



TRUSTED SHOPS®
The safe way to web shopping

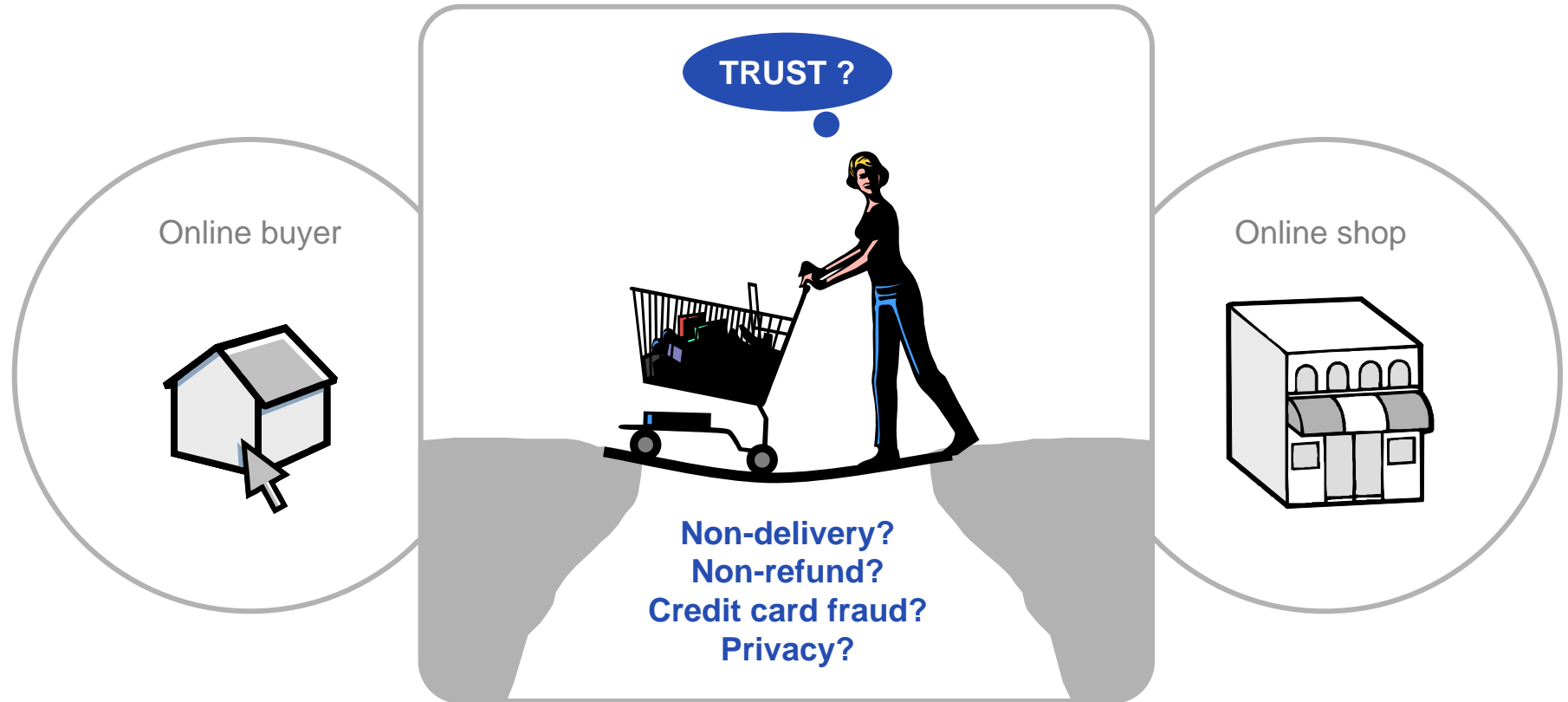
The European Quality Seal

- **Maximize conversion rate**
 - **Attract new customers**
 - **Enhance turnover**
- Guaranteed.**

A Trusted Shops presentation, Jan 2010

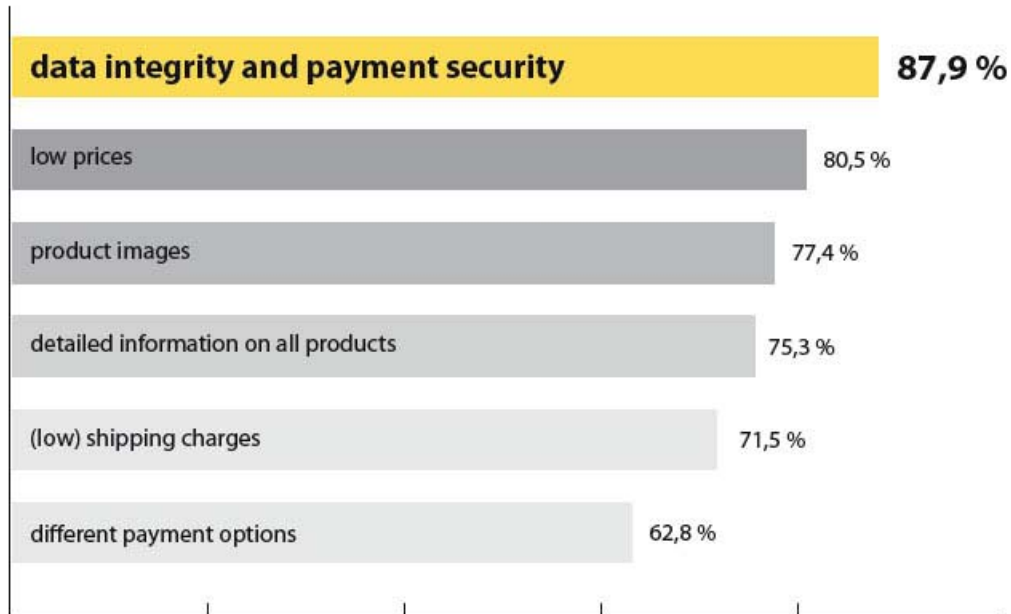


Lack of trust contributes to shopping cart abandonment



The effect of quality seals I.

Security and trust are the most important requirements to online retailers



Almost 90% of all online buyers state that data integrity and online security are the most important requirements for online stores.

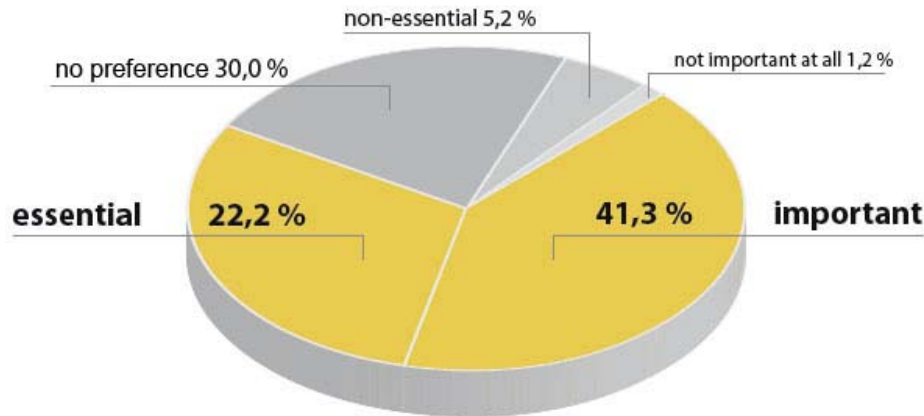
Low-price proposals and clear product presentations come close second: this clearly proves the effective importance of online security!

Source: W3B survey to 102,399 respondents, Fittkau & Maaß Consulting GmbH, November 2006



The effect of quality seals II.

A quality seal is important to two-thirds of all online shoppers



63,5 % of all online shoppers believe that quality seals are „important“ and „essential“.

Recognized studies give proof:
The presence of a quality seal on your website is business critical to your webshop.

Your benefits:

- Increase your new business!
- Display our quality seal on your website to clearly show reliability towards new customers

Source: GfK survey of 1,026 Internet users in May 2008



The effect of quality seals III.

Remarkable increase in sales due to the Trusted Shops quality seal



Renowned surveys prove:
Trusted Shops accredited shops' purchases total is 43,4 % beyond the number of acquisitions of non-accredited shops!

These results strikingly show that online retailers should take account of confidence-building activities to scoop their gross revenues' potential.

Source: Cologne 2008 Analysis of 14,618 simulated online-purchases by 513 Internet users by the E-Commerce Center (Trade Division).



Trust & Safety in the world of e-commerce



Quality seal
+ Buyer protection
+ Dispute settlement



Trusted Shops impact on sales + 16.2%*

1. Improved conversion rate

+ 9.8%*

Web-based retailers accredited by Trusted Shops go further providing security and convenience that let consumers feel comfortable buying on the Net. Impartial assessment, guarantee and dispute settlement services contribute to turning more shoppers into buyers.

2. Enhanced shopping cart value

+ 3.7%*

Retailers accredited by Trusted Shops offer a financial guarantee against non-delivery, non-refund and credit card fraud to their customers. Thus customers are inclined to spend more.

3. More daily visitors

+ 4.2%*

Online stores that have successfully passed the Trusted Shops accreditation process are recognized as high-quality e-retailers and benefit from Trusted Shops listing, promotion and press coverage.

+ 16,2%*



* Average result based on a survey among 800 Trusted Shops members

The Trusted Shops effect

member example (identity concealed; branch: fashion)

	Baseline	After Trusted Shops accreditation	Impact
Visitors per day	563	580	+ 3.0%
Average shopping cart value	£ 148	£ 152	+ 2.6%
Buyers per 1000 visitors	2,0 %	2,2 %	+ 9.8%
Buyers per day	11	13	+ 13.1%
Annual revenue	£ 599,933	£ 696,261	+ 16.1%

+ £ 96,327



More than 6.500 Members in Europe

small and medium sized companies




international large-scale enterprises



10 new members join Trusted Shops each day



Trusted Shops membership fees



Trusted Shops membership

Our classic: Membership of Trusted Shops with all the essentials for your online shop. Standard elements include external audit, templates, guarantee, service and much more. Take advantage of all the benefits now!

from
£ 59*
per month

START **PRO** **PREMIUM**

- **Yearly membership**
- **Starting at £ 59.00 per month**
- **One-off application fee £ 49.00**
- **Start, Pro & Premium membership options**



Trusted Shops accreditation procedure

4 – 6 weeks



4. Retailer receives individual support in integrating seal and money-back guarantee.

3. Internet retailer implements the required adjustments if necessary. Trusted Shops experts validate the changes.

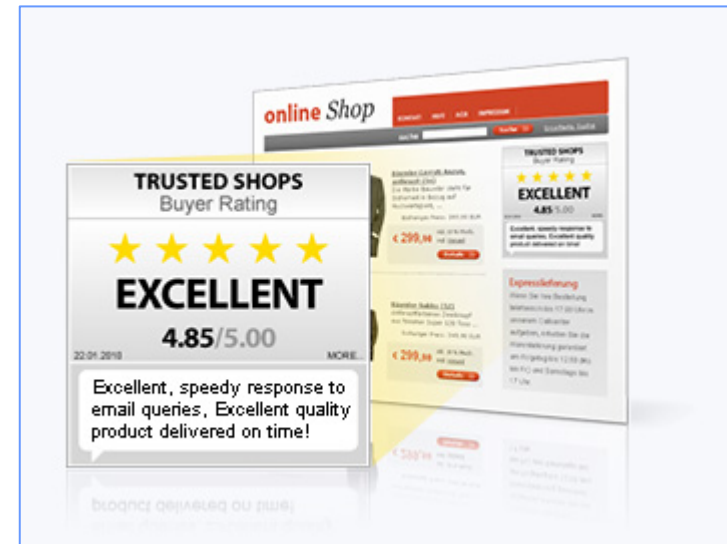
2. Once the application has been approved, Trusted Shops experts check the online shop and compile the results in an individual audit report.

1. Retailer applies online via www.trustedshops.co.uk or contacts Trusted Shops directly via e-mail or telephone.



Who is Trusted Shops?

- Trusted Shops has been awarding the Trusted Shops seal of approval to online shops since 1999.
- More than 6,500 members are already making use of the most well-known seal of approval for online shops and the new Trusted Shops Buyer ratings system.
- Trusted Shops is active in Germany as well as in the most important European markets.



Contact us today!

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