



European E-Commerce Quality Seal

Maximize conversion rate

Attract new customers

Enhance turnover

Guaranteed



TRUSTED SHOPS®
The safe way to web shopping

Increase sales with trust and safety



Almost 60 % of online buyers abandon their shopping carts at some point in the process. Every online retailer – even the largest site with the strongest brand – is affected.

Research suggests that this trend will continue. Why? One of the main reasons is that buyers are worried about safety and whether they can trust the site. This fear has its roots in the inherent uncertainty which accompanies an online purchase. In other words, many consumers simply do not feel comfortable about buying on the Internet and need extra reassurance.

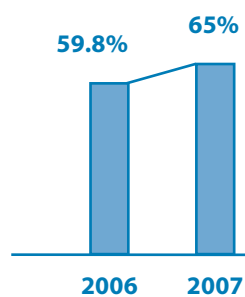
Trusted Shops is the leading European “Seal of Confidence” with integrated buyer protection. With the Trusted Shops seal and guarantee, Internet retailers can increase buyer confidence effectively and minimize the number of shopping carts which are abandoned.

- **Demonstrate proven quality standards with the Trusted Shops seal**
- **Boost buyer confidence and improve sales turnover**
- **Attract new customers and optimize customer service**

Since 1999, over two thousand online retailers of all sizes and from all sectors have successfully applied for Trusted Shops membership.



Shopping cart abandonment rate 2006 - 2007



In a survey conducted among 1100 e-retailers in 2006, MarketingSherpa found that the rate of shopping cart abandonment was 59.8 percent.

A report by Boston Consulting Group (BCG) in 2007 estimated that some 65 percent of online consumers back out of a transaction and abandon their shopping carts before making the final purchase.



"Consumer confidence is fundamental to online trading, which is why we sought Trusted Shops certification. We also reassure our customers by having clear and constructive terms and conditions."

Tom Elliott, bombero.co.uk



Trusted Shops Seal of Approval

"Immediately after receiving the seal of approval, there was a 30% jump in sales!"

Jochen Hauser, Jamon.de

"We've chalked up about 50% more sales since accreditation by Trusted Shops."

Annette Fox, handyexpress.de

Boost buyer confidence, improve conversion rate and increase sales

- 1 Improved conversion rate**
 Web-based retailers accredited by Trusted Shops go further to provide the 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**
 Retailers accredited by Trusted Shops offer their customers a financial guarantee against non-delivery, non-refund and credit card fraud. With this ultimate peace of mind, customers are inclined to spend more.
- 3 More visitors each day**
 Online stores which 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.

Impact on internet clothing store (Trusted Shops member example)	Baseline	After Trusted Shops Accreditation	Impact
Visitors per day	4,500	4,635	+ 3.0%
Average shopping cart value in £	£ 150	£ 154	+ 2.7%
Buyers per 1000 visitors	20	22	+ 9.8%
Buyers per day	90	102	+ 13.1%
Annual revenue in £	£ 4,927,500	£ 5,721,312	+ 16.1%





Five easy steps to the seal



Apply online via www.trustedshops.com or contact Trusted Shops directly via e-mail or telephone. Once your application has been approved (step 1), certification experts will check your online shop and compile the results in an individual Trusted Shops audit report (step 2). This comprehensive report provides a detailed explanation about potential non-compliance issues and how to solve them. Trusted Shops experts validate the changes (step 3) and provide individual support in integrating seal and money-back guarantee (step 4).

Once this has been completed (step 5), you will be entitled to display the Trusted Shops seal. The accreditation process usually lasts two to four weeks.



TRUSTED SHOPS®
The safe way to web shopping

Dear Shopper

Wouldn't it be great to shop
online without worrying?

Look for the Trusted Shops seal and take advantage
of the Trusted Shops money-back guarantee.

Learn more >>

Dear Retailer

Do you wish more of your
visitors would actually buy?

Become an accredited Trusted Shops member
and you could see a 16% rise in turnover!

Apply now >>

<http://www.trustedshops.com>

Contact our e-commerce specialists today!

E-mail: retailers@trustedshops.com
www.trustedshops.com



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