



CASE STUDY

# WORLDTICKETSHOP

CONVERSIONS RISE 20%  
WITH EXTENDED VALIDATION SSL  
FOR WORLDTICKETSHOP

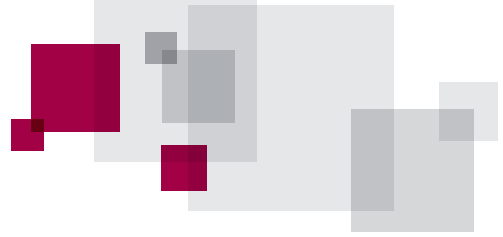




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## CASE STUDY

# WORLDTICKETSHOP

Whether you want to see the latest Celine Dion concert or a World Cup soccer match, Worldticketshop.com is a great place to shop for tickets. Worldticketshop.com provides top quality e-commerce services in six languages and specializes in tickets that are rare and hard to get. In a very short period of time, the Rotterdam-based online merchant has built a highly successful business across Europe as the place to buy or sell tickets to virtually all major music and sporting events worldwide.

### VERISIGN SECURED SEAL PROVIDES THE ASSURANCE CUSTOMERS NEED

At first, Worldticketshop.com employed a payment service provider to handle purchases, but in late 2008 the firm brought the payment process in house and therefore had to provide transaction security for the first time. The first step was to select a partner to provide SSL Certificates.

“Choosing VeriSign was a very straightforward decision,” said Sebastian Monteban, CEO and Founder. “All of our competitors used VeriSign, and we’d have been at a significant disadvantage if we hadn’t done so as well. It’s all about name recognition, and VeriSign is by far the most widely known and respected name in the SSL Certificate business. Customers need to know that their transactions will be properly protected and they trust VeriSign to do it right.

By displaying the VeriSign Secured Seal prominently on our home page, we provide the reassurance that customers need from the moment they visit our site.”

### WITH TRANSACTIONS AVERAGING €600, CUSTOMERS NEED EV’S EXTRA MEASURE OF CONFIDENCE

Monteban knew that customers have another kind of fear in these days of rampant phishing – that the site they are viewing might be a phony one staged by a clever imposter, rather than the real Worldticketshop.com site. With ordinary SSL Certificates, it is much more difficult to tell the difference.

“There is a lot more at stake in the ticket-selling business than in other kinds of e-commerce,” explained Monteban. “Our customers aren’t buying a €20 blender. They’re spending an average of €600 per transaction on tickets to expensive events for themselves and their family and friends. With so much on the line in a transaction, they are especially concerned about receiving the goods in return for their payment. Even with SSL encryption and the trust afforded by the VeriSign Secured Seal, some customers still need that extra visible assurance provided by VeriSign Extended Validation SSL Certificates. EV goes beyond standard protection by turning the address bar in the latest highsecurity green, guaranteeing that a customer is on the genuine Worldticketshop.com Web site.”



### SOLUTION SUMMARY

To instill customer confidence in the safety of their e-commerce transactions, online ticket broker Worldticketshop.com chose VeriSign® Extended Validation (EV) SSL Certificates from the outset. EV had a far greater effect on conversions than expected: users of EV-enabled browsers proceeded to purchase 20 percent more often than those on older browsers not able to see the green address bar that EV SSL provides.\*

#### Industry

- Online Event Ticketing

#### Key Challenges

- Assure customers that their purchases are safe
- Increase revenue

#### Solution

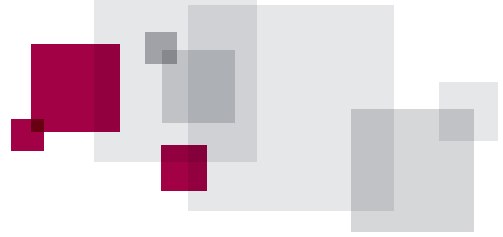
- VeriSign Secured® Seal
- VeriSign Secure Site Pro with Extended Validation (EV) SSL Certificates

#### Results

- Attained 20 percent more conversions to sales amongst users of EV-enabled browsers



\*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. May, 2009



## CASE STUDY

Installing VeriSign EV SSL Certificates was straightforward for the Worldticketshop.com IT staff. They had a few questions during the implementation, which VeriSign support answered promptly. “We’ve had great service from VeriSign in every respect,” said Montebane.

### **EV DELIVERS 20% MORE CONVERSIONS, FAR EXCEEDING EXPECTATIONS**

Monteban expected EV to have an impact on sales, but little did he know how much of an impact it would be. To find out, he and his team set up an A/B test to compare conversions to sales for users with and without EV-enabled browsers over a period of three weeks – ample time to have enough site traffic and ensure a statistically significant sample.

The study found that users of Internet Explorer 7, Firefox 3, and other EV-capable browser versions completed a purchase 20 percent more often than those who used older versions of the same browsers. “The 20 percent uplift from EV is spectacular, far better than the 5 percent we were anticipating. We are very pleased with the positive impact we were immediately able to see with EV SSL from VeriSign,” Monteban said.

### **WITH EV AS A COMPETITIVE ADVANTAGE, WORLDTICKETSHOP.COM CONTINUES TO GROW 50% PER YEAR**

The future is bright for Worldticketshop.com. Sales are growing around 50 percent annually and the firm is continuing its geographic expansion, with a presence in Russia and other eastern European countries next in the plan.

“Even though we’re in a highly competitive business, we’re very optimistic about our outlook,” concluded Monteban. “One important reason is that we use VeriSign Secure Site Pro with EV SSL Certificates. Surprisingly, many of our competitors don’t use them – and we’ve seen first-hand what an enormous difference they make.”

### **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](http://www.VeriSign.com) for more information.

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Sebastian Monteban  
CEO and Founder  
Worldticketshop

