



DATA SHEET

HOW EXTENDED VALIDATION SSL CAN HELP INCREASE ONLINE TRANSACTIONS AND IMPROVE CUSTOMER CONFIDENCE

THE PROBLEM OF PHISHING AND ONLINE FRAUD

Phishing scams and online fraud have created an environment of fear and doubt among online consumers. Phishing is a form of “man-in-the-middle” attack that uses emails and web sites that appear legitimate to trick visitors into sharing personal information. These types of attacks were developed by hackers to circumvent SSL’s end-to-end capabilities. The phishing threat remains real, and continues to grow. The total number of unique phishing reports submitted to the Anti-Phishing Working Group (APWG) in December 2009 was 46,190.¹ Even if you are not a target, phishing casts its net far and wide and it has a detrimental effect on consumer confidence:

- 73% of U.S. Internet users are extremely threatened by identity theft.²
- U.S. adults indicate online security awareness has grown tremendously in the past two years. A recent study found that 62% are more concerned about their online security:³
 - > 48% are more concerned about giving personal information for fear of cybercriminals.
 - > 36% are less likely to give their credit card information because of concern that it will be intercepted and stolen.

To re-establish consumer trust, web site owners needed an easy, reliable way to show consumers that their transactions were secure and that their web site was legitimate. To meet the challenge, security and Internet browser vendors combined forces, through the CA Browser Forum, to establish the Extended Validation (EV) standard for SSL Certificates.

THE SOLUTION: EV SSL

When consumers visit a web site secured with an EV SSL Certificate, the browser address bar turns green (in high-security browsers) and a special field appears with the name of the legitimate web site owner along with the name of the security provider that issued the EV SSL Certificate. EV SSL provides an extra layer of protection for consumers and web site operators by requiring third-party Certificate Authorities (CA) to follow a strict issuance and management process, as defined by the CA/Browser Forum, for certificate approval and delivery.

VERISIGN: THE LEADER IN SECURITY AND TRUST

VeriSign is the world’s leading provider of SSL Certificates. This leadership includes EV SSL. To date, over 24,000 Web sites have deployed EV SSL Certificates, and VeriSign is the provider of choice for over 17,000 of them.⁴ VeriSign’s EV SSL customer list includes the biggest names in e-commerce and banking. 97 of the world’s top 100 banks that use SSL, as well as 93% of the Fortune 500 that use SSL, use SSL Certificates sold by VeriSign.⁵





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THE VALUE OF EV SSL

EV SSL has become a “must have” for businesses who want to maximize their online growth potential. VeriSign® EV SSL Certificates and the EV “green bar” help e-commerce web sites:

Reduce Abandoned Shopping Carts

“We saw EV as the next level in security, the natural progression in building our relationship with VeriSign,” added Luke Barlow, Director of Fitness Footware. “Besides, it just plain makes sense that people who see the address bar light up in bright green when they commence a purchase will feel more confident continuing the process.” “EV was an excellent investment,” added Jonathan Dicks, Head of Colors and Shapes.

Fitness Footware, the largest independent footwear retailer in the UK, saw shopping cart abandonment drop by 13.3 percent and conversions increase by 16.9 percent.⁶

Improve Conversion Rates

CanadaDrugs.com recouped the cost of an annual EV SSL license in a matter of days. According to Brock Gunter-Smith, Director of e-Business: “People buy from us because they require vital medications, often desperately, and in many cases they simply can’t afford them at their corner drugstore. You’d think they wouldn’t care what color the bar is. For VeriSign EV to make such a huge difference to people who are that motivated to buy is truly amazing.”

CanadaDrugs.com chose VeriSign EV SSL and measured a 33 percent higher conversion rate and a 27 percent greater revenue per sale among users who see the EV green address bar.⁶

Comply with Regulatory Standards

The largest publicly held savings bank headquartered in the Midwest, Flagstar implemented VeriSign EV SSL Certificates across their consumer and business banking web sites and their home lending and mortgage business partner sites. Distinguishing a real web site from a fake one has been a huge problem in our industry, and VeriSign EV essentially puts it to bed,” said Jason Dufner, Senior Vice President, IT Content and Banking Systems, Flagstar Bank.

In a year of banking consolidation and financial turmoil, Flagstar Bank grew their customer base beyond the traditional branch footprint. According to Flagstar, Flagstar.com usage increased 49 percent over 12 months and the bank experienced a 10 percent increase in completed online applications.⁶

For these and many other case studies, please feel free to visit:

www.verisign.com/sslcasestudies

Visit us at www.Verisign.com for more information.

REAL WORLD RESULTS WITH VERISIGN EV SSL

Papercheck.com:

87% increase in online registrations

CRSHotels.com:

30% increase in conversions

CarlInsurance.com:

18% increase in online enrollment

Flagstarbank.com:

10% increase in customer signups

CreditKarma.com:

26% higher in conversion rates

See www.verisign.com/ssl/ssl-information-center/sslcasestudies/index.html for all of the details.

1. www.apwg.org
2. VeriSign Trust Index Report, March 2010. https://www.trustthecheck.com/assets/VeriSign_Internet_Trust_Index_March_2010.pdf
3. Survey conducted by Harris Interactive, March 2009 on behalf of Microsoft and NCSA.
4. Netcraft Survey, May 2010
5. Includes VeriSign subsidiaries, affiliates, and resellers.
6. Each study was conducted by the respective featured businesses. For more details on each study, visit www.verisign.com/sslcasestudies

