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Uniregistry Partner Case Study

www.uniregistry.com

Industry

Domain Registrar and SSL Reseller

Business Challenge

As a domain registrar, Uniregistry was missing opportunities to sell SSL certificates, particularly at a time when Google Chrome required websites to have digital certificates in order to prevent displaying a "Not secure" message to users.

Solution

By partnering with Sectigo, Uniregistry expanded their product portfolio to sell SSL products and launched an intuitive online customer experience that quickly increased conversions and product adoption.

Sectigo Products

Domain Validated (DV) SSL certificates

Best-practice guidance for optimizing customer experience

53% of users interested in UniSSL complete purchase

3.94% conversion to UniSSL certificates after domain purchase, pre-marketing

Uniregistry, an ICANN-accredited registrar, prides itself on simplicity and transparency, and making the purchase experience effortless and delightful for its base of customers across North America and EMEA.

The company began exploring expanding its business by selling SSL certificates in order to increase revenue streams and seize the opportunities presented by Google Chrome's "Not Secure" warning. Uniregistry's product manager, Bartosz Mozyrko, first interacted with Sectigo's VP of Business Development in 2018 and in Q3 2018, began selling Domain Validated (DV) certificates exclusively from Sectigo (then Comodo CA), branded as UniSSL Single Domain, UniSSL Multi-Domain, and UniSSL Wildcard.

Training and Support

To kick off the partnership, Sectigo hosted "SSL 101" trainings for Uniregistry employees at the company's Grand Cayman headquarters, as well as its UK office. Sectigo also participated in implementation meetings and dozens of calls to help Uniregistry educate its customers about SSL benefits, and optimize product sales of UniSSL certificates within existing site traffic.

Creating the UniSSL Customer Journey

Uniregistry was able to accommodate only a single-product checkout, making it imperative to determine the best possible digital customer journey as the company expanded their product portfolio to include UniSSL certificates. The company researched the products that competitors were offering and how the customer journey progressed on their websites, then wireframed the flows and mapped out ways to simplify the experience—taking inspiration from elements that worked, and streamlining others.

With help from Sectigo, the product team went through design, benchmarking, initial prototyping, many iterations, user testing and user flow changes throughout the product development. They used a paper prototyping technique, an approach the product manager had used as a User Experience (UX) researcher earlier in his career, to print out different UIs on paper to evaluate the website and the product user experience.

"Sectigo worked side by side with us as team members, not consultants, to set up the project for success. As a product manager, I value the way Sectigo not only sold us on reselling their products, but actually helped us to roll-out the product successfully."

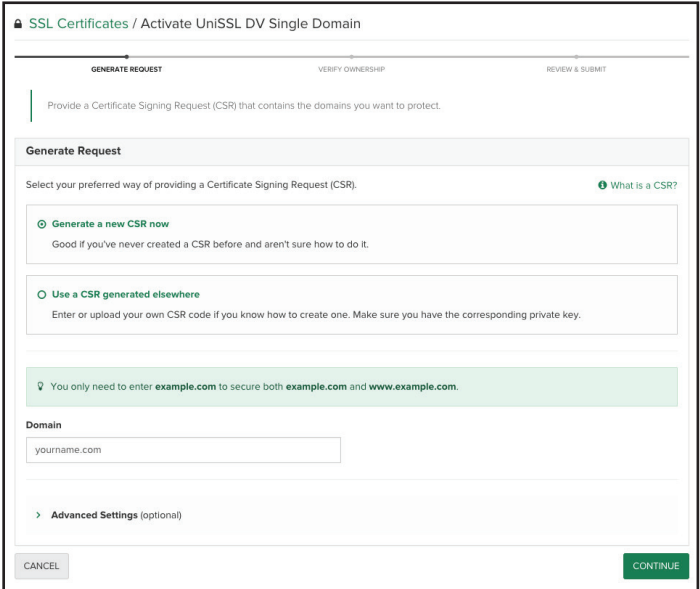— *Bartosz Mozyrko, Product Manager at Uniregistry*
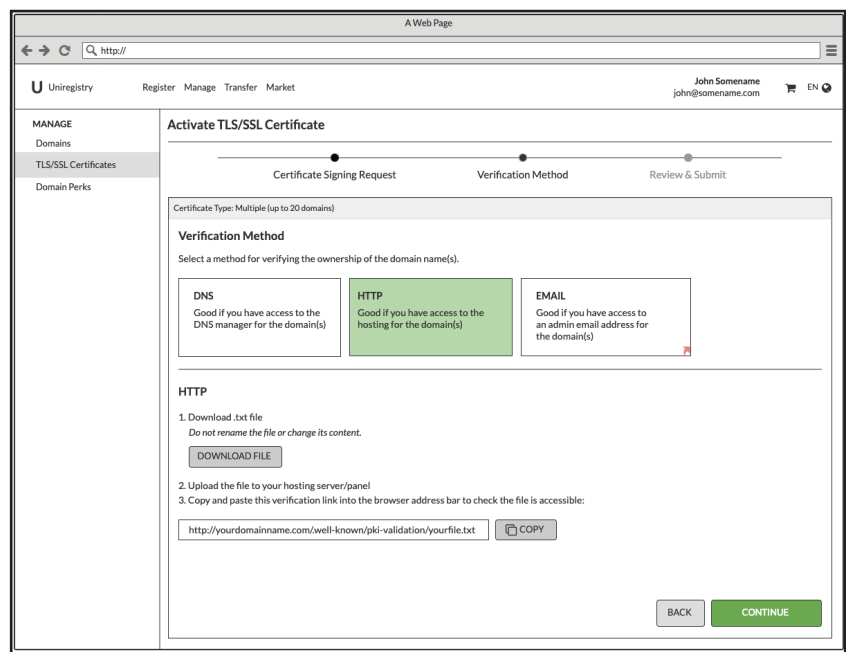
Early version of Balsamiq wireframe used during product design process

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Commitment to Customer Experience

Sectigo's VP of Business Development and CTO of SSL partnered with Uniregistry to provide best practices in messaging and e-commerce workflow to optimize sales of DV certificates. Following changes made as outcome from user studies and conversion rate optimization efforts, Sectigo held remote access sessions to recommend some unique enhancements.

"Sectigo added tremendous value in enabling us to validate design decisions and helped us to deliver a product with a really good customer experience that also offered some unique functionalities. For instance, guiding us in the best way to generate CSR code in the workflow without using 3rd party online tools or consoles. 'Generate a new CSR now' helps our customers quickly activate their certificates without friction, resulting in over 90% feature adoption rate," explained **Bartosz Mozyrko, Product Manager at Uniregistry,** who has a background in UX research, led the initiative.

At the end of 2018, Uniregistry implemented the first version of the UniSSL landing page and set up Woopra Analytics to test several touchpoints across the product, to see which earned the highest conversion. For example, when confirming a domain purchase, the site serves up a complete checkout page with reminders to "think about web security" and other factors, suggesting the customer add UniSSL. Or on the domain management page, user interface serves up a notification to those users who do not yet have UniSSL. The domain manager also reminds users which domains have "Safecert" or not.

"Generate a new CSR now" simplifies UniSSL activate process

"The UniSSL certificate was quick and easy to install. I very much liked the fact that it updated the DNS correctly and automatically. My overall experience was really good! I will recommend UniSSL to others to use for their projects." — Erik Bobbink, Uniregistry Customer

Feedback and Results

Early feedback from customers has been positive and the UniSSL conversion rates on https://uniregistry.com/ssl are impressive. By teaming with Sectigo, Uniregistry experimented with 7 different touch points inviting a customer to buy an UniSSL Certificate and found the most effective to be:

- ✓ UniSSL purchase right after the Domain Purchase
- ✓ UniSSL purchase from Domain Manage panel (automatic notification)
- ✓ UniSSL purchase from individual Domain Setting section

These smart touch points spread across different stages of the customer journey resulted in immediate uptick in sales, including almost four percent conversion of SSL purchases after the customer bought a domain. Fifty-three percent of users interested in SSL complete their purchase. In the first 44 days, Uniregistry saw 120 sales of SSL certificates. After the first iteration of conversion refinements based on insights from product analytics and Sectigo guidance, conversion grew over 100% within 22 days.

Next Steps: Products and Marketing

Uniregistry is now considering expanding their exclusive reselling of Sectigo SSL to include Organization Validated (OV) and Extended Validation (EV) certificates, following testing of marketing landing pages now underway. In addition, Uniregistry will take take advantage of Sectigo's Channel Partner Program Marketing Development Funds and begin to actively market its UniSSL certificates. And to further boost conversion rates, the reseller will expand cart functionality to accommodate sales of bundled domain and SSL products.

About Sectigo

Sectigo (formerly Comodo CA) provides web security products that help customers protect, monitor, recover, and manage their web presence and connected devices. As the largest commercial Certificate Authority trusted by enterprises globally for more than 20 years, and more than 100 million SSL certificates issued in over 200 countries, Sectigo has the proven performance and experience to meet the growing needs of securing today's digital landscape. For more information, visit www.sectigo.com.