Thawte Extended Validation SSL Certificates Help E-Commerce Site Increase Conversions and Fight Security Costs as Business Grows
Headquartered in Garnerville, New York, KarateDepot.com is one of the largest online retailers of martial arts equipment, uniforms, and other karate supplies in the United States. KarateDepot.com is owned by S and A Industries, a small e-commerce corporation that operates several other sites that sell fighting sports gear – including BoxingDepot.com and EliteMMA.com – as well as ScrubsGallery.com, a website that offers nursing scrubs and medical uniforms, and a magazine subscription site, MagsDirect.com.

Challenge

PROTECT E-COMMERCE TRANSACTIONS COST-EFFECTIVELY

When Aaron Rubin founded S and A Industries in 1999, the idea of selling products online was still relatively new. Despite this fact, Rubin still understood that SSL security would be essential to help ensure the success of the company’s first e-commerce website, KarateDepot.com. “I have a background in web development, so I knew that taking an order online without using an SSL certificate simply wasn’t an option,” he says. “We had to protect our customers’ private information or they would never trust our site.”

In addition to securing KarateDepot.com and building trust with customers, Rubin also needed a solution that would allow S and A Industries to launch additional sites while keeping the cost of SSL security low. “When we started selling martial arts supplies online, we could see that there was a lot of potential to expand into other sports and product categories,” Rubin says. “We wanted to find an SSL solution that could help us control costs as we grew and launched more e-commerce sites.”

Rubin viewed SSL security as an absolute necessity, but he wanted to find a cost-effective technology that offered brand name recognition and the flexibility to meet the changing needs of his business.

SOLUTION SUMMARY

Industry:
• Retail and wholesale sales of martial arts equipment and uniforms

Key Challenges:
• Help ensure customers’ online credit card transactions are secure
• Build trust in website by protecting customer data
• Enable company to expand and launch new sites while keeping the costs of SSL security low

Solution:
• Thawte® SSL Web Server Certificates with EV

Results:
• Increased transaction rates by placing the Thawte seal on web pages
• Controlled costs as the business grew and launched more e-commerce sites
• Established customer confidence by using visible EV SSL security backed by a strong brand

“After we implemented Thawte SSL certificates, we placed the Thawte seal on our sites and we definitely saw our conversion rates go up. When people see the Thawte seal, they buy more. It’s as simple as that.”

—Aaron Rubin, Owner, KarateDepot.com

"After we implemented Thawte SSL certificates, we placed the Thawte seal on our sites and we definitely saw our conversion rates go up. When people see the Thawte seal, they buy more. It’s as simple as that.”

—Aaron Rubin, Owner, KarateDepot.com
Results
INCREASED TRANSACTION RATES AND STRONG SALES GROWTH

Since KarateDepot.com switched to Thawte SSL certificates, the site has experienced dramatic growth, enabling S and A Industries to expand and launch five additional e-commerce sites, including BoxingDepot.com, EliteMMA.com, ScrubsGallery.com, and MagsDirect.com. “Aside from last year, when we made some adjustments to our business model, we’ve grown 25 percent every year since KarateDepot.com went online in 2000,” says Rubin.

As Rubin points out, Thawte SSL security has been key to that strong growth and success. “After we implemented Thawte SSL certificates, we placed the Thawte seal on our sites and we definitely saw our conversion rates go up,” he says. “When people see the Thawte seal, they buy more. It’s as simple as that.”

Future
STICKING WITH THAWTE FOR EVEN MORE SUCCESS

In the future, S and A Industries plans to continue its expansion by acquiring even more e-commerce sites. As Rubin points out, the company will rely on Thawte to provide SSL security on every new site it launches. “We have some big plans for the next year. We’re looking to start running at least one or two additional websites and we’re switching to a new hosting environment,” he says. “We’ve seen such great results so far that we see no reason to switch to a different provider. We’re definitely going to stick with Thawte.”

To learn more, contact our sales advisors:

- Via phone
  - US toll-free: +1 888 484 2983
  - UK: +44 203 450 5486
  - South Africa: +27 21 819 2800
  - Germany: +49 69 3807 89081
  - France: +33 1 57 32 42 68
- Email sales@thawte.com
- Visit our website at https://www.thawte.com/log-in

Protect your business and translate trust to your customers with high-assurance digital certificates from Thawte, the world’s first international specialist in online security. Backed by a 17-year track record of stability and reliability, a proven infrastructure, and world-class customer support, Thawte is the international partner of choice for businesses worldwide.