

# THE NUMBER-ONE SIGN OF TRUST ON THE INTERNET



# EXECUTIVE SUMMARY

CONSUMERS ARE CONTINUING TO TURN TO THE INTERNET FOR RETAIL SHOPPING. A RECENT EMARKETER REPORT PROJECTED THAT E-COMMERCE SALES WORLDWIDE WILL BE MORE THAN AU\$870 BILLION BY 2011.<sup>1</sup> UNFORTUNATELY, AS COMMERCE CONTINUES TO GROW ON THE WEB, SO DO THE NUMBER AND SOPHISTICATION OF FRAUDULENT ACTIVITIES, REDUCING CONSUMER CONFIDENCE. ACCORDING TO A RECENT STUDY FROM AN INDEPENDENT RESEARCH FIRM,<sup>2</sup> VERISIGN IS AMONG THE TOP MOST RECOGNISED WEB SITE SECURITY BRANDS IN AUSTRALIA AND NEW ZEALAND. THE VERISIGN SECURED SEAL HAS 85 PERCENT RECOGNITION IN AUSTRALIA AND NEW ZEALAND—MORE SO THAN ANY OTHER TRUST MARK.<sup>2</sup> ADDING THE VERISIGN SECURED SEAL TO YOUR SITE, ALONG WITH THE ENCRYPTION OF A VERISIGN<sup>®</sup> SSL CERTIFICATE, MAY IMPROVE CONSUMER CONFIDENCE AND, ULTIMATELY, YOUR SALES.



IN AUSTRALIA AND NEW ZEALAND, INTERNET USERS LISTED HACKERS, IDENTITY THEFT, AND VIRUSES AS THE PRIMARY REASONS FOR A LACK OF CONFIDENCE IN ONLINE ACTIVITIES.<sup>2</sup>

# 84

PERCENT

of online shoppers in Australia and New Zealand feel more confident about entering personal information on sites using security indicators and trust marks, such as the VeriSign Secured Seal.<sup>2</sup>

## DESPITE E-COMMERCE GROWTH, ONLINE SHOPPERS IN AUSTRALIA & NEW ZEALAND REMAIN CONCERNED ABOUT SECURITY

With the growth of e-commerce also comes a significant increase in the variety of fraudulent Web activities. Phishing and other scams involving the misappropriation of consumers' digital identities are on the rise. Phishers are constantly experimenting, looking for better ways to defraud Internet users and reap more money from their crimes. Millions of phishing URLs were reported in 2008. And the number of phishing attacks continues to grow. By the end of 2008, Australia and New Zealand already arrived at fifth place worldwide of all major countries with attacked brands, according to research from RSA Security.<sup>3</sup> Cybercrime generates over AU\$126.53 billion globally a year,<sup>4</sup> making it more profitable than the illegal drug trade. It's no surprise that cybercrime has moved from being a part-time activity to a full-time career for true criminals.

The reality of such figures has caused online shoppers to be wary of how they share their personal information to make purchases.

- In 2008, Australia was ranked in the top 10 countries in the world for phishing attacks.<sup>5</sup>
- In 2008, New Zealand was among the top 20 countries in the world containing companies reporting phishing attacks.<sup>5</sup>

And while many online businesses believe consumers are becoming more comfortable establishing customer relationships online, the statistics tell a different story. In addition to fear of identity theft, online shoppers are becoming increasingly distrustful of sharing personal information due to worry of misuse; nearly one-third of online shoppers in Australia and New Zealand never give out any personal information online.<sup>2</sup>

## SECURITY CONCERNS ARE LEADING TO SHOPPING BASKET ABANDONMENT ONLINE

A recent study in Australia and New Zealand<sup>2</sup> demonstrates that consumer concerns about online security deter potential customers from making purchases. Consider these statistics:

- A majority agree that the following are of concern: identity theft, others gaining access to their accounts, someone other than the intended recipient reading their information, and Web site legitimacy.
- Over half express concern over the security of Internet transactions, and nearly one in 10 have little confidence in the safety of online transactions.
- 76 percent say they will be more hesitant to do business with vendors online who do not display security assurances on their site.
- 84 percent say that knowledge of how to identify a secure Web page increases their confidence about entering personal information on Web sites.

CONSUMERS NEED CONSTANT ASSURANCES THAT THEIR ONLINE TRANSACTIONS ARE PROTECTED.

## THIRD-PARTY TRUST MARKS ALLEVIATE THE SECURITY CONCERNS OF ONLINE SHOPPERS

A recent study investigated the security concerns of online shoppers and the value that trust marks hold in the minds of consumers. The following statistics are from a 2009 study<sup>2</sup> conducted by Synovate/GMI, an independent research firm. Consumers are very aware of trust marks and understand what they represent.

- The overwhelming majority of consumers feel it is important for Web sites to include a trust mark such as the VeriSign Secured Seal.
- 77 percent of online shoppers in Australia and New Zealand are familiar with Web site security features such as *https*, the padlock symbol, and the green security bar in Web browsers.
- However, less than half of online shoppers in Australia and New Zealand actively look for the lock symbol.
- 84 percent of online shoppers in Australia and New Zealand feel more confident about entering personal information on sites using security indicators such as a trust mark.

SHOPPERS NOT ONLY RECOGNISE AND VALUE THIRD-PARTY TRUST MARKS, BUT 75 PERCENT IN AUSTRALIA AND NEW ZEALAND SAY A TRUSTED SECURITY SEAL MAKES THEM MUCH MORE WILLING TO PERFORM ONLINE TRANSACTIONS AND ACTIVITIES.<sup>2</sup>

# 85

PERCENT

of online shoppers in Australia and New Zealand recognise the VeriSign Secured Seal, significantly more than any other trust mark.<sup>2</sup>

## THE VERISIGN SECURED SEAL INCREASES THE LIKELIHOOD TO BUY

With an understanding of the importance of trust marks in completing online transactions, businesses should be sure to choose the trust mark that offers the most value. The VeriSign Secured Seal is the most trusted symbol of secure transactions on the Web, as evidenced by these figures from the 2009 Synovate/GMI study.<sup>2</sup>

- 85 percent of online shoppers in Australia and New Zealand recognise the VeriSign Secured Seal, significantly more than any other trust mark.
- In Australia and New Zealand, 85 percent of online shoppers consider VeriSign more trustworthy than any other company.
- 79 percent see it as providing complete peace of mind when visiting sites for shopping, financial, or information matters.
- 67 percent see it as the gold standard for information security.
- 64 percent see it as the uncontested market leader.
- 60 percent of online shoppers in Australia and New Zealand say that no company is better than VeriSign at providing a safe and secure environment.
- Half the participants in Australia and New Zealand say that the VeriSign Secured Seal provides more confidence than other security seals.



## **VERISIGN PROVIDES A SIMPLE WAY TO ALLEVIATE THE SECURITY CONCERNS THAT CAN LIMIT TRANSACTIONS**

As online shoppers become more savvy, they make purchase decisions based on whether or not they trust the Web site to be safe. By including a trust mark on your Web site, you can visually demonstrate to your customers that your site is secure, which can improve consumer confidence and decrease shopping basket abandonment. As the most trusted security mark on the Internet, the VeriSign Secured Seal is the best choice for businesses to communicate online transaction security to customers.

The VeriSign Secured Seal and VeriSign® SSL Certificates also deliver additional features that consumers demand. One such feature is the verification functionality. When a consumer clicks on the seal, information about the VeriSign security services provided to the site is displayed. Additionally, VeriSign offers VeriSign® Extended Validation (EV) SSL Certificates. When combined with a high-security Web browser (such as Internet Explorer® 7 or Firefox® 3), VeriSign EV SSL Certificates provide instant notification that the site is secure and legitimate by turning the customer's browser address bar green.

The VeriSign Secured Seal is the only choice for businesses that are serious about alleviating the security concerns of online consumers. The seal is available exclusively to sites that purchase and implement VeriSign's market-leading SSL Certificates.

Increase your Web site's sales potential—display the VeriSign Secured Seal today.

**BUY VERISIGN SSL CERTIFICATES AT:**

**[www.Verisign.com.au/ssl](http://www.Verisign.com.au/ssl)  
[www.Verisign.co.nz/ssl](http://www.Verisign.co.nz/ssl)**



## RESEARCH METHODOLOGY

In May 2009, an independent research firm, Synovate/GMI, conducted a study on consumer awareness of Web site security practices and awareness of the brands that offer Web site security services. The study was sponsored by VeriSign. This study was fielded among 2,763 active online consumers in the United Kingdom; Germany, Austria, and Switzerland; France; Spain; Denmark and Sweden; and Australia and New Zealand. Participants were split into three age segments: 18-34 years, 35-54 years, and 55 years or older. All those interviewed indicated that they spend at least three hours per week online at home and regularly transact business online. Sample transactions included online banking and bill paying, participating in auctions, booking travel, managing healthcare or insurance information, downloading music, watching videos, social networking, blogging, and e-commerce. Of those interviewed, 467 were from Australia and New Zealand.

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<sup>1</sup> From the eMarketer article "World's Web Users Are Shopping Online," Feb 1, 2008. Located at <http://www.emarketer.com/Article.aspx?R=1005884>.

<sup>2</sup> "VeriSign 2009 Brand Research," Synovate/GMI, May 2009.

<sup>3</sup> RSA Security Report, December 2008. Available at [http://www.rsa.com/solutions/consumer\\_authentication/intelreport/FRARPT\\_DS\\_1208.pdf](http://www.rsa.com/solutions/consumer_authentication/intelreport/FRARPT_DS_1208.pdf).

<sup>4</sup> From the *Brisbane Times* article "Cyber Crime 'More Profitable Than Drugs,'" June 9, 2009. Located at <http://news.brisbanetimes.com.au/breaking-news-national/cyber-crime-more-profitable-than-drugs-20090609-c1qm.html>.

<sup>5</sup> From the RSA Online Fraud Report, pp. 3-4, December 2008. Located at [http://www.rsa.com/solutions/consumer\\_authentication/intelreport/FRARPT\\_DS\\_1208.pdf](http://www.rsa.com/solutions/consumer_authentication/intelreport/FRARPT_DS_1208.pdf).