

PARTNER RENEWAL GUIDE

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5 WAYS TO ENCOURAGE EARLY RENEWALS

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COMMUNICATE EARLY AND
OFTEN

2

OFFER AN INCENTIVE

3

REMIND YOUR CUSTOMERS
OF THE VALUE THEY'RE
GETTING

4

INCLUDE ALL ESSENTIAL
INFORMATION

5

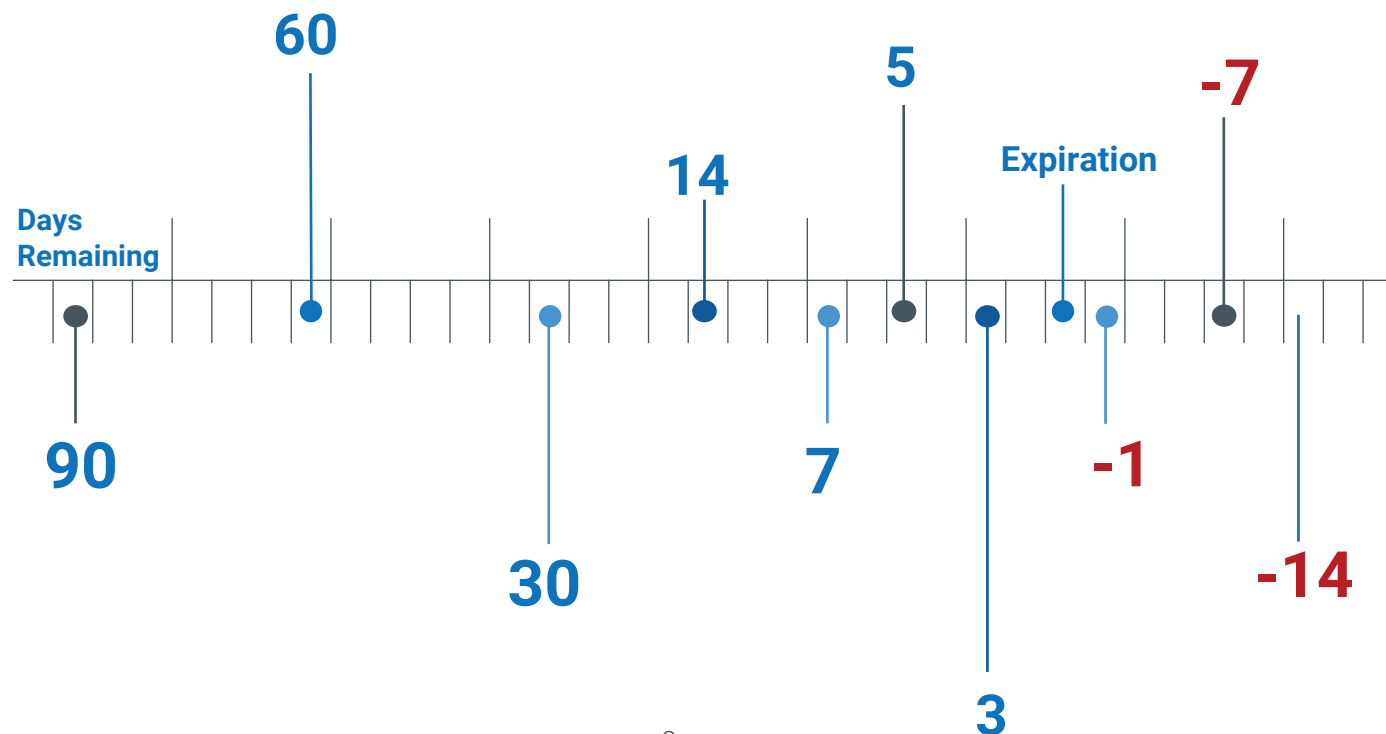
ASSURE YOUR CUSTOMERS
THEY WON'T LOSE ANY CERT
VALIDITY BY RENEWING
EARLY

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)

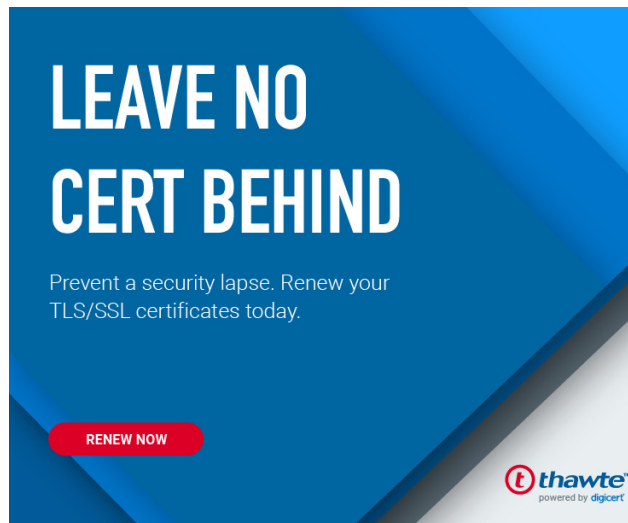
We suggest the following points of contact—as well as increasing the urgency of your messaging as you get closer to the expiration date:



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.

A promotional banner for Digicert. The background is dark blue with a lighter blue diagonal stripe. On the left, the text 'DON'T LET YOUR SSL EXPIRE BEFORE THIS OFFER DOES' is in large, white, bold, uppercase letters. Below it, in smaller white text, is 'Save up to 20% when you renew with the industry's most-trusted TLS/SSL certificate provider.' On the right, there is a white rounded rectangle with the text 'SAVE NOW' in blue. In the bottom right corner, the 'digicert' logo is displayed in white.

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

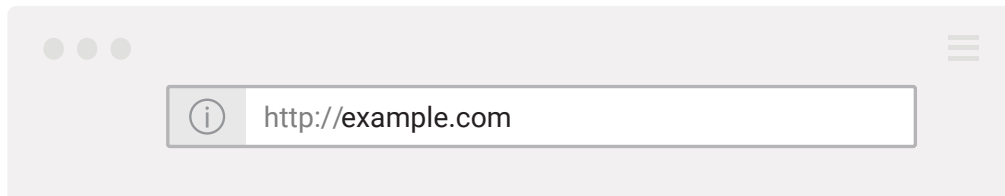
The trust seal is by far one of the most valuable benefits for all DigiCert Secure Site and Secure Site Pro customers. Create "stickiness" by showcasing the benefits in every message.



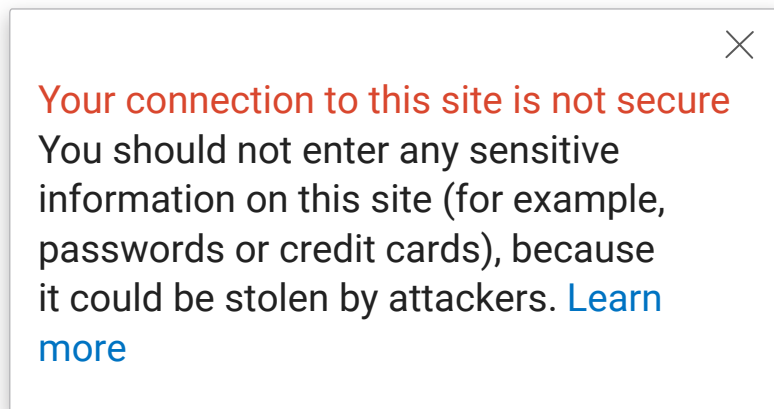
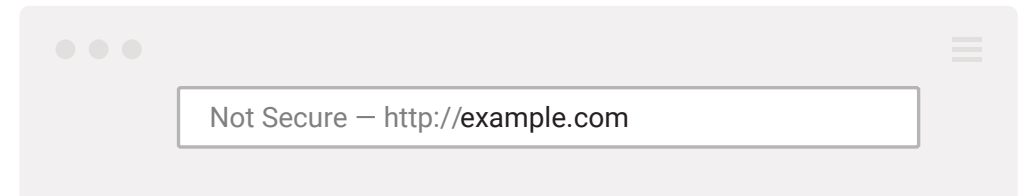
Use browser warnings to create a sense of urgency

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



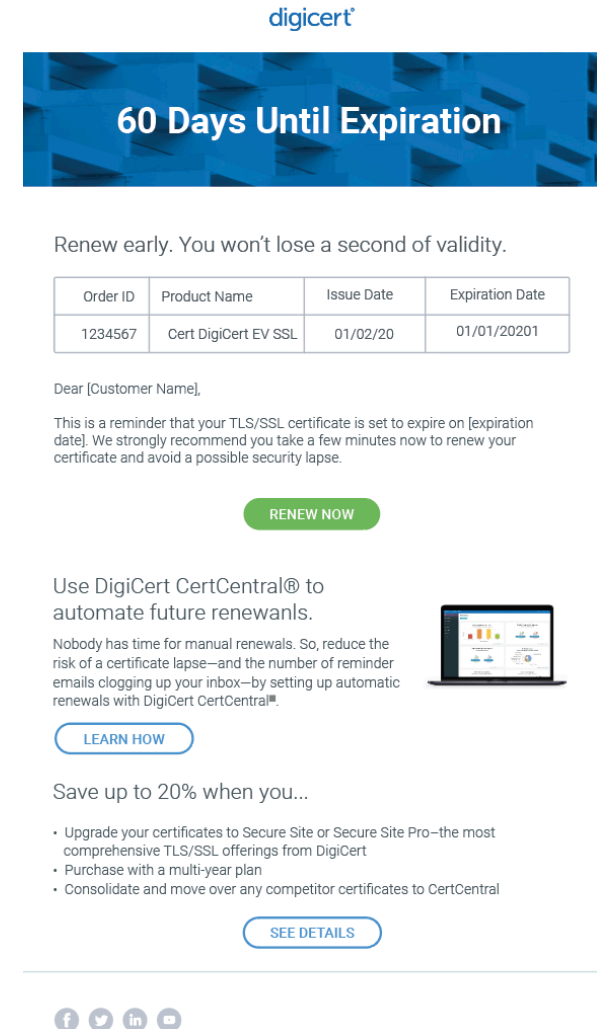
Safari



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



The image shows a screenshot of a DigiCert email renewal reminder. At the top, the DigiCert logo is in the upper right corner. Below it, a blue banner with a 3D cube pattern contains the text "60 Days Until Expiration" in white. Under the banner, the text "Renew early. You won't lose a second of validity." is displayed. A table with four columns (Order ID, Product Name, Issue Date, Expiration Date) contains the following data: Order ID 1234567, Product Name Cert DigiCert EV SSL, Issue Date 01/02/20, and Expiration Date 01/01/2021. Below the table, the text "Dear [Customer Name]," is followed by a paragraph: "This is a reminder that your TLS/SSL certificate is set to expire on [expiration date]. We strongly recommend you take a few minutes now to renew your certificate and avoid a possible security lapse." A green "RENEW NOW" button is positioned below the text. Further down, the text "Use DigiCert CertCentral® to automate future renewals." is followed by a paragraph: "Nobody has time for manual renewals. So, reduce the risk of a certificate lapse—and the number of reminder emails clogging up your inbox—by setting up automatic renewals with DigiCert CertCentral®." A blue "LEARN HOW" button is below this text. To the right of the paragraph is a small image of a laptop displaying a dashboard. Below the "LEARN HOW" button, the text "Save up to 20% when you..." is followed by a bulleted list: "• Upgrade your certificates to Secure Site or Secure Site Pro—the most comprehensive TLS/SSL offerings from DigiCert", "• Purchase with a multi-year plan", and "• Consolidate and move over any competitor certificates to CertCentral". A blue "SEE DETAILS" button is at the bottom of the list. At the very bottom of the email template, there are four social media icons: Facebook, Twitter, LinkedIn, and YouTube.

digicert

60 Days Until Expiration

Renew early. You won't lose a second of validity.

Order ID	Product Name	Issue Date	Expiration Date
1234567	Cert DigiCert EV SSL	01/02/20	01/01/2021

Dear [Customer Name],

This is a reminder that your TLS/SSL certificate is set to expire on [expiration date]. We strongly recommend you take a few minutes now to renew your certificate and avoid a possible security lapse.

[RENEW NOW](#)

Use DigiCert CertCentral® to automate future renewals.

Nobody has time for manual renewals. So, reduce the risk of a certificate lapse—and the number of reminder emails clogging up your inbox—by setting up automatic renewals with DigiCert CertCentral®.

[LEARN HOW](#)

Save up to 20% when you...

- Upgrade your certificates to Secure Site or Secure Site Pro—the most comprehensive TLS/SSL offerings from DigiCert
- Purchase with a multi-year plan
- Consolidate and move over any competitor certificates to CertCentral

[SEE DETAILS](#)

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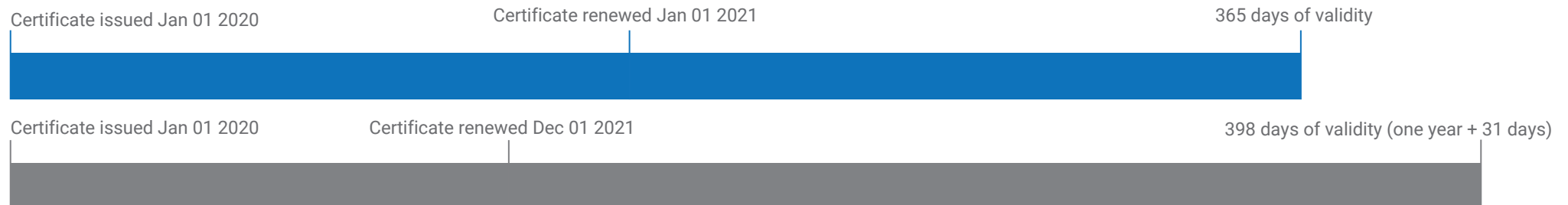
5. Assure your customers they won't lose time by renewing early

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)



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.

The screenshot shows the DigiCert CertCentral Partner dashboard. The top navigation bar includes the DigiCert logo, 'CERTCENTRAL® Partner' status, and user information for 'DigiCert Partner Company' and 'John Doe'. The left sidebar contains navigation links: 'REQUEST A CERTIFICATE', 'DASHBOARD', 'CERTIFICATES', 'Orders', 'Requests', 'Domains', 'Organizations', 'Expiring Certificates' (highlighted), and 'Certificate Authority' with a 'New' badge. The main content area is titled 'Expiring Certificates' and features a 'Renewal Notices' filter set to 'Unfiltered' with a 'Go' button. Below this, it states 'Expired for less than 7 Days'. A table lists three certificates with columns for Order #, Common Name, Expires, Product, Validity, and Renewal Notices. Each row includes a 'Quick View' link and a 'Renew Now' button.

Order #	Common Name	Expires	Product	Validity	Renewal Notices
15678931 Quick View	xtpq.och	09 July 2020	Secure Stie OV	1 year	<input checked="" type="checkbox"/> Renew Now
75678538 Quick View	xtpq.och	14 July 2020	Secure Stie EV	1 year	<input checked="" type="checkbox"/> Renew Now
3567892 Quick View	*ptlm.ttp	20 July 2020	Secure Stie EV	1 year	<input checked="" type="checkbox"/> Renew Now

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 leverage 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

Account Notification

Your certificate expires in 7 days

**Don't let your security lapse.
Renew today.**

Account #: 219612

Log In To Renew

Order #	Common Name	Company Name	Expiry Date
USCOMPX2197	*.MYDIETMANUAL.COM	COMPASS GROUP USA INC.	01-Jun-2019
1544808964-1X	HZWEB.HZREPORTS.COM	COMPASS GROUP USA INC.	02-Jun-2019
1535596016-1X	INT02.B2B.COMPASS-USA.COM	COMPASS GROUP USA INC.	02-Jun-2019
1544955474-1X	WWW.THEVMWARECAFE.COM	COMPASS GROUP USA INC.	15-Jun-2019
USCOMPX2055	COMPASS GROUP USA INC.	COMPASS GROUP USA INC.	29-Jun-2019

[*Name*], this is a reminder that your TLS/SSL certificate is set to expire on [*Date*]. We strongly recommend you take a few minutes now to renew your certificate and avoid a possible security lapse.

RENEW TODAY

Please note that your current management console will reach end-of-life on [*EOL DATE*]. You can renew normally until then, but all renewals and orders after that point must be completed within CertCentral.

**Thankfully it's super easy to renew your certificate.
Here's what you'll need to do.**

Step 1: Login
Step 2: Follow instruction to complete your renewal
Step 3: Install your new certificate ahead of the expiration

If you've already completed your renewal process, please [disregard](#) this email.

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

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