McAfee®

McAfee SECURE Website Certification Leads to Increased Sales

When you boost your customers' confidence, you boost your bottom line

If 70% of potential customers* have terminated online orders due to a lack of trust in the website, then online merchants have a big problem. Fortunately, McAfee has the answer: a website certification service called McAfee SECURE that arms e-commerce businesses with what they need to build trust and increase traffic and online sales.

McAfee SECURE website certification service delivers the most comprehensive certification standard available, along with a better return on your security investment. It also leverages the McAfee brand that consumers know as the world's largest dedicated security company.

"Website security certification from McAfee—the biggest name in security—is something our customers respond positively to."
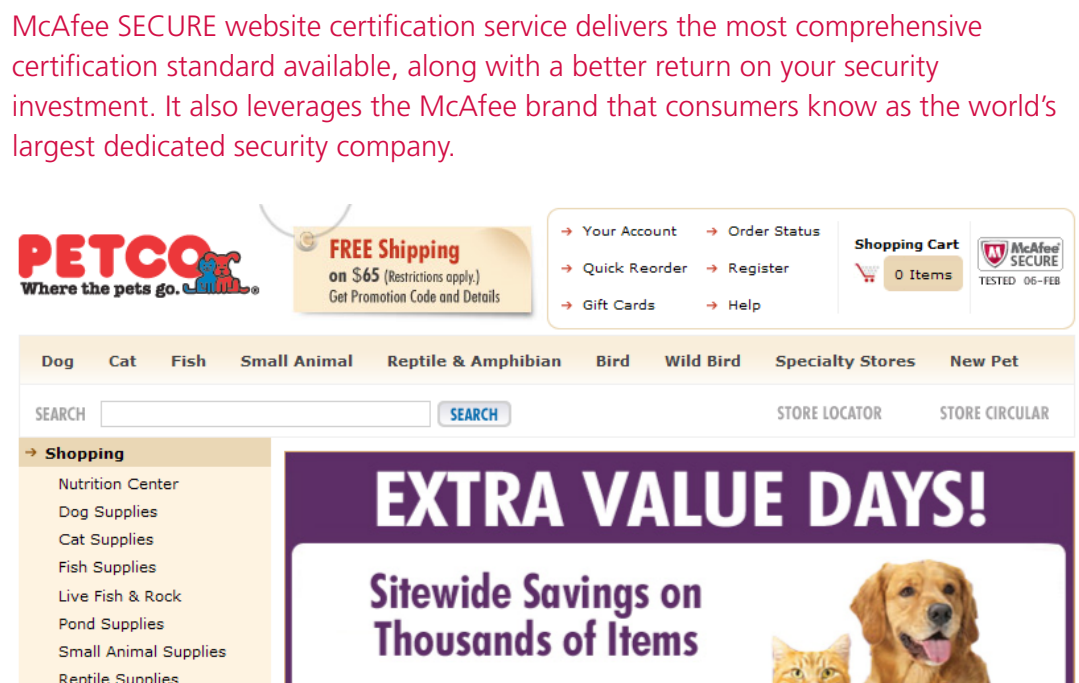
- Cathy McManus, Stacks and Stacks

"The McAfee SECURE trustmark helps build online trust with both prospects and repeat customers."

- Bill Cronin, Vermont Teddy Bear

"McAfee's certification of our site security increases our sales."

- Jay Greenberg, Spencer Gifts

Comprehensive Security Certification = Customer Confidence

For tens of thousands of e-commerce merchants, the McAfee SECURE trustmark has proven to be highly effective at reassuring potential customers that their personal information is more secure. The technical foundation of the McAfee SECURE website service rests on daily, comprehensive site scanning that tests a merchant's website for more than 10,000 vulnerabilities.

In addition to this daily hacker testing, sites that earn the McAfee SECURE trustmark also undergo a series of periodic tests for accidental practices that can lead to bad publicity and lost customer confidence. For example, McAfee SECURE website testing includes checks for unintended links to malicious websites, the hidden presence of browser exploit code, and the accidental sharing of customer email data with spammers.

* Source: TNS 2006

McAfee SECURE Trustmark Increases Sales Conversion by an Average of 12%

A 12% boost. How do we know? Over 300 A/B tests of the underlying McAfee SECURE technology have been conducted. Under these tests, one group of consumers is shown the trustmark and the other sees the unmarked site. On average, sites that display the trustmark enjoy a 12% increase in sales conversion.

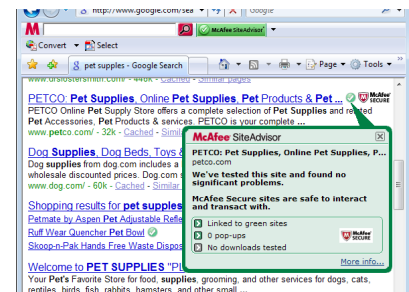## Build the Trust that Builds your Business with the Best in Web Security

McAfee, Inc. is the world's largest, dedicated, security technology company—a company that is committed to relentlessly tackling the toughest security challenges. McAfee is a trusted brand that is the undisputed industry leader in web security. Consumers immediately recognize the McAfee brand and are reassured when they visit a website that uses the McAfee SECURE service.

Increase Your Visibility in All Major Search Engine Results

By joining the McAfee SECURE website service, merchants also enjoy additional exposure on major search engines like Google, Yahoo! and Microsoft Bing (along with 19 others!). That's because sites that use the McAfee SECURE service are highlighted in the search results of the huge community of McAfee SiteAdvisor® software users.

This award winning free consumer plug-in displays the trustmark and other safety rating information next to a site with McAfee SECURE services so your store can really stand out in the crowd.

McAfee SiteAdvisor technology is an award-winning plug-in that provides website ratings more than one billion times every day.

When using popular search engines, McAfee SiteAdvisor safety rating appears next to your search results.

Exclusive Opportunity to Reach Ready-to-Buy, Security-Conscious Shoppers

Websites that are certified by the McAfee SECURE service can also participate in the McAfee SECURE shopping portal. This is an exclusive opportunity only available to sites that carry the McAfee SECURE trustmark. Certified McAfee SECURE sites get to promote their products to ready-to-buy shoppers in a safe shopping context. Think of it as a safe online shopping mall. McAfee uses its worldwide presence to drive even more traffic to this popular shopping destination.

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