



ABOUT TRUSTe

TRUSTe Privacy Seals help consumers click with confidence by guiding them to trustworthy Web sites.

Thousands of Web sites rely on TRUSTe industry best practices to help them make the right decisions about privacy and protect confidential user information.

Half of the top fifty Web sites are certified to TRUSTe's leading practices including leading retailers, Apple, eBay, Cabela's, Best Buy, Audible, LeapFrog, Microsoft and Yahoo!.

To find out more about privacy...

CONTACT US

TRUSTe
55 2nd Street 2nd Floor
San Francisco, CA 94105
415 520 3400 tel
415 520 3420 fax
www.truste.com

TRUSTe CASE STUDY: Growing Average Order Value TRUSTe Seal on ACHOOALLERGY.COM

AchooAllergy.com is a specialty online retailer of allergy, asthma, and sinus relief products. The company's Web site went live in 2000. AchooAllergy differentiates itself by offering superior customer service and providing comprehensive information and resources on allergies and allergic diseases.



AchooAllergy.com makes money by selling products to allergy sufferers. The company's challenge is not only to attract online customers, but also to maximize the dollar sales amount on every visit. TRUSTe is a recognized consumer facing endorsement brand. The TRUSTe Trustmark helps increase sales by boosting customer confidence in Web retailers' websites. TRUSTe helps both major brands and small businesses build confidence with customers by protecting the privacy and security of their personal information.

TESTING THE TRUSTe SEAL

AchooAllergy displayed the TRUSTe seal in the header of every page of its site and conducted an A/B test using TRUSTe's free trial program. TRUSTe's testing partner Amadesa measured the results. Amadesa's testing allows merchants to 1) measure the dollar increase in sales and average order value from sites displaying the TRUSTe seal, and 2) confirm that increases in visitor purchasing are statistically relevant.

AVERAGE ORDER VALUE UP \$10

As a result of displaying the TRUSTe Trustmark, AchooAllergy achieved a \$10 increase in average order value.

Based on these results, AchooAllergy decided to display the TRUSTe Trustmark on its Web site full time. The company's online sales continue to grow, and customers are confident that AchooAllergy will safeguard their personal and financial information. Visit www.achooallergy.com for more information.

"TRUSTe has made a significant difference in customer confidence when it comes to ordering from our site. Our average order is bigger, and the customers are happy."

—Cade McDonald, CEO, AchooAllergy.com

