

HACKER SAFE CERTIFIED STRAWBERRIES

It is a meeting of equals, with fresh fruit at the center.

Aided by frequent appearances on the Food Network, game shows, and The Home Shopping Network, Shari's Berries has become the world's most successful retailer of gourmet hand-dipped strawberries.

ScanAlert is the world's largest web site security certification company, protecting over 60,000 web sites in 28 countries through its HACKER SAFE certification mark. Combine them and the result is certified security and a sharp increase in online orders for Berries.com.

In addition to its famous strawberries, Shari's Berries' product line includes Strawberry Roses™ hand-dipped champagne bottles and specialty gift boxes and combinations. Yet, despite strong brand equity and growing numbers of repeat purchasers, the company must strive to overcome—as all online retailers must—consumers' concerns about the security of shopping online. To alleviate this concern, Shari's Berries turned to ScanAlert Inc. to audit and certify Berries.com to government and industry security standards.

Every day, ScanAlert conducts security scans of Berries.com, searching for any vulnerabilities hackers could exploit. As long as any security holes are promptly closed, ScanAlert certifies the site's security status by serving a date stamped certification mark with the words HACKER SAFE. To determine whether HACKER SAFE certification affects its conversion rate, Shari's Berries ran a test using an A/B split methodology.



Shari's Berries randomly divided visitors into two groups. Half of the visitors were allowed to see the certification mark, while the other half, the control group, were not. Shari's Berries recorded whether each purchaser had seen or not seen the certification mark and then compared the sales from each group.

The two week A/B split test clearly showed that online shoppers think of security even when ordering the company's delicious edibles. Berries.com recorded 14.8% more sales from the group that saw the certification mark, compared to the control group. This result has an accuracy factor of 99.7% when using the statistical probability method known as standard deviation.

Although it confidently expected a sales increase from having the world's most popular security certification mark prominently visible on its web site, the Northern California retailer was still surprised at the results.

"The Shari's Berries' brand is well established; we were ranked 126th on the 2004 Internet Retailer Top 300, and a good percentage our customers are repeat buyers," said Shari's Berries President and CEO Kevin Beresford. "Still, the effectiveness of HACKER SAFE certification in alleviating security worries, even on a trusted and well known site such as ours, was a pleasant and profitable surprise."

Gourmet products retailer sees 14% Lift from certified security



Company: Shari's Berries International

Founded in: 1989

Business Category: Gourmet food products

Business Focus: Hand dipped strawberries, Strawberry Roses™, hand-dipped champagne bottles and specialty gift boxes.

Web site: www.berries.com

Customer Demographic: middle to upper income consumers, and businesses

HACKER SAFE since: September 2004

ROI Snapshot

A/B Test Results: 14% more sales from HACKER SAFE group compared to the control



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