



## CASE STUDY



# Scandinavian Design OnLine AB

[www.scandinaviandesigncenter.com](http://www.scandinaviandesigncenter.com)

Online Sales Increase by 8% for Scandinavian Design Online AB After Turning to VeriSign® Extended Validation SSL Certificates



## designonline.se

“The best part for us of implementing Extended Validation SSL Certificates and the VeriSign Secured® Seal on [www.scandinaviandesigncenter.com](http://www.scandinaviandesigncenter.com) is that in the first two months since implementation we have seen an 8% positive increase in our online conversion rates”

Jörgen Bödmar  
CEO  
Scandinavian Design Online AB

### The green bar signals 8% growth for one of Scandinavia’s leading e-commerce pioneers.

Scandinavian Design Online AB part of the Design Online Group is one of the leading Web sites selling home & garden, interior design and décor to a worldwide audience. Selling across different Web sites and languages the group has established itself in a competitive marketplace very quickly.

With a mission to market and sell Scandinavian design worldwide the company aims to “bring Scandinavian design to you”. The company is an online market leader that sells to a sophisticated and knowledgeable customer base. Selling over 100 different brands – [scandinaviandesigncenter.com](http://scandinaviandesigncenter.com) truly has something for everyone. Whether you're looking for a Björn Dahlström chair, a Norm 69 lampshade or Maija Isola fabric, this site allows you to find and buy both pure fresh and classic Scandinavian design.

#### + Choosing Extended Validation SSL (EV SSL)

The internet offers many advantages to customers and businesses alike, but it also offers a number of challenges. And like all internet based businesses, Scandinavian Design Online faces the threat of fraud and general customer suspicion when shopping online.

In order to maximise the online opportunity, Scandinavian Design Online have built a user friendly Web site with the highest level of customer service. The site also offers worldwide delivery within 3-4 days across the globe, which for most customers is a compelling reason to use the Site. “No one likes to wait six weeks for a delivery” says Jörgen Bödmar, CEO of Scandinavian Design Online.

“One of the key reasons for choosing VeriSign was to build trust”, Jörgen continues. “When you buy online from another country, maybe from the other side of the world, you need to be assured that this company really exists and that you feel safe when it comes to paying for your goods online. Extended Validation SSL is a clear, easy to understand way to show the public that we really care about their online security. VeriSign is by far the most recognised SSL provider on the market and this is important for us as it is the brand that our customers most recognise.”

Now, customers who visit [www.scandinaviandesigncenter.com](http://www.scandinaviandesigncenter.com) can see the golden padlock at eye level on the address bar on secure pages, such as on their payment pages. And if they are using a high security browser, such as Internet Explorer 7, they will also see the address bar highlighted in a bright green colour which visibly helps to convince Scandinavian Design OnLine customers that the site is safe to shop on.

“The best part for us of implementing Extended Validation SSL Certificates and the VeriSign Secured Seal on [www.scandinaviandesigncenter.com](http://www.scandinaviandesigncenter.com) is that in the first two months since implementation we have seen an 8% positive increase in our online conversion rates. Since we’re one of the first to implement Extended Validation SSL in Scandinavia we also feel it has helped us confirm our market leading position. With well over 50% of our customers seeing the green bar today we have high hopes for the future impact that the green bar and Extended Validation SSL will have on our conversion rates\*.”

\* Your company’s results may vary.



### + Moving forward

Scandinavian Design OnLine feels confident that the increase in their conversion rates can be directly linked to the introduction of the green bar and moving forward they will be rolling out Extended Validation SSL on their forthcoming UK Web site: [www.scandinaviandesigncenter.co.uk](http://www.scandinaviandesigncenter.co.uk)

“Scandinavian Design Online’s successful experience with EV SSL demonstrates our commitment to the market to offer the leading SSL that have very real business benefits. If you need to build trust then EV SSL should be the solution you consider for your Web site”. Roberta Mladenovic – Sales Manager, VeriSign Sweden.

Jörgen Bödmar concludes “And for the future...we’ll continue to monitor what our customers want and need to make them feel more secure online and as we introduce more new sites. We expect continuous growth in the coming years based on our commitment and the great interest in Scandinavian design worldwide – much of this growth will be based upon the trust people place in our brand”.

Today Scandinavian Design OnLine have the green bar live on:

<https://www.scandinaviandesigncenter.de/>  
<https://www.scandinaviandesigncenter.com/>  
<https://www.designonline.se/>

### + Why VeriSign

VeriSign (NASDAQ: VRSN) is the trusted provider of Internet infrastructure services for the networked world. Billions of times daily, our SSL, authentication, identity protection, and registry services help companies and consumers all over the world to communicate and conduct commerce with confidence.

VeriSign is the leading Secure Sockets Layer (SSL) Certificate Authority enabling secure e-commerce and communications for Web sites, intranets, and extranets. VeriSign continues to lead the SSL Certificate industry as a member of the CA/Browser Forum, a voluntary organisation currently focused on EV SSL Certificates.

**Visit us at [www.Verisign.co.uk](http://www.Verisign.co.uk) for more information.**

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00026067 11/06/08

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