



# Vermont Teddy Bear® Success Story

“HACKER SAFE has worked for everyone whom I have ever been involved with. The ROI is really there, and the conversion rates do increase.”

~ Bill Cronin, Ecommerce Manager



Vermont Teddy Bear ran A/B split tests to evaluate the McAfee® HACKER SAFE® Certification effect on sales conversion (the ratio of visitors to buyers). During the test, half the visitors saw the HACKER SAFE Certification, while the control group did not. The results delivered a substantial return on investment. 8.89% more orders came from shoppers who had seen the HACKER SAFE Certification while visiting the site.



8.9%  
more  
sales

“The HACKER SAFE Merchant Directory links was also a big surprise, because they are free highly ranked links from an authority site.”

**McAfee®** call 877.302.9965 or visit us online at [www.hackersafe.com](http://www.hackersafe.com)