



CASE STUDY



VeriSign® EV Helps
CanadaDrugs.com Save Lives,
Boost Conversions, and
Build Revenue



CanadaDrugs.com



SOLUTION SUMMARY

When people buy life-saving medications over the Internet, VeriSign makes it easier for them to tell the difference between CanadaDrugs.com and the many scammers in the market. VeriSign EV SSL Certificates are especially helpful, as shown by the 33% higher conversion rate and the 27% greater revenue per sale experienced by CanadaDrugs.com for customers using high security Internet browsers who see the green address bar.*

Industry

- E-commerce, healthcare

Key Challenges

- Distinguish Canadadrugs.com from the many unscrupulous Web sites purporting to offer great deals on internationally-supplied medicines.
- Build customer trust in the CanadeDrugs.com name.

Solution

- VeriSign Secured® Seal
- VeriSign® Secure Site Pro with Extended Validation (EV) SSL Certificates

Results

- 33% higher conversion rate among users who see the EV green address bar.
- 27% greater revenue per sale among users who see the EV green address bar.
- Cost of annual EV license pays for itself within a few days.

CanadaDrugs.com was a founder of the international mail order pharmacy industry in 2001 and remains its largest participant, with many millions of satisfied customers. By providing prescription and over-the-counter medications at up to 50% off, CanadaDrugs.com is helping people who are often on a fixed income to afford the medication they need to preserve their quality of life or even to stay alive – purchases that are especially difficult in these times of skyrocketing medical costs and a tight economy.

+ Trust Makes All the Difference in Choosing an Online Pharmacy

People today are keenly aware of Internet fraud, and they are especially leery about prescription drug Web sites because of all the sensitive data they are asked to provide—not just social security numbers, but also medical information that providers are required to collect—and also because scammer traffic is particularly high in this field.

One of the foremost challenges CanadaDrugs.com faces is demonstrating the site's legitimacy and drawing a clear distinction between itself and the many fly-by-nighters illegally offering international drug scams over the Internet. Since CanadaDrugs.com itself uses the Internet as the starting point in building customer relationships and for many direct sales as well, the firm takes every opportunity on its Web site to show its legitimacy and engender trust on the part of viewers. "We need to show that we're a real business that conducts itself professionally and is accountable to customers, which is tough when we're dealing with cautious site visitors thousands of miles away," said Brock Gunter-Smith, Director of eBusiness. "That, in a nutshell, is why we partner with VeriSign. People overwhelmingly recognize VeriSign, and they know the VeriSign name means credibility and confidence."

CanadaDrugs.com began by briefly using another SSL provider, but never felt comfortable with that choice. "Our ISP told us it would be quick and easy with the other company, that there was no real information we'd have to supply," explained Gunter-Smith. "That was supposed to be a selling point, but it actually turned us off in a big way since our whole focus was on demonstrating our legitimacy. Then we learned about VeriSign and all the verification its people do into a company's authenticity before allowing it to display the VeriSign Secured Seal. We switched immediately."

+ Customers Looking for Assurance Find It with VeriSign EV

CanadaDrugs.com was quick to seize an even better way to prove its authenticity—Extended Validation (EV) SSL Certificates and its comforting green address bar available to customers using high security internet browsers—as soon as VeriSign made them available. "EV Certificates go a step beyond standard SSL Certificates in that they verify that the Web site a user is looking at is indeed the one intended and not an imposter," said Gunter-Smith. "That's a key issue with our customers, who are always nervous about their credit card numbers and medical history getting into the wrong hands, and so we jumped on the opportunity. Our customers are also quite savvy, and they know what VeriSign EV means—we're legitimate and they're secure—they appreciate that we use only the best to protect their data."

*Your company's results could vary. VeriSign, Inc. makes no warranties of any kind (whether or express, implied or statutory) with respect to the services described or information contained herein.

“People buy from us because they require vital medications, often desperately, and in many cases because 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.”

Brock Gunter-Smith,
Director of e-Business,
CanadaDrugs.com

Results have shown that moving to EV was excellent not only for the sake of customers’ peace of mind, but also for the bottom line of CanadaDrugs.com’ business. The firm recently tabulated three months of data comparing conversion rates of users of Internet Explorer 7 (IE7), which displays the green bar on an EV-equipped Web site, with those of IE6, which lacks this ability. IE7 users converted to sale 1.75% of the time, whereas IE6 users did so only 1.31% of the time. That is, those who saw the bar turn green converted to purchase 33% more often than those who did not.

“We found those numbers surprising enough, but then we went on to compare the two browsers on the basis of revenue per visit, and found that IE7 users spend 27% more money on their purchases than IE6 users,” reported Gunter-Smith. “That’s startling and inexplicable, but it must go back to the extra measure of security that people feel when they see the VeriSign green bar. Whatever the reason, it works. EV paid for itself in a matter of days.”

+ Easy Validation Process—but Only If You’re Legitimate

Installation was extremely easy for CanadaDrugs.com, both for its original VeriSign SSL Certificates and for the EV SSL Certificate. Gunter-Smith had the work done by junior programmers and each time, just by following the instructions VeriSign provided, they finished in ten minutes.

On the business side, the VeriSign validation process was again easy, both the first time, and during the EV solution—but only because CanadaDrugs.com had no difficulty providing the right credentials. “The process is very straightforward for a legitimate business, but it would be tough indeed for a fraudster,” said Gunter-Smith.

“Our customer is the furthest thing from the casual buyer who doesn’t need much of an excuse to abandon a shopping cart,” Gunter-Smith concluded. “People buy from us because they require vital medications, often desperately, and in many cases because 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.”

+ About VeriSign

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

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