ukandu
MONSTER MARKETING & MORE

GeoTrust®

Ukandu's E-commerce Site Protects Its Reputation and Increases Sales 50% with GeoTrust EV SSL Certificates

Ukandu offers a diverse collection of pre-designed marketing templates, art products, and educational materials to professional photographers and other business owners. Founded in 2010 by nationally acclaimed photographer Sandy Puc', Ukandu is one of five companies under the Sandy Puc' brand. The company is headquartered in Littleton, Colorado, and all of its products are available for purchase and download at Ukandu.com.

Challenge: Safeguard New Brand by Securing Online Transactions

Ukandu customers have exacting standards. Not only do they want high-quality templates that feature cutting-edge design, they demand a first-rate shopping experience at the company's web site. "A lot of our customers are professional photographers who run their own businesses so, in many cases, they have much tougher standards than your average consumer," says Shannon Barry, Ukandu's Director of Marketing and Development.

According to Barry, customer expectations are particularly high when it comes to online security. "All of our products are downloadable templates, so we don't have a physical disc that we pull from a warehouse shelf and ship to a customer," she explains. "Before visitors consider making a purchase, we have to assure them that we'll not only deliver what they pay for, but that their credit card information will be safe during the entire transaction."

When Ukandu started receiving questions from customers about security at its site, Barry and her team knew it was time to act. "There are a lot of fly-by-night sites out there that sell graphics and templates, so we wanted to erase any doubts that people might have about Ukandu.com," she states. "We've worked hard to establish the Ukandu brand and its reputation for quality design and customer care, and we wanted to keep it that way."

Solution: A Well-Known, Credible SSL Provider Backed by Superior Customer Support

When the Ukandu team considered its security options, SSL certificates were the obvious choice. After some research, the team discovered that its shopping cart vendor, 3DCart, could easily implement SSL security for the company. "3DCart recommended that we use an Extended Validation SSL certificate from GeoTrust, and we readily agreed," says Barry. "GeoTrust is a well-known brand that we knew our customers would recognize and be comfortable with."

Barry also appreciated the fact that GeoTrust offers strong, credible SSL protection that is also very cost effective. "When we saw how affordable a GeoTrust EV SSL certificate is and how easy it was to get on our site, we regretted holding off on getting one for as long as we did," she says. "It's a small price to pay, literally, for the peace of mind that we can give our customers."

The Ukandu team values the customer support that GeoTrust offers. "The ongoing support we've gotten from GeoTrust has been superb," comments Barry. "As a company that prides itself on giving its customers top-notch service, Ukandu appreciates working with a provider like GeoTrust that is proactive and that follows through on its promises."

Solution Summary:
Ukandu prides itself on offering top-of-the-line marketing templates and other design products. To create a secure online shopping experience that underscores its commitment to quality, the company turned to GeoTrust Extended Validation (EV) SSL certificates. After implementing GeoTrust SSL security on its site, Ukandu increased sales by 50 percent and bolstered its reputation as a trusted provider of high-quality downloadable templates and artwork.

Industry: Retail e-commerce

Key Challenges:
- Provide a top-notch e-commerce experience for its demanding customer base
- Build confidence in online purchases and product download processes
- Proactively address customer concerns about site safety

Solution: GeoTrust® True BusinessID with Extended Validation

Results: Increased Sales by 50% While Saving Time and Money on Customer Service

With GeoTrust SSL on its site, Ukandu experienced a range of benefits, most noticeably a significant increase in sales. "We measured our sales before we implemented GeoTrust SSL and then again after a month," Barry says. "In just this short amount of time, our sales increased by 50 percent. This is a huge number for us, and we're thrilled with the results we've seen so far." [1]

In addition to more sales, GeoTrust SSL security has also enabled Ukandu to reduce costs associated with customer service. "With the GeoTrust True Site Seal clearly visible on our web site, we're getting fewer calls and emails from customers about security," says Barry. "GeoTrust answers these questions for us, so our staff can spend less time following up with customers on security and focus their energy on improving the experience at Ukandu.com."

As Barry points out, GeoTrust SSL certificates also help Ukandu.com accomplish another critically important goal: standing out in the very crowded online market for graphics and templates. "GeoTrust security definitely gives us a leg up on the competition. It shows that we're proactive about protecting our customers and that we take security very seriously," she states.

Future: Using GeoTrust SSL Security to Protect an Expanding Web Presence

Looking ahead, Ukandu is planning to expand and launch additional web sites. As it grows, the company plans to stick with GeoTrust for its SSL security. "We are constantly evolving and will likely add more sites under the Ukandu umbrella," says Barry. "They will most definitely use GeoTrust SSL and include the GeoTrust True Site Seal."

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:
- **Boosted sales by 50%**
- **Reduced costs associated with answering customer inquires about site security**
- **Enabled company to demonstrate commitment to online security, setting it apart from competitors**

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—Shannon Barry,
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1. Results based on customer measurements comparing sales conversions before and after the implementation of GeoTrust EV SSL for a period of approximately 30 days. Other factors, such as online advertising campaigns, may have influenced results. GeoTrust 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