You're building a brand, a website and strategies to grow your business online. But what if the very thing that should make customers secure is undermining their ability to trust you? Not all SSL products are the same. If your online presence is critical to your business, your validated identity needs to be front and center for your customers.

WHAT DRIVES CUSTOMER TRUST ONLINE?

The top three drivers of online trust:

1. **Lock Icon**
   - Indicating a secured website
   - Trust seal

2. **Trust Seal**
   - Assurance of identity
   - Ease of mind for customers

3. **HTTPS**
   - Secure communication
   - Protection against cyber threats

THE WRONG CERTIFICATE SENDS THE WRONG MESSAGE

If your customers don’t see identity-based trust indicators, they won’t engage or spend. The solution? Domain Validation (DV) certificates can be easily obtained without any identity checks, making them a favorite among fraudulent sites and a risk for legitimate sites. But Organization Validation (OV) and Extended Validation (EV) certificates require more stringent identity checks and are eligible for a trust seal you can display—ensuring every customer they’re on a secure site.

63% of consumers find trust seals highly important.

DigiCert trust seals are displayed almost a billion times a day on more than 100,000 websites across 170 countries.

93% of consumers feel more comfortable entering credit card information on a website displaying one of DigiCert’s trust seals.

DOMAIN VALIDATION (DV)

**VALIDATES:**
- Domain ownership/control
- Additional information about the organization which controls the site (registered/legal name, location, etc.)

**USER PERSPECTIVE:**
- Fastest issuance
- No company information on certificate
- Easier for phishing sites to obtain

**KEY DIFFERENTIATORS:**
- High assurance with more options to demonstrate visible site legitimacy
- Vetted company information displayed within the certificate

ORGANIZATION VALIDATION (OV)

**VALIDATES:**
- Domain ownership/control
- Additional information about the organization which controls the site (registered/legal name, location, etc.)

**USER PERSPECTIVE:**
- Assurance of identity
- Ease of mind for customers

**KEY DIFFERENTIATORS:**
- Assurance of identity
- Extensive vetted information displayed within the certificate

EXTENDED VALIDATION (EV)

**VALIDATES:**
- Domain ownership/control
- Extensive identifying details (legal status, physical and operational existence, contract signer authority, etc.)

**USER PERSPECTIVE:**
- Assurance of identity
- Ease of mind for customers

**KEY DIFFERENTIATORS:**
- Highest assurance with the strongest visual confirmation of identity
- Extensive vetted information displayed within the certificate

INCREASING IDENTITY SOLUTIONS – REDUCING FRAUD

PSD2 Compliance: The Payment Services Directive (PSD2) now requires European Payment Service Providers to secure communications with Qualified (QWAC) digital certificates.

**QWAC AND QSEALC**

Qualified digital certificates for PSD2 compliance are trusted by 70% of Europe’s banks. What’s more, DigiCert is a Qualified Trust Service Provider (QTSP) and the leading provider of both—Qualified Website Authentication Certificates (QWAC) that secure webpages and Qualified eSeal Certificates (QSealC) that seal the sensitive data and communications of your apps.

While both certificates require even stricter validation methods, including face-to-face authentication, entity identity and PSP credentials, both are ensuring the integrity and trust of the entire industry.

LEARN MORE