

# Increase customer confidence and conversions with SSL

## European survey

GlobalSign carried out a European survey in November 2014 to understand end user behaviour when it comes to online security. Key findings are compiled below and show the importance of SSL security when it comes to increasing customer confidence.

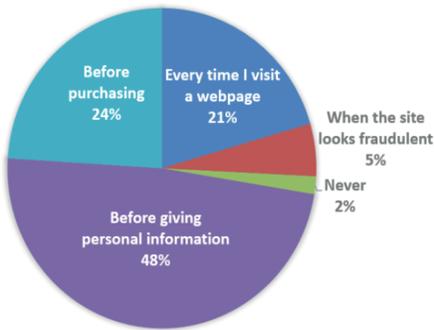
### End users are worried online

End users inherently don't trust websites. Encryption isn't an option it is a requirement.

- **75%** are aware of security risks when visiting a website.
- **77%** are concerned about their data being intercepted or misused online.
- **55%** are worried about identity theft on the Internet.

### Security indicators enhance trust

How often do website visitors check for security indicators?



**Over 9 out of 10 users...**

...are more likely to trust a website if it displays security indicators  
 ...are more likely to leave details or purchase when they know that their data is sent over a secure connection

### Enhanced trust means increased sales

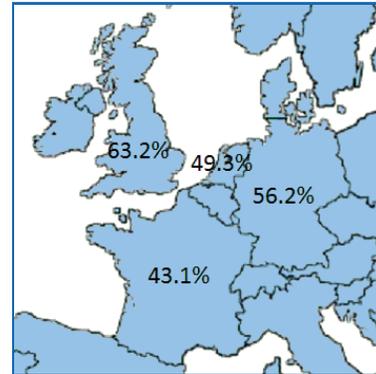
- **84%** would abandon a purchase if data was sent over an unsecure connection.
- Almost **50%** of online shoppers on average worry about their credit card information being stolen.

### Green = safe

Over half of customers understand the Extended Validation EV security indicators (Green address bar and company name in the address bar). When visiting a website:

- **28.9%** look for the green address bar
- **35%** look for the name of the company in the address bar

How many users have an understanding of what the green address bar means?



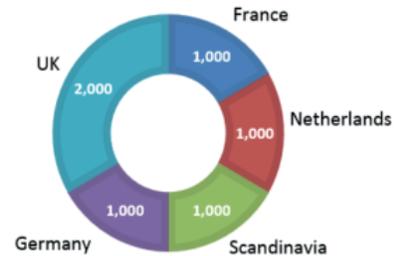
$\frac{1}{5}$  in Germany

$\frac{1}{3}$  in Scandinavia

...rank EV indicators to be more important than the standard padlock and HTTPS when deciding whether to trust a website.

### Background & Reference:

The survey was carried out online in November 2014 and was sent to respondents of a variety of demographics (age / gender) in the following countries:



Contact us if you require more information, our experts will be happy to help!

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