

CASE STUDY: 4 Wheel Drive Hardware \$500,000 Sales Increase Expected Due to Certified Security

Goodbye Hackers, Hello Customers

Since 4 Wheel Drive Hardware Company's founding, it has developed into the largest direct mail distributor of aftermarket Jeep related parts and accessories. By emphasizing an exclusive selection of private labeled products, a broad parts inventory, and competitive pricing, it counts on a loyal customer base among its target market of automotive enthusiasts.

Despite the company's brand equity, 4 Wheel Drive Hardware's online channel must overcome—as all online retailers must—consumers' fears of hackers, identity theft and widespread doubts about the security of personal information submitted to Web sites. To address this issue and give customer another reason to feel comfortable shopping on www.4wd.com, 4 Wheel Drive turned to ScanAlert Inc. to audit and certify the site's security to published government and industry standards.

Every day, ScanAlert conducts remote scans of the entire www.4wd.com ecommerce infrastructure, including applications, searching for any vulnerabilities that hackers could use to break in and steal information such as credit card data. Whenever vulnerabilities are found, email alerts notify the site's IT staff to close the holes. As long as the holes are promptly closed, ScanAlert certifies the site's security status by serving a date stamped trustmark image with the words HACKER SAFE.

The HACKER SAFE certification mark makes a compelling statement to visitors—particularly to prospective buyers—that the security of their information is audited daily by a third-party. HACKER SAFE certification meets the full set of requirements for the FBI/SANS Top Twenty Internet Security Vulnerabilities Test as well as the vulnerability scanning requirements of Visa's Cardholder Information Protection Program and MasterCard's Site Data Protection compliance standards.

To determine whether third party certification affects visitors' behavior, making them more inclined to become buyers, 4 Wheel Drive ran an A/B split test. During the test period, 50 percent of the unique visitors to 4WD.com saw the HACKER SAFE certification mark while the other 50 percent, which served as the control group, did not. Code on the order confirmation pop-up page captured a variety of data points, such as the date and time of the purchase, the buyer's IP address and, most importantly, whether they had seen the image while shopping.

Considerably more shoppers purchased after seeing the HACKER SAFE certification mark. During the survey period, those who saw it while shopping made 641 purchases while the control group that had not seen the image made 595, a difference of 46. Based on this test data, 4 Wheel Drive's Vice President of Corporate Marketing Henk Van Dongen estimates that he will see an additional \$500,000 in annual revenue this year from our Web site due to HACKER SAFE certification.



Company Overview

Company:	4 Wheel Drive Hardware
Founded in:	1978
Business Category:	Aftermarket Jeep parts and accessories
Business Focus:	Established direct mail and Internet distributor of Jeep related parts and accessories
Web site:	www.4wd.com
Customer Demographic:	Automotive enthusiasts. Primarily male, growing female. Aged 18-45
HACKER SAFE since:	February 2004

ROI Snapshot

Estimated Sales Increase:	\$500,000 (Based on results of an A/B split test)
HACKER SAFE annual subscription fee:	\$1,800 per year

"4WD.com needs to use independent certification because it shows customers that they can be comfortable buying from us."

Henk Van Dongen
Vice President of Corporate Marketing
4 Wheel Drive Hardware

