

HACKER SAFE® SUCCESS STORY: 4 Wheel Drive Hardware



Site: 4wd.com

A/B Test Result: 4wd.com estimates that annual sales will increase \$500,000 due to HACKER SAFE

Sample Size: 48,216 unique visitors

Business Category: Automotive; parts and accessories

Business Focus: Established direct mail and Internet distributor of Jeep related parts and accessories

Founded In: 1978 (Columbiana, OH)

Customer Demographic: Automotive enthusiasts. Primarily male, growing female. Aged 18-45

HACKER SAFE Since: February 2004

Notable Quotes From 4 Wheel Hardware VP of Corporate Marketing Henk Van Dongen:

"I'm looking at close to half a million dollars in additional revenue based on having ScanAlert independently certify my site."

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