

## CASE STUDY



# ISARA SMART SEAL

DigiCert® Smart Seal displays trust for the world's leading provider of quantum-safe security solutions

## At-a-glance

ISARA leads the world in securing the internet and connected devices from the looming threat posed by quantum computers. As business innovators themselves, ISARA's professionals are always on the lookout for innovative ways to improve trust and security with all things they do. When DigiCert launched its revolutionary new Smart Seal, the industry's first trust mark to use micro-interactions, they thought it was exactly the type of security innovation that fits ISARA's core ethos.

See the DigiCert Smart Seal in action at [isara.com](https://isara.com).

## Key opportunity

ISARA wants to ensure that visitors can see that their site is actively being secured by the global leader in TLS and that their data is secure without question. The Smart Seal's use of micro-transactions quickly draws their attention to the site's active security status so the customer can feel confident that the site is secure and that their information is being protected to the highest standard.



*"We wanted our customers to know that we put security at the center of everything we do and are always looking for innovative ways to improve trust and security. Adding the DigiCert Smart Seal to our site was easy and has been a great way to increase visitor confidence that our website is secure, and so is our visitors' data."*

- Alan Panezic, Managing Director,  
Enterprise Business

## Why use site seals?

### Conversions

Perhaps the most compelling reason for business owners is conversions. Various studies have shown that displaying a site seal on a webpage is effective at increasing transactions. A [recent study](#) shows sites that display site seals or trust marks perform 48% better than sites that don't, thus increasing conversion rates and increasing ROI. Studies have also shown that 98% of visitors to websites leave without completing a transaction. This increases the importance of building trust in your website. DigiCert found in its 2020 study that 71% of website visitors look for security seals before proceeding with transactions.

### Credibility

Site seals help startups and growing businesses prove that they're an established and credible business. Credibility is established by "borrowing" trust from the security brand displayed in the seal. That's why displaying and using the right seal makes a difference. DigiCert is the world's leading provider of TLS/SSL, IoT and PKI solutions, with 89% of the Fortune 500 and 97 of the top 100 global banks using our solutions to provide website security.

### Dynamic

Static seals don't attract attention, and they can be easily duplicated. The DigiCert Smart Seal is the modern, innovative reinvention of the seal. Its dynamic nature is difficult to counterfeit, and the active animation draws attention to a website's commitment to security by displaying the website's current and operational secure status. When a website visitor interacts or clicks on the Smart Seal, a pop-up splash page will provide details about the security of a website including these key security factors like:

- Organization name and domain
- Today's date
- Encryption status
- DigiCert's background check has been completed

### Security

Organizations can visually demonstrate their commitment to security with the Smart Seal. Site seals are a symbol of digital security that prove what's on a site is protected. DigiCert Smart Seal, with its dynamic display backed by the world leader in digital certificate security, delivers peace of mind to website visitors.

### Trust

The DigiCert Smart Seal increases website visitor trust. In a 2021 Baymard [study](#), 17% of users said they abandoned their purchase because they didn't trust the website with their credit card information. Site visitors can hover over the Smart Seal and view important security information that builds trust:

- Valid TLS/SSL certificate
- Active encryption
- A legitimate organizational background check
- Today's date for current security status

## About ISARA

ISARA Corporation is the world's leading provider of agile quantum-safe security solutions. ISARA's tools and technologies, such as the ISARA Radiate™ Quantum-safe Toolkit for developers and the ISARA Catalyst™ Agile Digital Certificate Technology, integrate and augment DigiCert certificate solutions to enable hybrid certificates and enhanced security using quantum-safe algorithms today.

ISARA's solutions and technologies are built using a standards-based approach for interoperability – the quantum-safe cryptographic library aligns to the NIST Post-Quantum Cryptography Project, and the ISARA-developed hybrid certificate approach is accepted for standardization under the Recommendation ITU-T X.509 | ISO/IEC 9594-8 international standard.

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## About DigiCert

At DigiCert, finding a better way to secure the internet is a concept that goes all the way back to our roots. That's why our certificates are trusted everywhere, millions of times every day, by companies across the globe. It's why our customers consistently award us the most five-star service and support reviews in the industry. And it's why we'll continue to lead the industry toward a more innovative and secure future. In SSL, IoT, PKI, and beyond—DigiCert is the uncommon denominator.

**Read more about joint DigiCert + ISARA solutions [here](#).**

