



TRUSTe SUCCESS STORY: eLOAN

3-5% Increase in Auto Loan Applications

ABOUT TRUSTe

TRUSTe helps consumers and businesses identify trustworthy online organizations through its Web Privacy Seal, Email Privacy Seal and Trusted Download Programs. TRUSTe resolves thousands of individual privacy disputes every year.

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TRUSTe sealholder eLOAN conducted A/B testing with Offermatica, a leading online business optimization organization, to optimize their Auto Refinance Loan Application Web pages. The following factors were taken into consideration when deciding which elements and pages were to be tested; location and visibility of trust seals, points of information collection and pages that were “selling” the brand. Different recipes were created and tested against each other to determine which elements led consumers to complete applications.

The TRUSTe Web Privacy Seal had a significant impact on conversions, increasing the value of privacy for eLOAN. Testing showed that:

- The TRUSTe logo alone provided a 3-5% bump in application conversions.
- Estimated increase of \$1 million in revenue annually on Auto Refinance Loan Applications.

Winning Application Page

“AS A FINANCIAL SERVICES ORGANIZATION, IT IS EXTREMELY IMPORTANT TO US THAT OUR CUSTOMERS TRUST US 100% WITH THEIR INFORMATION. BY TAKING EVERY MEASURE POSSIBLE TO EARN THEIR TRUST AND THEN DISPLAYING THE TRUSTE SEAL, WE HAVE SEEN AN INCREASE IN OUR APPLICATION CONVERSIONS AS A RESULT. ”

- TESS KOLECZEK, CHIEF PRIVACY OFFICER, E-LOAN