

ROUSH Supercharges Online Sales with McAfee SECURE Service

ROUSH Performance Products

Customer profile
Develops high-performance automotive parts, engines and limited edition vehicles

Founded
1995

Website
roushperformance.com

Category
B2C

Customer since
September 2008

"The McAfee SECURE™ trustmark helps us sell more and higher priced items."

Jack Roush Jr.
Dealer and Consumer Marketing
Roush Performance Products



Background

Part of a 2,000 employee empire overseen by automotive mogul Jack Roush, The ROUSH Performance Division engineers a broad portfolio of performance parts for Ford vehicles as well as builds fully customized Roush-branded cars and trucks. Synonymous with high performance automotive engineering, Roush is known throughout North America—for racing championships as much as for tuning kits and special edition propane-powered F-150 pickups.

Challenge

According to Jack Roush Jr., who joined the family business in 2008 after a decade running an Internet search company, the role of its RoushPerformance.com website is to sell parts, support vehicle sales, and enable expansion of the ROUSH brand. A longer-term objective is to differentiate ROUSH Performance products from the competition.

In a challenging economic climate, Roush Jr. is doing everything he can to eliminate barriers to visitors-to-sales conversions. One area he focused on shortly after joining the company was building trust and rapport with website visitors.

"Although we already have a lot of brand equity, we don't want to limit ourselves to people who already know about our products. Creating trust and rapport with newcomers to the ROUSH brand is very important."

Having seen the McAfee SECURE™ trustmark on many websites, he approached McAfee.

"I wanted to add some element of trust, and in looking over the different options, McAfee seemed like the best way to go."

Solution

For thousands of retailers, the McAfee SECURE Service has proven highly effective at reassuring their site visitors that their personal information – should they choose to give it to the retailer when purchasing - will be safer and more secure. The technical foundation of the McAfee SECURE service is comprehensive scanning that tests the security of Web sites daily for more than 10,000 threats to help determine they are secure. In addition to this daily hacker testing, sites that earn the McAfee SECURE trustmark

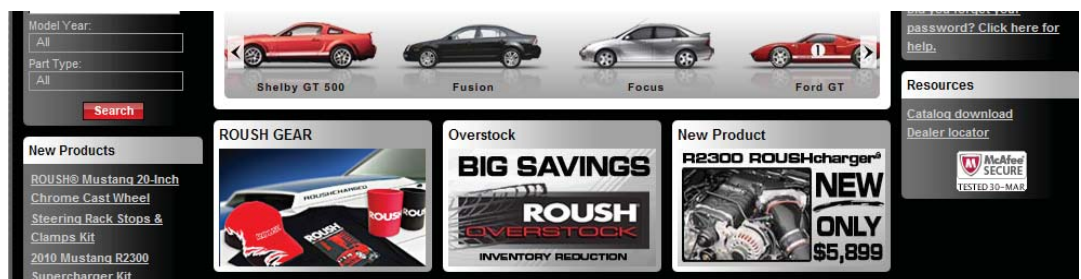
Case Study ROUSH Supercharges Online Sales with McAfee SECURE Service

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 includes checks for unwitting linking to malicious Web sites, 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, in addition to being identified in McAfee SiteAdvisor software, as a safe and secure place to shop. Through the free download of McAfee SiteAdvisor software, Certified McAfee SECURE sites are highlighted in Google, Microsoft Live and Yahoo! search results to the millions of shoppers.

"We are very happy. The test result was better than I expected and definitely proved the validity that we should be using McAfee SECURE service."

Jack Roush Jr.
Dealer and Consumer Marketing
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Implementation

Although Roush Jr. expected that site security "was already fairly decent," he wanted reassurance that it was indeed true. The initial security review did uncover some security issues which the company's Director of IT subsequently resolved with the aid of McAfee's technical support staff.

Having met the McAfee SECURE data security standard as well as select a prominent position for the McAfee SECURE trustmark, Roush Jr. then opted to run an A/B test to analyze how the presence or absence of a third party site security trustmark might change visitor behavior.

"I was definitely curious as to what would happen. I thought that the trustmark would be reassuring, particularly for first-time visitors."

Results and ROI

RoushPerformance.com registered almost 400 total orders during the test period in which 50% of visitors saw the McAfee SECURE trustmark, while the other half (the control group) did not. Those shoppers seeing the trustmark converted 15.1% higher than the control.

Summary

Having settled on a solution to the challenge of trust-building, Roush Jr. is now focused on maximizing the value of inventory turns.

"We think that the trustmark will help us move higher priced goods on the site. It is a really tough market but I feel confident that the McAfee SECURE service and a few other things we're doing has helped keep us ahead of the economic slowdown."



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