

# McAfee SECURE Website Certification Leads to Increased Sales

When you boost your customers' confidence, you boost your bottom line

Nearly one in two shoppers abandon their shopping carts due to security fears.<sup>1</sup> Fortunately, McAfee has the answer: a website certification service called McAfee SECURE that arms e-commerce businesses with what they need to build trust and increase traffic and online sales.

McAfee SECURE website certification service delivers the most comprehensive certification standard available, along with a better return on your security investment. It also leverages the McAfee brand that consumers know as the world's largest dedicated security company.

*"Website security certification from McAfee—the biggest name in security—is something our customers respond positively to."*

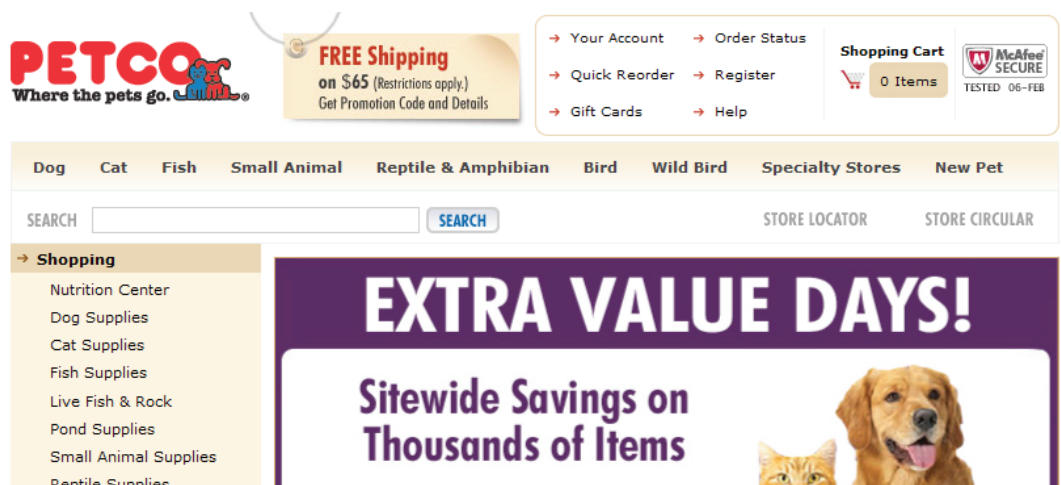
- Cathy McManus, Stacks and Stacks

*"The McAfee SECURE trustmark helps build trust with prospects and repeat customers."*

- Bob Stetzel, VP IoT,  
Vermont Teddy Bear

*"McAfee's certification of our site security increases our sales."*

- Jay Greenberg, Spencer Gifts



The screenshot shows the Petco website interface. At the top left is the Petco logo with the tagline "Where the pets go." To the right of the logo is a yellow banner for "FREE Shipping on \$65 (Restrictions apply.)" with a link to "Get Promotion Code and Details". Further right is a navigation menu with links: "Your Account", "Order Status", "Quick Reorder", "Register", "Gift Cards", and "Help". To the right of the navigation menu is a "Shopping Cart" section showing "0 Items" and a "McAfee SECURE TESTED 06-FEB" badge. Below the navigation menu is a horizontal menu with categories: "Dog", "Cat", "Fish", "Small Animal", "Reptile & Amphibian", "Bird", "Wild Bird", "Specialty Stores", and "New Pet". Below the horizontal menu is a search bar with a "SEARCH" button and "STORE LOCATOR" and "STORE CIRCULAR" links. Below the search bar is a "Shopping" dropdown menu with links: "Nutrition Center", "Dog Supplies", "Cat Supplies", "Fish Supplies", "Live Fish & Rock", "Pond Supplies", "Small Animal Supplies", and "Reptile Supplies". Below the search bar and dropdown menu is a large purple banner for "EXTRA VALUE DAYS!" with the text "Sitewide Savings on Thousands of Items" and images of a cat and a dog.

## Comprehensive Security Certification = Customer Confidence

For tens of thousands of e-commerce merchants, the McAfee SECURE trustmark has proven to be highly effective at reassuring potential customers that their personal information is more secure. The technical foundation of the McAfee SECURE website service rests on daily, comprehensive site scanning that tests a merchant's website for more than 40,000 vulnerabilities.

In addition to this daily hacker testing, sites that earn the McAfee SECURE trustmark also undergo a series of periodic tests for accidental practices that can lead to bad publicity and lost customer confidence. For example, McAfee SECURE website testing includes checks for unintended links to malicious websites, the hidden presence of browser exploit code, and the accidental sharing of customer email data with spammers.

**For More Information:**

Please call us at 877-302-9965  
or visit us online at  
www.mcafeesecure.com

**McAfee SECURE Trustmark Increases Sales Conversion by an Average of 12%**

A 12% boost. How do we know? Over 300 A/B tests of the underlying McAfee SECURE technology have been conducted. Under these tests, one group of consumers is shown the trustmark and the other sees the unmarked site. On average, sites that display the trustmark enjoy a 12% increase in sales conversion.<sup>2</sup>

**Build the Trust that Builds your Business with the Best in Web Security**

McAfee, Inc. is the world's largest, dedicated, security technology company—a company that is committed to relentlessly tackling the toughest security challenges. McAfee is a trusted brand that is the undisputed industry leader in web security. Consumers immediately recognize the McAfee brand and are reassured when they visit a website that uses the McAfee SECURE service.

**Increase Your Visibility in All Major Search Engine Results**

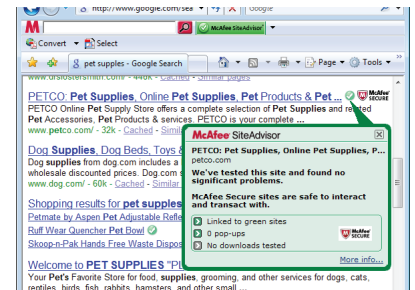
By joining the McAfee SECURE website service, merchants also enjoy additional exposure on major search engines like Google, Yahoo! and Microsoft Bing (along with 19 others!). That's because sites that use the McAfee SECURE service are highlighted in the search results of the huge community of McAfee SiteAdvisor<sup>®</sup> software users.

This award winning free consumer plug-in displays the trustmark and other safety rating information next to a site with McAfee SECURE services so your store can really stand out in the crowd.

**Exclusive Opportunity to Reach Security Conscious Shoppers**

Websites that display the McAfee SECURE trustmark can also be featured in the McAfee SECURE Certified Merchant Directory.

This is an exclusive opportunity only available to sites that carry the McAfee SECURE trustmark. The Certified Merchant Directory helps merchants to promote their website to security conscious shoppers to drive more traffic to their site.



When using popular search engines, McAfee SiteAdvisor safety rating appears next to your search results.

2. As measured by A/B testing comparing sales when the McAfee SECURE trustmark was and was not displayed, from July 2008 - January 2009. Your results may vary.

