

> SMB SNAPSHOT BulbAmerica



Founded in 2003, BulbAmerica is one of the largest wholesale providers of quality lighting fixtures and light bulbs in the United States. Over the past decade, the Brooklyn, New York-based company has shifted from a business-to-business sales model to a pure play e-commerce operation focused on selling to both businesses and consumers.

THE CHALLENGE

With more than 18,000 items available for sale at its massive web store, BulbAmerica more than lives up to its slogan, *If it lights, we have it!* From energy-efficient and general lighting to lighting designed for automobiles, medical facilities, outdoor usage, and more, BulbAmerica goes above and beyond to meet the needs of its customers.

A key part of that effort is providing an online shopping experience that is safe and secure. “We’re constantly updating our website to keep pace with technology and customer demands, and security is always a top priority,” says Corey Frons, the company’s Chief Marketing Officer. “Although we pride ourselves on providing a simple and efficient checkout process, without good security, it just wouldn’t work. If we can’t assure customers that their credit card data is safe with us, we don’t have a business.”

THE SOLUTION

From the start, Frons knew that BulbAmerica.com needed SSL security from a well-known, reputable provider; that’s why he selected VeriSign® EV SSL Certificates. “VeriSign’s reputation as a pioneer in securing e-commerce transactions long preceded my involvement with BulbAmerica. I knew that if we wanted to prove that we took web security seriously, we needed to use VeriSign,” he says.

When Frons heard that the VeriSign Secured Seal he placed on the BulbAmerica web site was transitioning to the Norton™ Secured Seal, he was eager to do an A/B test. “Since the Norton brand was even more familiar to me, I thought an A/B test would be the ideal way to determine exactly how the Norton Secured Seal performs in comparison with the VeriSign seal,” he says.

THE BENEFITS

When he began the A/B test, Frons was pleased to see that the Norton Secured Seal performed on par with the VeriSign seal. However, as the test wore on, he started to see even better results. “The Norton Secured Seal began to pull more users onto our product pages than the VeriSign seal, meaning that the number of visitors who went from our home page to view products was higher,” says Frons. “This told us that we would be just fine using the Norton Secured Seal in place of the VeriSign seal. That was huge for us.”

While Frons concedes that brand names—especially long-trusted ones like VeriSign and Norton—go a long way in convincing customers that their data is safe, he believes numbers tell the real story. “Today, everything on the Internet is measurable,” he says. “We ran an unbiased A/B test, and we were able to see with certainty that the Norton Secured Seal offered a better experience for users, kept them on our site longer, and did a better job of moving them to the next page. You can’t argue with that.”¹

THE ORGANIZATION

WEBSITE:
www.bulbamerica.com

INDUSTRY: E-commerce

EMPLOYEES: 23

LOCATION: Brooklyn, New York

THE SOLUTION

- Norton™ Secured Seal
- Symantec Extended Validation SSL Certificates

WHY SYMANTEC?

- Industry leading security provider recognized by customers around the world
- Extended Validation (EV) SSL Certificates build trust in online shopping experience through EV SSL green bar
- Norton Secured Seal performs strongly in A/B testing

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—Corey Frons

Chief Marketing Officer, BulbAmerica



1. Customer conducted A/B test for a period of approximately three weeks to obtain results.