

Jelly Belly Sweetens Top Line Revenue with McAfee SECURE Service



Jelly Belly

Customer profile
Multichannel retailer of candy

Founded
1869

Website
jellybelly.com

Category
B2C

Customer since
January 2009

"The sales increase attributed to showing the certification mark was 6.42%. We project an annual ROI of just shy of twenty four hundred percent."

Jason Marrone
E-Commerce Marketing Manager
Jelly Belly



Background

Jelly Belly has been satisfying the world's sweet tooth since 1869 when the Goelitz Brothers began selling ice cream and candy in Illinois. Four generations later, the family owned business produces more than 100 flavors of jelly beans and is the world's #1 gourmet jelly bean maker.

Challenge

Jelly Belly took to the Web early – launching its first website in the mid-90s. The site, which was built in-house, served the company well over the years, but as e-commerce matured, Jelly Belly knew it needed a big upgrade.

In August 2008, the company re-launched its website with better search, better merchandizing, simplified check-out and much more. The new site immediately proved its worth. Online revenue shot up 20-30% over the prior year.

So when McAfee reached out to Jelly Belly's Jason Marrone in the fall of 2008, his initial response was cool.

"Honestly, I was very skeptical. Jelly Belly is a well known, very trusted brand. I didn't think a security certification would make a difference. I think in large part people trust us to provide a safe e-commerce experience. But we're always looking to improve our user experience and it was easy to say yes to McAfee's offer to let us test its McAfee SECURE product."

Solution

For thousands of retailers, the McAfee SECURE™ trustmark has proven highly effective at reassuring site visitors that their personal information will be safer and more secure at participating retailers. The technical foundation of the McAfee SECURE service rests on daily, comprehensive site scanning that tests the retailer'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 testing

Case Study Jelly Belly Sweetens Top Line Revenue with McAfee SECURE Service

includes checks for unwitting linking to malicious websites, the hidden presence of browser exploit code, and the accidental sharing of customer e-mail data with spammers.

Once certified to the McAfee SECURE data security standard, sites can then display the McAfee SECURE trustmark on the sites as well as in search engines annotated by McAfee SiteAdvisor® software. Consumers who see the trustmark when browsing or searching Google, Microsoft Live and Yahoo! (and 19 other search engines) see certified McAfee SECURE sites as safer, and more secure places to shop than sites that don't undergo daily testing.

Implementation

McAfee SECURE service and Jelly Belly conducted a classic A/B test in which 50% of visitors would see the McAfee SECURE trustmark, while the other half (the control group) would not. Marrone again:

"Implementing the A/B test was really smooth and we ran it for about six weeks to get enough data to feel confident that the results we were seeing were real because frankly, we were shocked."

"I'm a believer now. Whether you are a well known brand – and certainly if you're not so well known – McAfee SECURE™ service absolutely delivers."

Jason Marrone
E-Commerce Marketing Manager
Jelly Belly



Born in 1976 with eight flavors, Jelly Belly jelly beans have been a worldwide phenomenon ever since.



Today, Jelly Belly is the world's #1 gourmet jelly bean, made in 50 amazing flavors.

Results and ROI

As noted, Jelly Belly's new Website was performing significantly better than the old site. What surprised Jelly Belly was how much additional improvement could still be had. The company placed the McAfee SECURE trustmark on its product pages as well as the critical check out pages.

"By the time we concluded our test, the sales increase attributed to showing the certification mark was 6.42%. Based on our investment, we project an annual ROI of just shy of twenty four hundred percent."

Moving Forward

Website security doesn't have to be a chore and a cost center. In fact, advertising security can be good business. To companies that are skeptical, Marrone has some final thoughts:

"Before McAfee contacted me, I was not thinking about our security as something to advertise. I really did not give it any thought. I'm a believer now. Whether you are a well known brand – and certainly if you're not so well known – McAfee SECURE service absolutely delivers."



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