



CASE STUDY



## Oisix Inc.

Conversions Leap when Oisix Inc. Customers See the EV Green Address Bar



## Oisix Inc.



### SOLUTION SUMMARY

Oisix Inc., the leading online food retailer in Japan, has deployed VeriSign SSL Certificates and the VeriSign Secured Seal since the company's inception to demonstrate that they consider transaction security just as important as the quality of their food products. Now Oisix Inc. has moved to VeriSign Extended Validation (EV) SSL Certificates, which substantially boosted conversion rates on two key performance indicators.\*

#### Industry

- E-commerce

#### Key Challenges

- Demonstrate concern for safety of the online shopping experience
- Increase trial set conversion rate
- Build Oisix Club membership

#### Solution

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

#### Results

- Trial set conversions rose 16% with EV SSL
- Oisix Club memberships climbed over 7% with EV SSL

Oisix Inc. is Japan's biggest online food retailer with annual revenue of over \$60 million. They have managed their online shopping site, Oisix.com, since 2000. Every month, Oisix.com sees more than one million unique visitors who come to purchase top quality foods for home delivery. Oisix.com attributes their popularity as a food shopping alternative to the flexibility and convenience of their online experience and their respect for quality. Customers can purchase groceries in any quantity, and they face no up-front financial commitment. An unaffiliated organization of academic experts and homemakers oversee food quality and must approve all foodstuffs before they can be sold.

### + The VeriSign Secured® Seal Represents Security

Oisix.com is the company's exclusive sales channel, and so the company pays particular attention to its functionality, content, and security. Just as they employ third-party authorities to testify to their high food standards, they have also relied on a respected third-party, VeriSign, since their formation to testify to their online security standards. "It is one thing for us to state that customers' online shopping experience is safe, but it is quite another thing for a company known worldwide for reliability to say so," explained Hiromasa Furufu, General Manager of the Product Development Department and Director of Oisix Inc. "Security is what customers recognize when they see the VeriSign Secured Seal in several prominent places on Oisix.com."

### + Skeptics Doubt the Effectiveness of Extended Validation

More recently, the same concern for respected third-party authentication prompted Oisix.com to move to VeriSign® Extended Validation (EV) SSL Certificates. "At first, some of us in the systems department did not think that EV would be effective in increasing conversions because from an encryption point of view it is the same as conventional SSL," said Kazuhiro Yonejima, Shopping Site Manager. "What we did not fully appreciate is that EV signals another level of security that our users care about a great deal as well – that they are on the genuine Oisix.com Web site and not an imposter's. Customers certainly do not want to provide their sensitive personal information to someone with mal intent, which is happening all too frequently these days."

To see how much of a difference EV makes to customers, Oisix.com devised a test to measure the green address bar's impact on two of the company's most important key performance indicators: trial application rate and subscriptions to the "Oisix Club" of regular buyers. Trial sets are critical because they constitute the vehicle that new customers use to test the Oisix.com experience; and they generate the pool of repeat customers that sustains the company's order stream. Only with a dependable order rate can they plan inventory to reliably fulfill demand while avoiding waste of highly perishable products. Oisix Club memberships are just as important because club members purchase food at a high, predictable rate. To properly evaluate the technology's impact, the tests that they conducted examined only users of Internet Explorer® 7, which displays EV's green bar when a customer commences a purchase and compared them to activity from non-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



*“Our tests proved the effectiveness of the VeriSign EV green bar in enhancing our image by offering a secure shopping experience for customers and in building our revenue stream.”*

Kazuhiro Yonejima  
Shopping Site Manager  
Oisix Inc.

### + Big Jumps in Conversions Demonstrate EV’s Impact

“The results were a huge surprise to the skeptics in our group,” reported Yonejima. “Trial set conversion rose 16 percent when visitors saw the green bar, and Oisix Club memberships climbed more than 7 percent. Those are outstanding numbers in terms of their impact on our revenue stream, completely dwarfing our investment in EV.”

“Our tests proved the effectiveness of the VeriSign EV green bar in enhancing our image by offering a secure shopping experience for customers, and in building our revenue stream,” concluded Yonejima. “We will continue to employ the best in security technology, because shopping safety is just as important as food safety.”

### + 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.**