

Extended Validation (EV) SSL Certificates

Increase transaction rates and provide better security with EV SSL certificates from Sectigo

Extended Validation (EV) SSL is the highest-assurance form of SSL certificate available. EV SSL certificates take advantage of proven, highly trusted authentication methods to give the best possible assurance of a web site's legitimacy. The presence of an EV SSL certificate confirms your verified organization identity, helping increase transactions and other site usage, defending users from phishing attacks, improving your online brand experience, and helping you meet compliance requirements.

Online businesses like yours use Extended Validation SSL certificates to:

- Increase site transactions.**
 Give visitors added confidence in safe transactions on your site through your verified business identity. Use EV SSL certificates to maximize transaction completion rates, which can increase sales, form completions, new user signups, and engagement with online services.
- Protect users against phishing attacks.**
 The rigorous identity validation behind an EV certificate makes it far harder for attackers to impersonate your site, helping protect against phishing and other criminal attacks involving a fake version of your business. That means greater security for your customers, partners, and employees.
- Show customers you care.**
 EV SSL shows online customers that you care enough to employ best-of-breed security for their protection.
- Stay compliant.**
 Many standards and regulations such as PCI-DSS, HIPAA, HITECH, GDPR, and others require that online businesses take measures to protect consumers from theft of confidential information. Use Extended Validation for the strongest identity assurance an SSL certificate can offer.



Improving transaction rates and other site performance metrics

Visible trust indicators such as the verified organization name in an EV certificate, viewable in the browser's certificate details, have been demonstrated in many tests to improve visitors' likelihood to engage with sites, make purchases, use online services, and share sensitive or confidential information including credit card numbers and personally identifiable information (PII).

Whatever your economic incentive to operate your business site, you should expect improved performance if you feature an EV certificate with your verified organization identity. KPIs that are likely to improve include:

- ✓ Transaction completion rate
- ✓ Form completion rate
- ✓ Revenue per shopper
- ✓ Shopping cart abandonment
- ✓ Average order value (AOV) and items per cart
- ✓ New services signups
- ✓ Leads generated

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Over the years since EV SSL has been released dozens of businesses have measured the difference in completions between visitors who saw could verify the site's organization identity and those who did not. This testing has shown increases in the order of 10% in completed transactions.



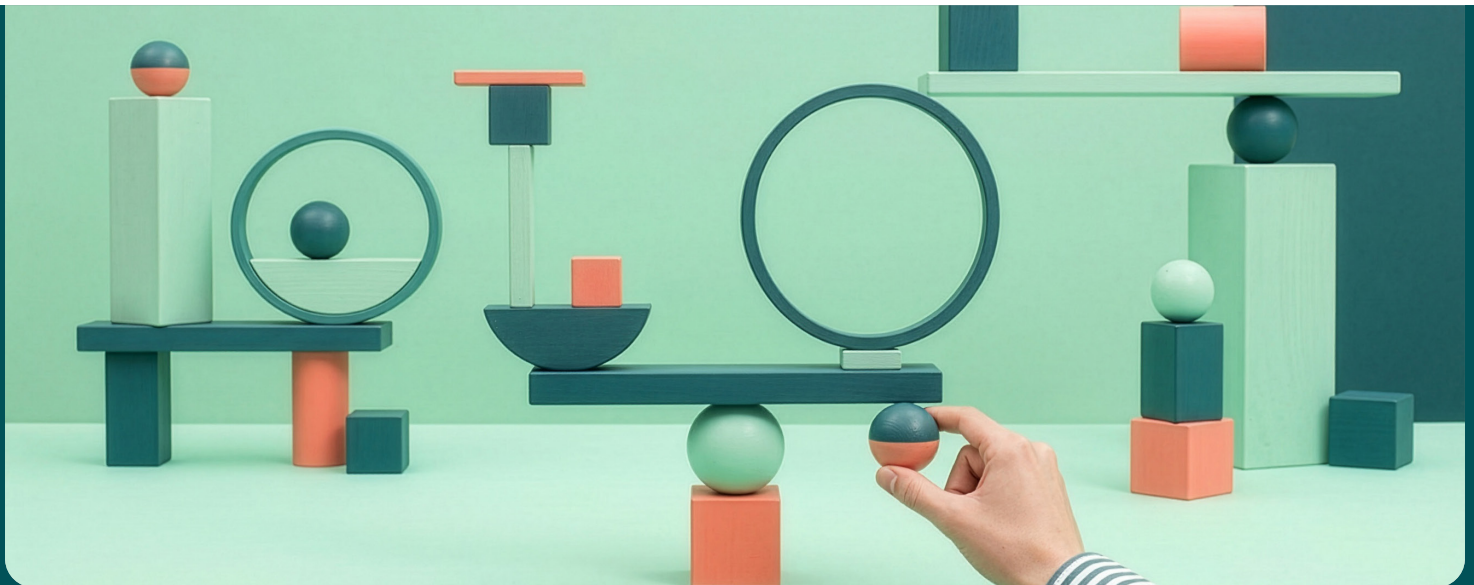
Visitors' increased confidence with site security should be expected to translate to increased visitor engagement with your online information and services. Key metrics that are likely to improve this way include:

- ✓ Time on site
- ✓ Page views
- ✓ Bounce rates
- ✓ Collateral downloads
- ✓ Mailing list signups
- ✓ Form completions
- ✓ Logins
- ✓ Service usage
- ✓ Return visits

A verified organization identity is the clearest proof that your site is the real thing.

Increasing visitor engagement with your site makes your online effort more effective in building brand awareness and preference, influencing core constituencies, spreading your message, educating the public, sharing critical information with customers, and motivating action. Increasing use of web site self-help and online services can translate to increased efficiency in serving customers. And by reducing overall anxiety, you give customers a more pleasant experience when dealing with your company, which translates to a more satisfactory online experience.

Contact a Sectigo website security specialist to find out how EV SSL can help your business.
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About Sectigo

Sectigo is a leading provider of Certificate Lifecycle Management (CLM), helping organizations secure human and machine identities while reducing the hidden risks of modern digital trust. As certificate volumes grow and lifespans shrink, unmanaged certificates are becoming a source of outages, compliance exposure, and operational disruption. Sectigo uses Orchestrated Automation to deliver Simplicity at Scale through its cloud native CLM platform, bringing visibility, control, and lifecycle management together across complex environments. With more than 700,000 customers, including 65% of the Fortune 500, Sectigo is one of the largest and longest standing certificate authorities, with over 20 years of delivering unparalleled digital trust. For more information, visit www.sectigo.com or follow us on [LinkedIn](#).

