

Customer Success Stories

We've all heard someone say they were afraid to use their credit card online...



Fears of hackers, identity theft and credit card fraud are reported to be the most important issues slowing the growth of online commerce:

"88.8 percent of all respondents expressed some concerns about the privacy of their personal information when or if they buy on the Internet."

"Concerns can be reduced...by privacy or security guarantees provided by an independent company."

— 2003 UCLA Annual Internet Report
 (Full survey available at www.scanalert.com)

"When Visitors Know Your Site is a Safe Place to Shop, They Will Buy More Often"

"We were impressed when we saw our conversion rate increase."

Aaron Elton
 Dir. of Business Development
 Gift Services, Inc.

"We are seeing a significant increase in our business on the Web."

Eric Barker
 Marketing Manager
 StylinConcepts.com

50 Online Retailers — 2.5 Million Shoppers — Sales Jump 15% on Average

Trade media have widely reported the significant sales increases ScanAlert's customers attribute to HACKER SAFE certification. More than 50 online merchants have conducted sales analyses, tracking over 2.5 million unique shoppers, showing that **HACKER SAFE certification increases orders by an average of 15 percent**. Below are some of the increases. See the Success Stories section at www.scanalert.com for more details.

1StopFlorists.com	12.8	%	GameroomUSA.com	12.9	%
AceHardwareOutlet.com	14.0	%	Gradware.com	4.8	%
AllergyBeGone.com	20.2	%	Infinity-Micro.com	15.3	%
Astrology.com	9.0	%	JLHufford.com	12.0	%
BabyMinestore.com	12.4	%	MatrixRacing.com	9.1	%
BabyUniverse.com	12.2	%	OnlineSports.com	11.2	%
Binoculars.com	32.0	%	PaloAlto.com	8.9	%
BoardGamesExpress.com	20.0	%	PlanetMiniDisc.com	30.3	%
CalAstrology.com	8.8	%	StreetBeatCustoms.com	12.3	%
CatCosmetics.com	28.0	%	StylinConcepts.com	12.1	%
CDConnection.com	13.0	%	TFAW.com	10	%
ClubFurniture.com	33.0	%	TVProducts4Less.com	28.0	%
CostCentral.com	4.3	%	Tires.com	7.3	%
CuesForLess.com	25.0	%	WorldTraveler.com	10.0	%
FreshPair.com	22.0	%	ZBattery.com	19.5	%

"The sales increase made us realize that security concerns are a much bigger issue than we had previously thought."

David Karon
 President
 PlanetMiniDisc.com

Sales Analysis Methodology

- HACKER SAFE sites electronically tracked the buying behavior of their site visitors using a classic A/B control group methodology (half saw the certification, the other half, the control group, did not)
- Random application of a single variable accurately isolated the effects of HACKER SAFE certification on sales
- Visitors were tracked using persistent cookies so that if they returned they either saw or did not see the certification mark as originally assigned
- Activity measured was the difference in the number of purchases made by those visitors who saw the certification mark vs. those (the control group) who did not

Eye Level is Buy Level

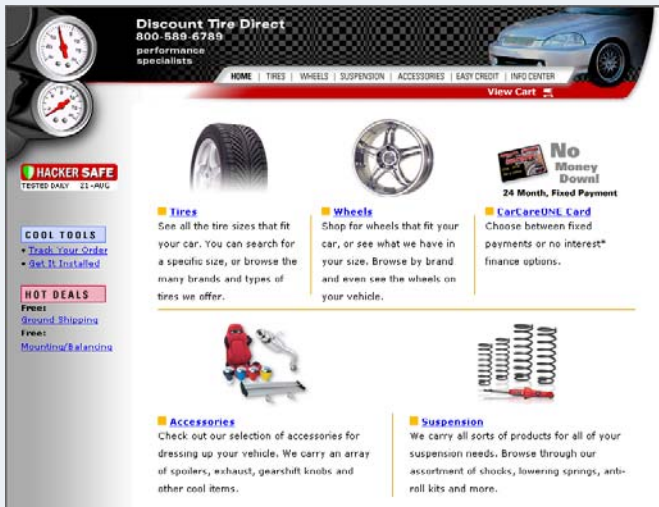
The Internet is a giant catalog of catalogs with shoppers roaming from site to site before deciding where to buy.

Shoppers return to become buyers at sites where they feel most secure about using their credit cards.

Placing the HACKER SAFE certification mark high above the fold on every page is the key to maximizing your competitive advantage.



Do it Best recorded a 10% sales increase



America's Tire recorded a 7.3% sales increase

"When visitors see the image on our Web site, they know we are committed to safeguarding their personal data well after their purchase."

David McPherson
VP E-commerce/Commercial Sales
Henry's Cameras

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