



# TRUSTe CASE STUDY: Increasing Retail Conversions TRUSTe Seal on Debnroo.com

## 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.

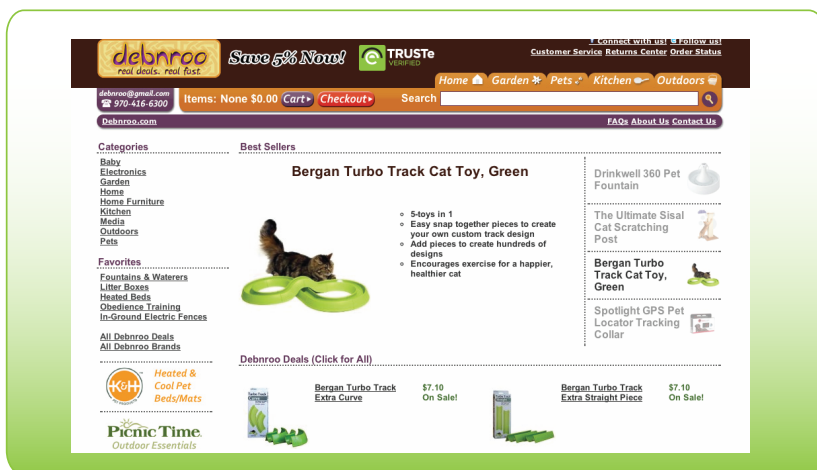
Half of the top fifty Web sites are certified to TRUSTe's leading practices including leading retailers, Apple, eBay, Cabela's, Best Buy, Audible, LeapFrog, Microsoft and Yahoo!.

To find out more about privacy, visit [www.truste.com](http://www.truste.com).

## CONTACT US

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Debnroo.com is an online retailer, specializing in home, garden, and pet products, and generating more than \$1 million in annual sales. Debnroo's founders have carefully chosen products that meet their high quality standards. The company differentiates itself from competitors with strong customer service and fast shipping.



Like other retail websites, Debnroo's challenge is twofold: 1) attracting visitors and 2) converting visits to sales. 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.

## INDEPENDENTLY TESTING THE SEAL

Debnroo displayed the TRUSTe seal in the header of every page of its site and conducted an A/B test using TRUSTe's free program. Testing partner Amadesa measured the results. The Amadesa testing allows the merchant to not only confirm statistical relevance, but also measure the dollar increase in sales and average order value.

## RESULTS CONFIRM THE BENEFIT

Sales to visitors who saw the TRUSTe seal were 29 percent higher than those visitors who didn't see the seal.

Based on its successful test results with TRUSTe certification, Debnroo decided to display the TRUSTe Trustmark on its Web site full time. The company's sales continue to grow; customers are confident that Debnroo will protect the safety of their personal and financial information. Visit [www.debnroo.com](http://www.debnroo.com) for more information.

*"At Debnroo, the results we've seen with TRUSTe are fantastic. Since we've been using the TRUSTe SEAL on our site, our conversion rates have increased significantly."*

—Andy Mowery, Founder, debnroo, inc.

