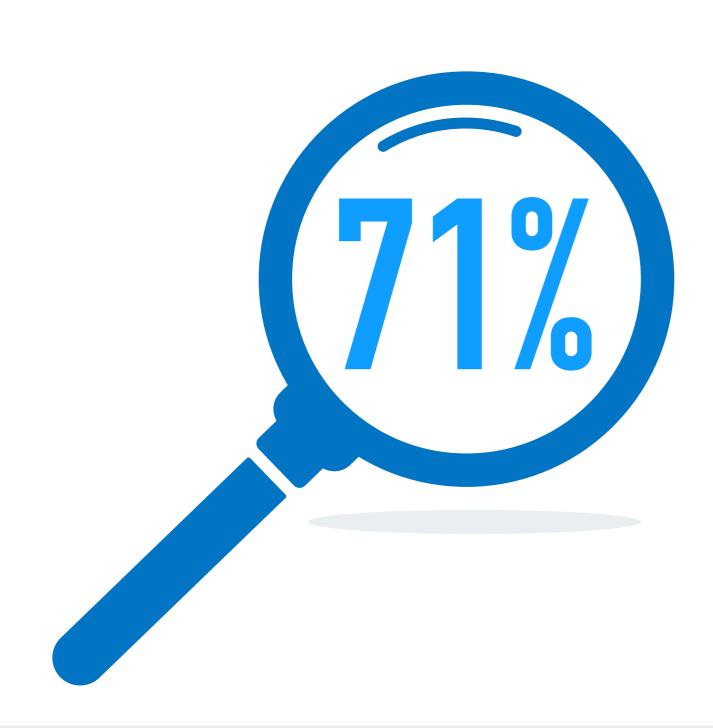
ALL PROS. NO CONS.

Displaying a site seal on your website is not only the right thing to do, but it pays for itself. Studies have shown even a generic unbranded seal can increase conversions by five percent.



A RECENT GLOBAL STUDY REVEALED:



OF USERS LOOK FOR A WEBSITE SECURITY SEAL BEFORE PROCEEDING WITH A PURCHASE.

3 OUT OF 4 BELIEVE A WEBSITE DISPLAYING A SITE SEAL IS SECURE











WHEN THE DIGICERT SMART SEAL IS DISPLAYED, 74% TRUST OUR BRAND TO KEEP THEM SAFE

THE NEW PATENTED DIGICERT SMART SEAL DELIVERS NEW IDENTITY INFORMATION—WHICH 83% SAID WOULD BOOST THEIR TRUST OF A WEBSITE.



VALID SSL CERTIFICATE
ENCRYPTION ACTIVE
FULL BACKGROUND CHECK

THERE ARE NO CONS IN THIS EQUATION.



In the past, 74% of users looked for other indicators of a secure website including HTTPS and the green address bar—two trust indicators that have been removed by most browsers.



Today, 60% of participants stated they have not completed a purchase because a trust logo was missing.



Other names may be trademarks of their respective owners.

18% of shoppers abandon their shopping cart because they don't trust the website with their payment information.

The new DigiCert Smart Seal makes sense for online companies who want to boost

Sources: The Baymard Institute, 2020; DigiCert Customer Surveys, 2020; DigiCert Blog: https://www.digicert.com/blog/website-seals-affect-user-trust/

conversions, increase trust and protect their brands.