# PARTNER RENEWAL GUIDE

digicert®

# 5 WAYS TO ENCOURAGE EARLY RENEWALS

**1** COMMUNICATE EARLY AND OFTEN

**2** OFFER AN INCENTIVE

**3** REMIND YOUR CUSTOMERS OF THE VALUE THEY'RE GETTING

**4** INCLUDE ALL ESSENTIAL INFORMATION

**5** ASSURE YOUR CUSTOMERS THEY WON'T LOSE ANY CERT VALIDITY BY RENEWING EARLY

# 1. Communicate early and often

In addition to email, it's important to implement a comprehensive communication strategy across multiple touch points:

- Follow-up sales calls
- In-console messaging
- Banners, display and website messaging (See examples on the following page)

We suggest the following points of contact—as well as increasing the urgency of your messaging as you get closer to the expiration date:

**60**

**5**

**-7**

**14**

**Expiration**

**Days Remaining**

**90**

**7**

**-1**

**30**

**-14**

**3**
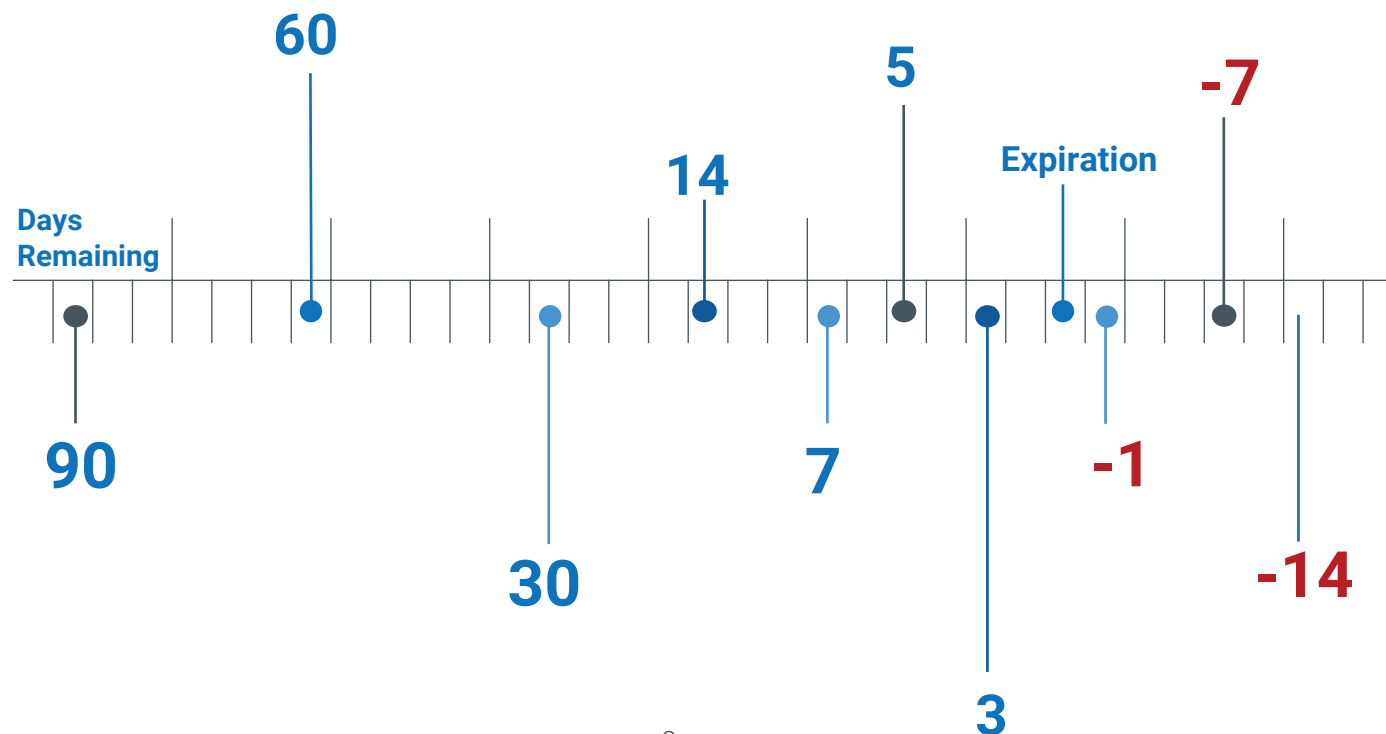
# Useful resources

## Banners and display ads

Bolstering your email messaging with display banners can often be a powerful strategy. Here are a few [examples](#).
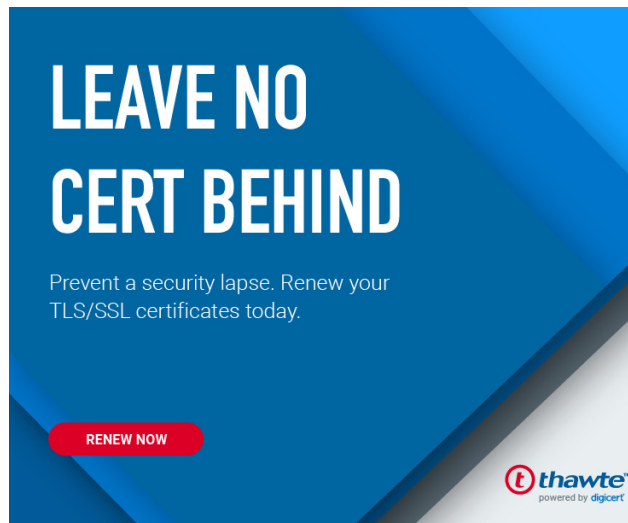
# 2. Offer an incentive

Avoiding expiration isn't always enough motivation—until the last minute. We've found that offering a discount and upselling by brand or certificate are very effective motivators for early renewals.

## DON'T LET YOUR SSL EXPIRE BEFORE THIS OFFER DOES

Save up to 20% when you renew with the industry's most-trusted TLS/SSL certificate provider.

**SAVE NOW**

**digicert®**

### Test different amounts

Experiment to find a discount percentage that best delivers against your defined business objective.

### Maximize the opportunity

Customers buy one certificate per server. Renewals are a good opportunity to maximize the value they see at the time of purchase—or discover where they have other needs.

### Upsell by brand

Focus on key features and differentiators. Here's a helpful guide.

### Promote higher assurance

Consider a tool like a selection wizard. Sample questions could include:

- Do you collect personal and/or private information (or do you plan to do so in the future)?
- Do you collect payment information (or plan to do so in the future)?

Here is a useful asset you can leverage.

# 3. Remind customers of the value they're getting

Rather than simply asking customers to renew, use your messaging to remind them of the value they're currently getting—and ensure they're actually realizing those benefits.

Some benefits to highlight could include:

- Trust mark(s)

- Warranty

- Malware scanning

- Support

- Certificate lifecycle management

- CT log monitoring

## Tip: customize and personalize

Always tailor your message to your audience and your unique value proposition. The more personalized you can be, the better the response you'll get.

## Sell the seal to Secure Site customers

The trust seal is by far one of the most valuable benefits for all DigiCert Secure Site and Secure Site Pro customers. Create "stickiness" by showcasing the benefits in every message.

# Use browser warnings to create a sense of urgency

The main renewal motivation for most organizations is avoiding the disruption (and embarrassment) of a lapse. Using browser warning imagery in your messaging can be an effective way to remind your customers what their users will see if their certificate is allowed to expire—which could lead to lost revenue and damaged trust.

## Chrome & Firefox

http://example.com

**Your connection to this site is not secure**
You should not enter any sensitive information on this site (for example, passwords or credit cards), because it could be stolen by attackers. Learn more

## Safari

Not Secure — http://example.com
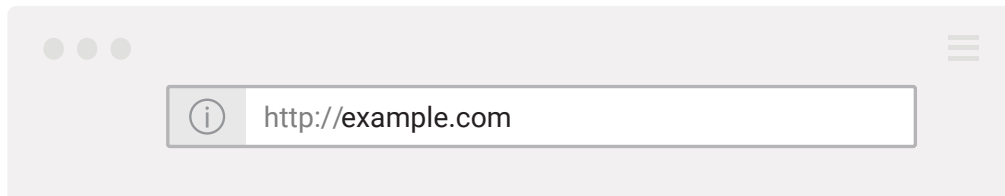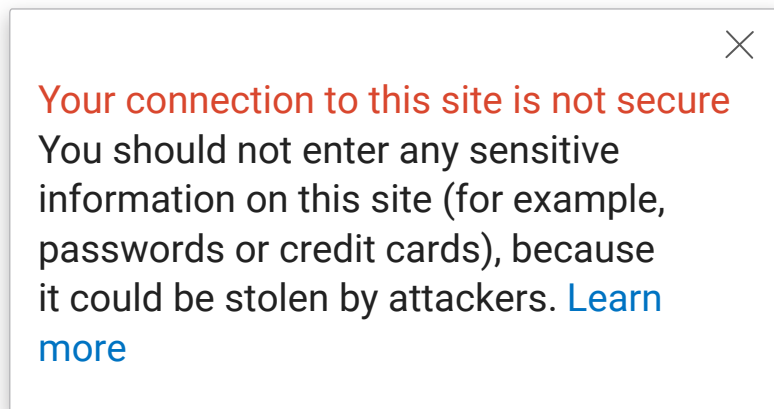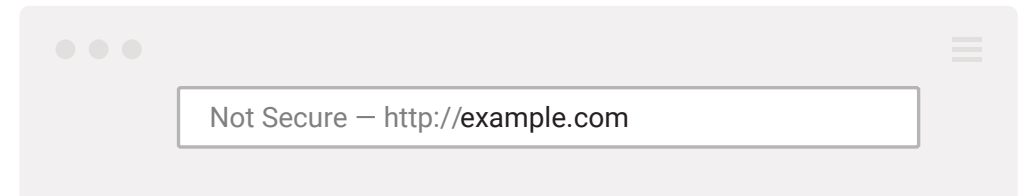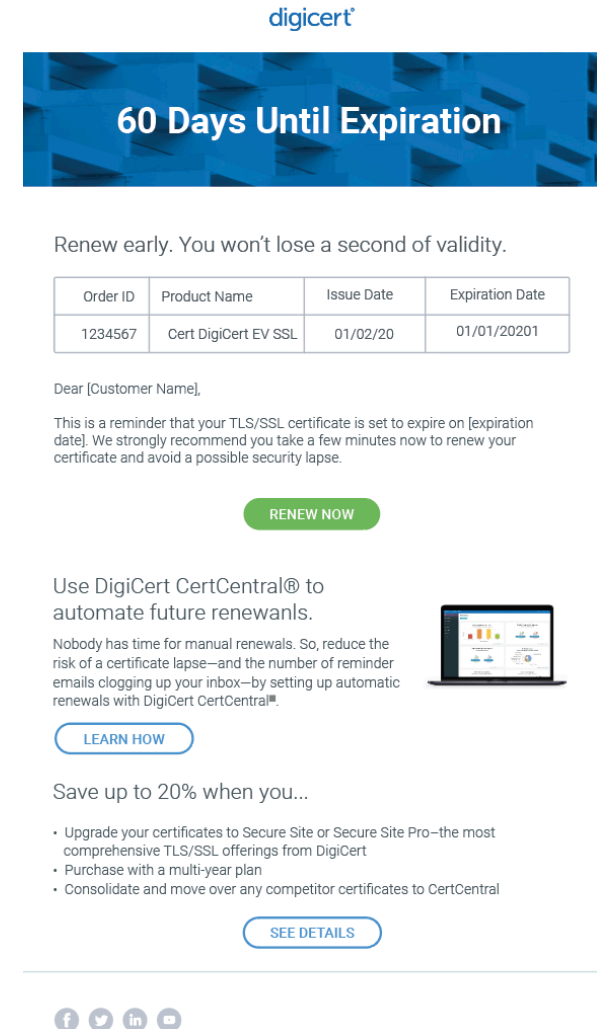
# 4.   Include all essential information

Equip your customers with the information they need to make the decision to renew immediately. The less effort renewal requires, the more likely they'll be to act.

- Order ID

- Expiration date

- Issue date

- Validity period

- A one-step call to action (i.e., a link to renew upon clicking)

- Screenshots and clear instructions for how to manage
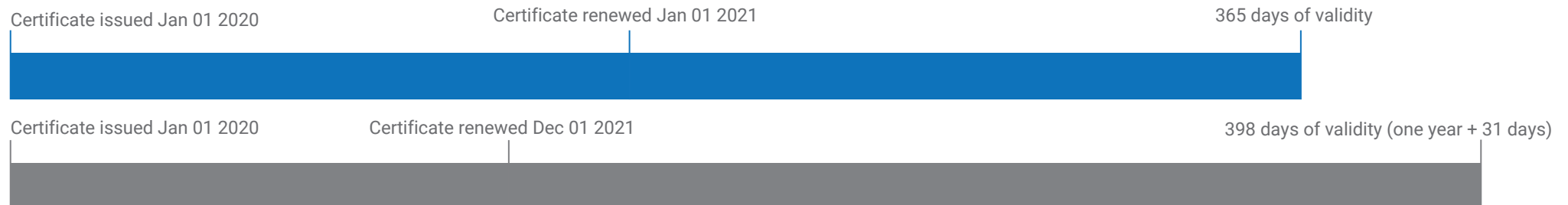  renewal on your particular console or platform

# 5.  Assure your customers they won't lose time by renewing early

One of the most common concerns from customers is that they will lose the time remaining on their certificate by renewing early. Per CA/B Forum baseline requirements, the "early renewal" period begins 90 days before the expiration of their certificate, and any time remaining at the point of renewal is added to the validity period of the new certificate.

Certificate expires January 1, 2021.

Renewing on January 1: 365 days of validity

Renewing on December 1, 2020: 396 days of validity (365 + the remaining 31 days)

Certificate issued Jan 01 2020     Certificate renewed Jan 01 2021     365 days of validity

Certificate issued Jan 01 2020     Certificate renewed Dec 01 2021     398 days of validity (one year + 31 days)

# Useful Resources

## DigiCert CertCentral® Partner

CertCentral Partner is by far your best source for customer renewal information—it's fast, helpful and easy-to-use. You'll find a variety of helpful tools and reporting options to equip your sales and/or support team with timely details about which customers are nearing the renewal period, the certificates they'll need to renew and more.



Get the most out of CertCentral Partner

- Train your support team so they know how to access the information they need in real time
- Contact your account manager or channel marketing manager if you need specific information about renewal opportunities

# Useful Resources

You can levereage the templates in Cert Central or create your own using our suggested best practices.

- Find the templates here
- Example copy found here
- Refer to best practices on page 7

**DigiCert Renewal Communication Example**

For more information, contact your partner account manager or send an email to resellers@digicert.com

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