

HACKER SAFE® SUCCESS STORY: Shari's Berries



Site: Berries.com

A/B Test Result: 14.0% more sales from HACKER SAFE group compared to control group

Sample Size: 32,893 unique visitors

Business Category: Gourmet food products

Business Focus: Hand dipped strawberries, Strawberry Roses™ and hand-dipped champagne bottles

Founded In: 1989 (Roseville, CA)

Customer Demographic: Middle to upper income consumers and businesses

HACKER SAFE Since: September 2004

Notable Quote From Shari's Berries President and CEO Kevin Beresford:

"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. 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."