



# CONSUMER TRUST TEST

## Does your e-business pass the test?

Give potential customers the confidence that you can collect their sensitive personal information securely online, and you'll have a customer for life. If you don't develop that trust immediately, they'll take their business elsewhere in a click.

Ask yourself these questions and see how your e-business measures up.

### 1. Does your Web site have the security your customers need to conduct business online?

- yes** This smart decision earns the trust of every visitor to your site. Make sure you are offering the strongest encryption available from the worldwide leader in online security—VeriSign®.
- no** You are putting your customers—and your business—at risk. Did you know that 85% of Americans worry about becoming victims of identity theft?<sup>1</sup> And that means they will not do business with you unless they know their data is secure.
- not sure** When credit card numbers and financial or health care information are sent over the Web without the protection of SSL encryption, there's a risk the data will be intercepted or altered by hackers during transmission. Customers need assurance that their personal information is secure on your Web site. With a VeriSign SSL Certificate on your company's Web server, you can help protect their confidential information.

### 2. Does your Web site provide the highest security available?

- yes** Which means you're using the 128-bit power of VeriSign encryption with Server Gated Cryptography (SGC) technology—the strongest SSL encryption available in today's browsers, and the standard for large-scale online merchants, banks, brokerages, health care organizations and insurance companies nationwide.
- no** How many customer relationships are you willing to risk? If the answer is zero, keep in mind that VeriSign<sup>2</sup> offers computationally unbreakable 128-bit encryption with SGC—guaranteeing all Web customers and business partners the highest security, every time, regardless of browser type.
- how do I know** if I have the highest security available? Only VeriSign<sup>2</sup>, the leading SSL Certificate Authority, offers the world's strongest SSL encryption to every visitor on your site. VeriSign uses SGC—the only way to ensure 128-bit encryption for all Windows 2000® systems. Learn more: <http://www.verisign.com/dm/freeguide/SGCpaper>

(Continued on next page)





## CONSUMER TRUST TEST (continued)

### 3. Do your visitors know that your Web site is secure?

- yes** With an SSL Certificate on your company's Web site, you know your business is legitimately conducting secure transactions. And by displaying the VeriSign Secured™ Seal on your site, your online customers know it, too. Display the VeriSign Secured Seal on your home page, on all SSL-enabled pages, and above the fold on all other pages so it can be seen without scrolling.
- no** Displaying a recognized trust mark like the VeriSign Secured Seal helps assure your customers and business partners that their sensitive data is being sent and received securely from a trusted business. In fact, over 80% of consumers say the presence of the VeriSign Secured Seal is an important influence on where they shop. To learn more about the benefits of displaying the seal, visit <http://www.verisign.com/dm/freeguide/sealreview>
- why is this important?** Encryption alone isn't enough to build trust. 64% of consumers who have terminated a transaction due to security concerns say they would have completed the purchase if the site had a recognized trust mark.<sup>3</sup> So the best way to gain customers' confidence is to display the VeriSign Secured Seal, voted by consumers as the #1 trusted seal on the Internet. This seal says your business has been authenticated by VeriSign's rigorous standards, and it's safe to proceed with the purchase.

### 4. Are you taking steps to ensure that your customers are not leaving the Web site without your knowledge?

- yes** Great, that means you have a valid SSL Certificate and your Web site displays the VeriSign Secured Seal! The SSL Certificate disables the auto-security notice that warns customers not to shop over insecure channels, and the VeriSign Secured Seal assures your customers and business partners that their sensitive data is being sent and received securely from a trusted business.
- no** Having an SSL Certificate prevents ominous auto-security notices from reaching your customers. Without one, you can count on customers leaving your site without an explanation. They simply aren't willing to take the risk. Are you willing to take the risk?
- what do I need to do?** All Web browsers have security mechanisms to help prevent users from unwittingly submitting their sensitive information over unsecured channels. When a customer sees the auto-security notice, they question the trustworthiness of a site, which can equal lost business. Fortunately, there is an easy solution. Simply get a VeriSign SSL Certificate and customers attempting to transact with you won't set off their browser's security mechanism, and won't leave your Web site.

(Continued on next page)



Where it all comes together.™



**\* IMPORTANT! If you do not have a VeriSign SSL Certificate, or if you answered “no” to any of these questions, your customer data may be at risk, and you may be losing sales.**

You can be assured that VeriSign’s Secure Site Services will boost consumer confidence by enabling your customers and business partners to securely and confidentially interact with your Web site.

VeriSign SSL Certificates have earned the trust of businesses worldwide, including over 93% of the Fortune 500 companies and 94% of the top-50 e-commerce sites.<sup>4</sup>

**Now, see for yourself. Start gaining customer confidence and boost sales today.**

Just download our FREE 14-day SSL Trial Certificate to unlock your Web servers’ SSL functionality at:  
**[www.verisign.com/products/srv/trial/intro.html/](http://www.verisign.com/products/srv/trial/intro.html/)**

For more details on VeriSign Secure Site Services, call 1.866.893.6565  
Outside the U.S., call 27.21.937.8903

1 “Steely-Eyed About Identity Theft,” eMarketer, May 4, 2004.

2 Includes VeriSign’s resellers, affiliates and subsidiaries.

3 The TNS study, conducted June-July 2004, was sponsored by VeriSign and was comprised of online shoppers, at least 18 years old. U.S. respondents were recruited from the TNS NFO Panel, and all international participants were recruited from GMI country-specific panels.

4 Internet Retailer Top 300 Guide, 2004 Edition.

