



CASE STUDY

WORLD TICKETSHOP

CONVERSIONS RISE 20 PER CENT
WITH EXTENDED VALIDATION SSL
FOR WORLD TICKETSHOP





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Whether you want to see the latest concert or a World Cup football match, Worldticketshop.com is a great place to shop for tickets. Worldticketshop.com provides top quality e-commerce services in six languages and specialises in tickets that are rare and hard to get. In a very short period of time, the Rotterdam-based online merchant has built a highly successful business across Europe as the place to buy or sell tickets to virtually all major music and sporting events worldwide.

VERISIGN SECURED SEAL PROVIDES THE ASSURANCE NEEDED BY CUSTOMERS

At first, Worldticketshop.com employed a payment service provider to handle purchases, but in late 2008 the firm brought the payment process in house and therefore had to provide transaction security for the first time. The first step was to select a partner to provide SSL Certificates.

‘Choosing VeriSign was a very straightforward decision,’ said Sebastian Monteban, CEO and Founder. ‘All of our competitors used VeriSign, and we would have been at a significant disadvantage if we hadn’t done so as well. It’s all about name recognition, and VeriSign is by far the most widely known and respected name in the SSL Certificate business. Customers need to know that their transactions will be properly protected and they trust VeriSign to do it correctly. By displaying the VeriSign Secured Seal prominently on our home page, we provide the reassurance that customers need from the moment they visit our site.’

WITH TRANSACTIONS AVERAGING 600 EUROS, CUSTOMERS NEED EV’S EXTRA MEASURE OF CONFIDENCE

Monteban knew that customers have another kind of fear in these days of rampant phishing – that the site they are viewing might be a phoney, staged by a clever imposter, rather than the real Worldticketshop.com site. With ordinary SSL Certificates, it is much more difficult to tell the difference.

‘There is a lot more at stake in the ticket-selling business than in other kinds of e-commerce,’ explained Monteban. ‘Our customers aren’t buying a 20 euro blender. They’re spending an average of 600 euros per transaction on tickets to expensive events for themselves and their family and friends. With so much resting on a transaction, they are particularly concerned about receiving the goods in return for their payment. Even with SSL encryption and the trust afforded by the VeriSign Secured Seal, some customers still need that extra visible assurance provided by VeriSign Extended Validation SSL Certificates. EV goes beyond standard protection by displaying the address bar in the latest high-security green, guaranteeing that a customer is on the genuine Worldticketshop.com Web site.’



SOLUTION SUMMARY

To instil customer confidence in the safety of their e-commerce transactions, online ticket broker Worldticketshop.com chose VeriSign® Extended Validation (EV) SSL Certificates from the outset. EV had a far greater effect on conversions than expected: users of EV-enabled browsers proceeded to purchase 20 per cent more often than those on older browsers unable to see the green address bar provided by EV SSL.*

Industry

- Online Event Ticketing

Key Challenges

- Assure customers that their purchases are safe
- Increase turnover

Solution

- VeriSign Secured® Seal
- VeriSign® Secure Site Pro with Extended Validation (EV) SSL Certificates

Results

- Attained 20 per cent more conversions to sales amongst users of EV-enabled browsers

*Your company's results could vary. VeriSign and its subsidiaries make no warranties of any kind (whether express, implied or statutory) with respect to the services described or information contained herein. May 2009





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Installing VeriSign EV SSL Certificates was straightforward for the Worldticketshop.com IT staff. They had a few questions during the implementation, which VeriSign support answered promptly. 'We've had great service from VeriSign in every respect,' said Monteban.

EV DELIVERS 20 PER CENT MORE CONVERSIONS, FAR EXCEEDING EXPECTATIONS

Monteban expected EV to have an impact on sales, but little did he know how significant that impact would be. To find out, he and his team set up an A/B test to compare conversions to sales for users with and without EV-enabled browsers over a period of three weeks – ample time to have enough site traffic and ensure a statistically significant sample.

The study found that users of Internet Explorer 7, Firefox 3 and other EV-capable browser versions completed purchases 20 per cent more often than those who used older versions of the same browsers. 'The 20 per cent increase from EV is spectacular, far better than the 5 per cent we were anticipating. We are very pleased with the positive impact we were immediately able to see with EV SSL from VeriSign,' Monteban said.

WITH EV AS A COMPETITIVE ADVANTAGE, WORLDTICKETSHOP.COM CONTINUES TO GROW 50 PER CENT PER YEAR

The future is bright for Worldticketshop.com. Sales are growing around 50 per cent annually and the firm is continuing its geographic expansion, with a presence in Russia and other eastern European countries next in the plan.

'Even though we're in a highly competitive business, we're very optimistic about our outlook,' concluded Monteban. 'One important reason is that we use VeriSign Secure Site Pro with EV SSL Certificates. Surprisingly, many of our competitors don't use them – and we've seen firsthand what an enormous difference they make.'

ABOUT VERISIGN

VeriSign is the trusted provider of Internet infrastructure services for the networked world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

Visit us at www.VeriSign.co.uk for more information.

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CEO and Founder
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