



Stacks and Stacks™ Success Story

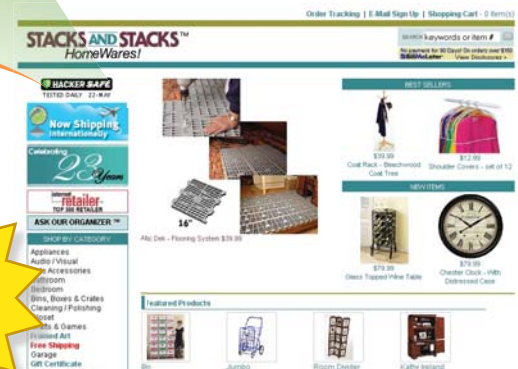
“HACKER SAFE has become a must-have for anyone serious about online retailing success.”

~ Cathy McManus, Marketing Director



During the A/B split test period, in which half of the site visitors saw HACKER SAFE® Certification, while the control group did not, StacksandStacks received 2,407 orders from their website. Of these, the HACKER SAFE shoppers made 67 (5.73%) more orders than the control group shoppers.

“I think the major benefit to our site is that it makes us more credible in the eyes of consumers who constantly hear about identity and credit card theft. Because our security is tested every day, people feel far more comfortable buying from us.”



“Obtaining HACKER SAFE Merchant Directory links was an unexpected benefit, and one of the reasons why we rank very high organically for our most important keywords.”

McAfee® call 877.302.9965 or visit us online at www.hackersafe.com