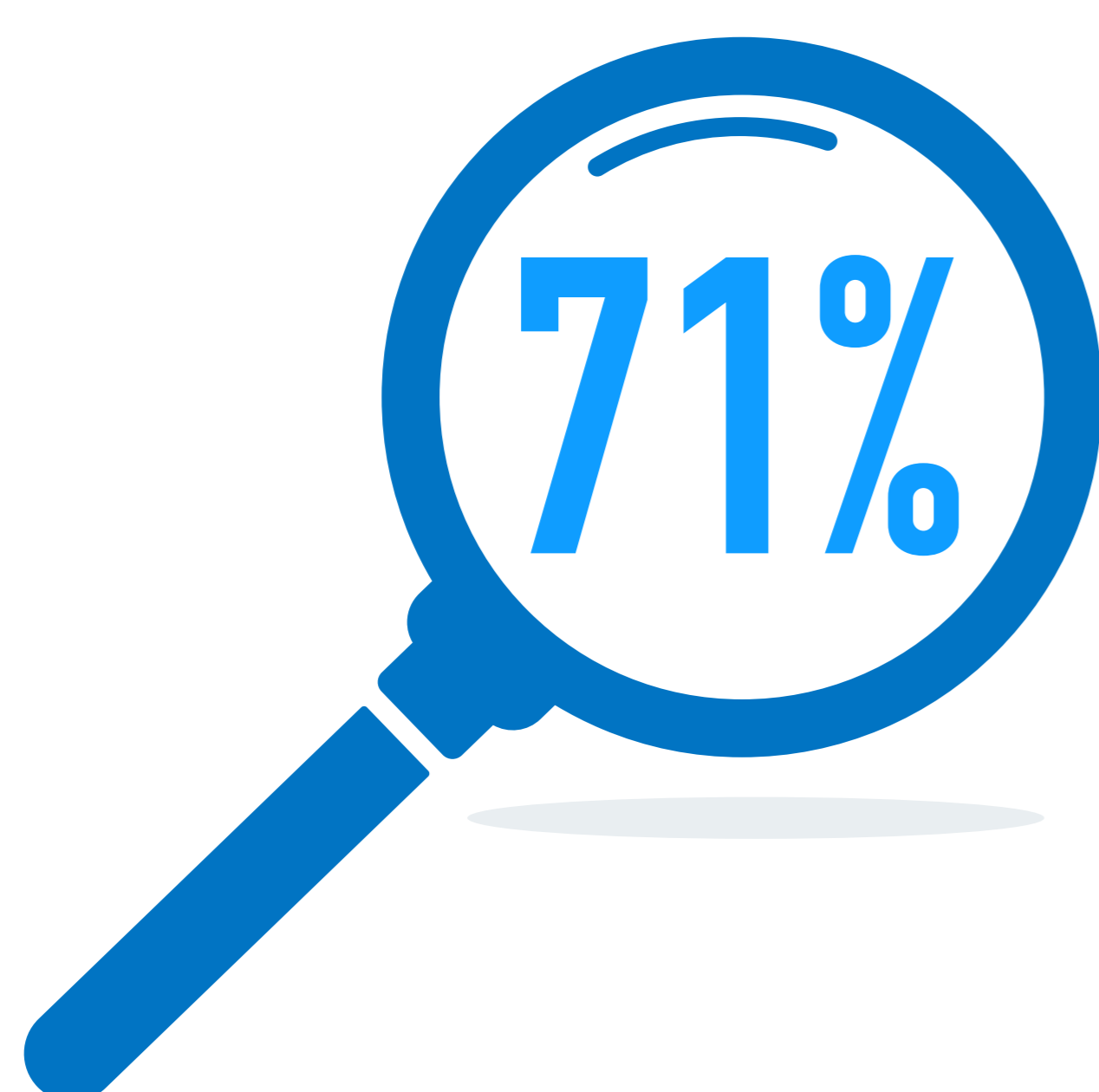


# ALL PROS. NO CONS.

Displaying a site seal on your website is not only the right thing to do, but it pays for itself. Studies have shown even a generic unbranded seal can increase conversions by five percent.



## A RECENT GLOBAL STUDY REVEALED:



**71% OF USERS LOOK FOR A WEBSITE SECURITY SEAL BEFORE PROCEEDING WITH A PURCHASE.**

**3 OUT OF 4 BELIEVE A WEBSITE DISPLAYING A SITE SEAL IS SECURE**



**WHEN THE DIGICERT SMART SEAL IS DISPLAYED, 74% TRUST OUR BRAND TO KEEP THEM SAFE**

**THE NEW PATENTED DIGICERT SMART SEAL DELIVERS NEW IDENTITY INFORMATION—WHICH 83% SAID WOULD BOOST THEIR TRUST OF A WEBSITE.**

# 83%



- VALID SSL CERTIFICATE
- ENCRYPTION ACTIVE
- FULL BACKGROUND CHECK

## THERE ARE NO CONS IN THIS EQUATION.



In the past, 74% of users looked for other indicators of a secure website including HTTPS and the green address bar—two trust indicators that have been removed by most browsers.



Today, 60% of participants stated they have not completed a purchase because a trust logo was missing.



18% of shoppers abandon their shopping cart because they don't trust the website with their payment information.

The new DigiCert Smart Seal makes sense for online companies who want to boost conversions, increase trust and protect their brands.