

Customer Success Story

Customer Hayneedle.com (formerly NetShops)
Industry Online Retail – Home Décor

Solution Comodo Extended Validation (EV) SSL
with Comodo Secured TrustMark



THE CHALLENGE

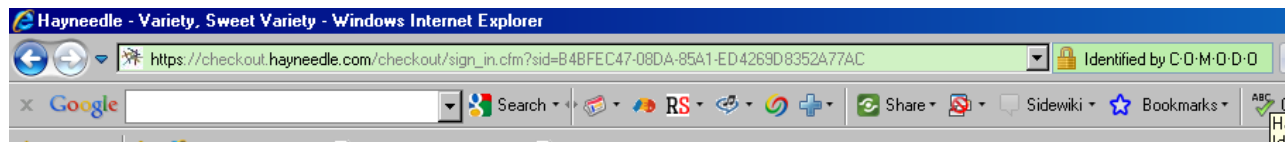
For many people, shopping for home décor online offers the advantage of literally putting a world of specialty retailers at their fingertips. However, a category with e-merchants ranging in size from national retailers to one-person businesses creates consumer anxiety about who they can trust. Successful e-merchants know that success may begin with effective advertising, a well merchandised site, and great prices, but converting visitors to buyers, particularly for non-national brands also requires the e-merchant to establish a level of trust with the visitor so that they feel comfortable in proceeding with an online transaction.

“People shopping on Hayneedle are looking for something very specific. They’re used to dealing with some mom and pop shops. At times they’re not sure whether a site can be trusted or not.”

Steven Dee, CTO Hayneedle.com

THE SOLUTION

A home décor e-merchant since 2002, Hayneedle (formerly known as NetShops) understood the potential trust concerns visitors to any its 220 specialty home décor sites and chose Comodo Extended Validation (EV) SSL and the Comodo Secured Trustmark to help address the problem. With an EV SSL Certificate a visitor’s browser address bar turns green at the secure checkout page of any of its 220 sites, providing visual reassurance that the site is trusted and the transaction data is encrypted.



Hayneedle also deployed the Comodo Secured Trustmark across its 220 sites, to help build trust with visitors earlier in the shopping process than the checkout page.



“We get a lot of people who don’t want to enter their credit card. The green browser bar, available thanks to the Comodo EV SSL certificate, helped to win over and educate customers that our site is safe, as did displaying Comodo’s trustmark across the site.”

Steven Dee, CTO Hayneedle.com

THE RESULT

Comodo EV SSL has helped Hayneedle.com build trust with its rapidly growing customer base, and increase the company’s reputation as a secure and trusted e-merchant. As online shoppers become increasingly security-conscious, even this already highly successful e-merchant (#83 on the Internet Retailer 500) found business advantage in upgrading the security and trust features of its 220 websites.

More Information

Looking for additional case studies?

Visit Comodo.TV for video interviews with additional e-merchants and learn how building trust helps build revenue and profitability.

Looking for more information on Extended Validation (EV) SSL?

Visit Comodo.com’s Extended Validation (EV) SSL webpage