McAfee Secure Trustmark Dramatically Boosts New Visitor Sales Conversions at Firearms E-Commerce Site

Founded in 1998, Lone Wolf Distributors began as a wholesale distributor of Glock parts manufactured entirely by third parties. Today the 21-person company still sells products from over 70 manufacturers but the majority of its $8.5 million in annual revenue comes from its own Lone Wolf-branded products. Lone Wolf was also an early e-commerce adopter compared to most of the firearms industry. Although a few customers still buy over the phone, most purchase directly from the company's website.

Challenge

The firearms industry has unique challenges. "Because of the nature of our business, we are not allowed to advertise on any of the major search engines or social media sites," explains Rob Hansel, general manager at Lone Wolf Distributors. "Consequently SEO is extremely important for us. We have worked hard so that when a potential customer types 'Glock barrel' in Google, Lone Wolf is one of the top sites listed in the search results."

Hansel adds that many firearms customers are a little hesitant to trust—whether people, companies, or websites. "Once people have done business with us they buy from us again. But for our business to continue growing and thriving, it is critical that new visitors follow through with a purchase—so they can become repeat customers in the future."

Solution

Hansel first learned about the McAfee Secure Website Certification service when he received a call from a McAfee Secure sales representative who claimed that the service would increase website sales conversions significantly. The representative explained that McAfee Secure certified websites are tested frequently to help protect consumers from identity theft, viruses, spyware, and other online threats. If a site passes the certification scan, then the McAfee Secure trustmark is automatically displayed on the site along with the current scan date, thereby helping to set potential customers at ease so they can purchase from the site with confidence.

Intrigued by the sales pitch but skeptical, Hansel agreed to conduct a multivariate test to compare the effect of displaying the McAfee Secure trustmark in different locations on the website against not displaying it at all. ConversionIQ, a company that specializes in conversion rate optimization for e-commerce and lead generation websites, conducted testing of five scenarios— no McAfee Secure trustmark (the control scenario), plus four scenarios that all placed the trustmark on the website header and footer as well as on combinations of product detail, shopping cart, and checkout pages. The result: displaying the McAfee Secure trustmark in the header, footer, product pages, and checkout increased sales conversions 14.4 percent.

Customer Profile
Glock parts and accessories manufacturer

Founded
1998

Website
www.lonewolfdist.com

Category
B2B/B2C

Customer Since
2014

Conversion Increase
14.4%

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> Rob Hansel
> General Manager
> Lone Wolf Distributors

Implementation

ConversionIQ Co-Founder Mike Belasco explains why placing the symbol in so many locations makes sense: "The McAfee Secure trustmark on the banner at the top of the page tells the consumer right away that the site can be trusted. After browsing a few pages, however, 'banner blindness' results, so it helps to reinforce the trust message again by displaying the McAfee symbol on product pages. And you definitely want to display the symbol near action buttons and on the shopping cart pages because that's when the customer needs the most confidence. As for the footer, only 20 percent of viewers ever view it, but those who do are the methodical consumers who need to see the symbol there. In short, there is a strategic reason for every placement of the McAfee Secure symbol, and displaying it on every page is not too much." Implementation of the McAfee Secure service took Hansel only 15 minutes from start to finish, with no outside help. "I used to be a Web developer so deploying the service was a piece of cake for me, but it is very straightforward and even a non-techy could do it in a short time," says Hansel.

Results and ROI

Integration with Google Analytics enables ConversionIQ to provide visibility into sales conversions by traffic segment, such as new site visitor, returning visitor, or organic search. "The Google Analytics results really tell the story," notes Hansel. "Displaying the McAfee Secure trustmark clearly had a huge impact in converting new visitors, especially those who found us using a search engine."

Although increased sales conversions was the primary driver in Lone Wolf Distributor's purchase of the McAfee Secure service, Hansel also notes that the strong reputation and widespread recognition of the McAfee brand definitely influenced the decision as well. "One of our biggest customers also uses McAfee Secure for Internet security," adds Hansel. "We thought, 'If it is good enough for them, it is good enough for us.'"

The company's experience working with McAfee Secure representatives during the testing and afterward has also been very positive. In addition, the McAfee Secure service helps keep Lone Wolf Distributor's e-commerce business secure by comprehensively scanning its website for malicious content, links, and vulnerabilities. Thanks to the added security, Lone Wolf experienced an unexpected benefit from using the McAfee Secure service: the company's insurer lowered Lone Wolf's risk level, which could result in a reduced rate in the future.

"I would definitely recommend the McAfee Secure service to other e-commerce sites," concludes Hansel. "Anything you can do to make your customer feel more secure is beneficial to your bottom line, and the results show that our customers do feel more secure with this service."

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