and green EV bar have been critical for driving that growth. "Our analytics show a lot of clicks on the GeoTrust site seal, so people are definitely paying attention to our security," he says. "There are a lot of questionable back door sites out there selling similar products, so the seal and the green bar help our customers know they're on a secure site that can be trusted. For our store, GeoTrust EV SSL has been a major differentiator."

## Future: Turning to GeoTrust to Provide Security for Future Expansion

Going forward, WaterFilters.NET plans to continue growing at a rapid pace by focusing on what has made the company successful so far. "We want to be the leading water filter provider by offering the best selection, pricing, and service while giving back to the community and making a difference in the community," says Lange. To secure its continued growth on the web, WaterFilters.NET will depend on GeoTrust. "GeoTrust will continue to be the only option for SSL on our sites. We wouldn't want it any other way."

## About GeoTrust

The internet's one million most-visited domains rely on GeoTrust SSL more than any other certificate authority.* GeoTrust is the largest low-cost SSL brand solely focused on security. With GeoTrust, you get inexpensive SSL without sacrificing convenience, choice or reliability. We're a trusted security partner with a proven track record for reliability, quality and convenience.

**Results:**
- Increased online conversions by 20%, leading to more sales and higher revenue
- Lowered overall cost of SSL security while obtaining stronger EV encryption
- Successfully differentiates company from numerous online and offline competitors

"A lot of other sites use GeoTrust, so we knew that the name would be familiar to our customers. Beyond that, we were looking for a high-quality SSL partner with a great track record that offered the best price, and that's just what we found in GeoTrust."

—Adam Lange, E-Commerce Specialist, WaterFilters.NET

### Contact Us
www.GeoTrust.com

**CORPORATE HEADQUARTERS**
GeoTrust, Inc.
350 Ellis Street, Bldg. J
Mountain View, CA 94043-2202, USA
Toll Free +1-866-511-4141
Tel +1-650-426-5010
Fax +1-650-237-8871
enterprisesales@geotrust.com

**EMEA SALES OFFICE**
GeoTrust, Inc.
8th Floor Aldwych House
71-91 Aldwych
London, WC2B 4HN, United Kingdom
Tel +44.203.0240907
Fax +44.203.0240958
sales@geotrust.co.uk

**APAC SALES OFFICE**
GeoTrust, Inc.
134 Moray Street
South Melbourne VIC 3205
Australia
sales@geotrustaustralia.com

1. Results based on customer measurements comparing sales conversions before and after the implementation of EV SSL for a period of approximately 60 days. Other factors, such as online advertising campaigns, may have influenced results. Symantec does not guarantee that other web sites will experience the same or similar results.

*August 4, 2010: Netcraft Survey Shows GeoTrust SSL Secures More Alexa Top 1 Million Domains than Any Other SSL Provider