

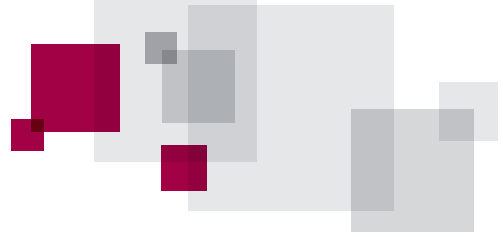


CASE STUDY

CARINSURANCE.COM

**CARINSURANCE.COM SEES AN 18%
INCREASE IN CONVERSIONS WITH
VERISIGN® EXTENDED VALIDATION
SSL CERTIFICATES**





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Many car insurance companies provide price quotes over the Internet along with an opportunity to make a purchase—but only for their own products. Other services provide car insurance price comparisons online—but then the customer must deal directly with a provider to buy the policy. CarInsurance.com is one of the few that allows the online shopper to compare rates of multiple insurers, make a choice, and proceed then and there to consummate the purchase without ever leaving the Web site. Since its founding in 2003, CarInsurance.com has expanded to offer packages from twelve carriers across 44 states and the District of Columbia. Because of the convenience of the end-to-end online shopping it provides and the breadth of its offerings, CarInsurance.com has built a handsomely growing business.

BUYING INSURANCE CALLS FOR REVEALING HIGHLY PERSONAL INFORMATION

Like many online companies, CarInsurance.com requires customers to provide closely guarded information such as credit card numbers. But, since the product is automobile insurance, CarInsurance.com visitors also have to provide an unusual amount of highly personal information—one’s driver’s license number is just the beginning. In addition, CarInsurance.com represents many leading insurance companies who guard their reputation studiously. For these reasons, security of customer information is of paramount importance to CarInsurance.com. One of the company’s key methods for providing this security is its use of VeriSign EV SSL Certificates with SGC. This allows CarInsurance.com to not only give their customers the assurance of knowing they are on the legitimate site in order to complete the process, but also gives themselves the peace of mind to know that the maximum number of users will connect with the strongest level of encryption possible.

“We take a lot of care to make the online experience as easy as we possibly can for the customer, and making them more comfortable about providing sensitive data is a big part of that,” explained David Fitzgerald, CIO and Executive Vice President. “It’s essential that we maintain the utmost in information security for our customers, and it’s equally essential that we let them know we’re doing so. That’s what the VeriSign seal and the EV green bar are all about—peace of mind.”

CONVERSIONS LEAP 18% AFTER EV’S INTRODUCTION

CarInsurance.com was convinced that VeriSign EV SSL Certificates would have a significant impact on conversion rates, and to prove it, the company ran tests during the month before and the month after introducing them. Carinsurance.com chose to measure completed quotes, i.e., visitors who went all the way through the process of receiving a quote. The findings: among users of EV-equipped browsers, mainly Internet Explorer 7 and Firefox 3, conversions jumped 18%. “It is very clear to us that the addition of EV SSL has had a significant impact,” said Fitzgerald.

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



SOLUTION SUMMARY

Of all the products that are sold online, automobile insurance requires the sharing of some of the most sensitive and personal information. To demonstrate that it provides the ultimate in security for this information, CarInsurance.com uses VeriSign® Extended Validation (EV) SSL Certificates and prominently displays the VeriSign seal on all its Web pages. Online Enrollments leapt 18% the month after EV was introduced.*

Industry

- Insurance

Key Challenges

- Safeguard personal customer data to the maximum extent possible.
- Demonstrate security consciousness and prove Web site authenticity.

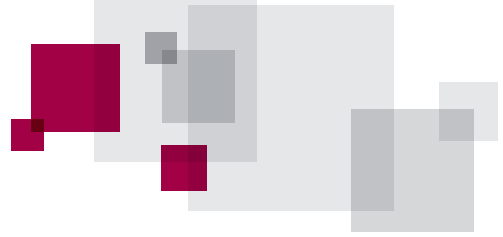
Solution

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

Results

- 18% uplift in completed price quotes the month EV SSL was introduced.
- Fast return on investment.





CASE STUDY

“Users of EV-equipped browsers are our most productive visitors,” he added. “Other tests have shown that they are twice as likely to become customers as users of older versions. These users are the ones that see the green bar and get the added proof that the Web site they’re viewing is indeed ours and not a carbon copy from fraudsters with malicious intent.”

Fitzgerald also appreciated the speed of the VeriSign support staff, which quickly reissued an SSL Certificate after an internal problem arose. “The staff was very helpful and readily available to assist us when we needed them,” explained Fitzgerald.

INSURANCE PARTNERS DEMAND VERISIGN® SSL CERTIFICATES TO SECURE COMMUNICATIONS

CarInsurance.com displays the VeriSign seal on most pages of its Web site and explains what it means on a security disclaimer page. It also uses VeriSign SSL Certificates for internal authentication between its servers and those of its insurance provider partners, some of whom insist on VeriSign.

“There’s no question that we recouped our investment in just our first two months using VeriSign Secure Site Pro with EV,” Fitzgerald concluded. “Our goal is to give our customers what they need, and one of the main things they’re looking for is security for their personal data. The more comfortable they are with the experience, the more likely they are to buy from us—and VeriSign provides that comfort.”

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.

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