



# Increasing Your Markup Through Extended Validation SSL

**A Partner Selling Guide from Sectigo**

## Introduction

For many registrars, hosting providers, and security service resellers, SSL certificates are a lucrative source of reliable revenue. Not all of them are aware, however, that by actively promoting and recommending Extended Validation (EV) certificates, they can increase total revenue and profitability. This short guide details how you can take advantage of this opportunity to increase your average marginal contribution per certificate sold and improve the bottom line.

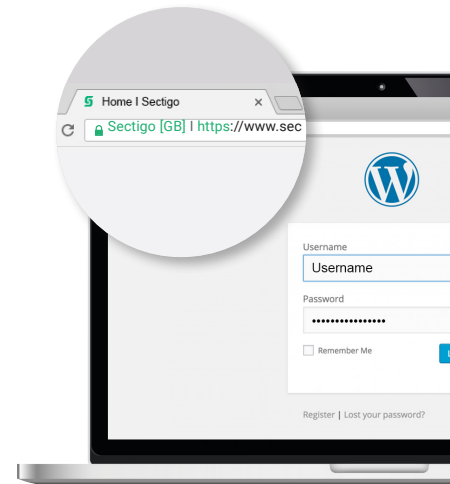
### EV SSL is beneficial to most online businesses

Extended Validation SSL certificates are unique in that they reliably authenticate the genuine identity of any organization to which they are issued. Certificate Authorities must follow a specific authentication method that has been proven effective before issuing any EV certificate.

Because the identity of one of these businesses is considered reliable, popular browsers will display the name of the company in green at the top of the browser adjacent to the URL. The company name and prominent use of green in the browser interface are important and highly visible signals to the end user that they're really dealing with the business they expect.

By employing EV SSL certificates, online businesses can realize a number of benefits.

- **Increase site transactions.** Both businesses and independent researchers have discovered that the presence of the company name and green color in the address bar increases site visitor confidence and therefore the likelihood they complete transactions. Raising the transaction rate directly improves the bottom line through increases in sales, lead generation, new user signups, and use of online services.
- **Provide greater protection against phishing and counterfeit web sites.** Because the authentic identity of the online business is prominently displayed in the browser interface, creating a convincing spoof site becomes more difficult for criminals seeking to steal PII, logins, credit cards, or other confidential information.
- **Improve brand perception.** By prominently displaying its name in green on its site, an online business shows customers that it's investing in best-of-breed security to protect them. As such EV SSL becomes a proof point that a business follows best practices and cares about its customers, improving overall brand perception.



Browsers will display the name of the company in green at the top of the browser adjacent to the URL.

Raising the transaction rate directly improves the bottom line through increases in sales, lead generation, new user signups, and use of online services.

- **Ensure compliance.** Many standards and regulations require consumer protections that are enabled by EV SSL. Standards such as PCI-DSS, HIPAA, HITECH, GDPR, and many others require protections like those that EV SSL provides.

## Providing EV SSL to your customers is beneficial to you

By helping your customers understand why EV SSL certificates can be beneficial to them, you also help yourself in these ways.

- **Improve profitability.** EV certificates sell at considerably higher average prices than Sectigo's OV and DV certificates. That means every time you upsell to an EV certificate, your markup increases. More EV sales means more money in your pocket.
- **Increase bookings and revenue.** Upselling to EV will also increase your overall bookings and revenue numbers, which can be important metrics for investors, upper management, or the board. EV upsell can be an important part of your strategy to hit bookings and revenue targets.
- **Display your expertise as a trusted advisor.** Giving your customers the advice they need to improve the bottom line and provide a more secure online experience is an important proof point of your expertise and strategic added value.

## How to Upsell to EV SSL

Most online businesses stand to benefit from Extended Validation SSL since the visible display of their authenticated identity improves consumer confidence, increases transaction rates, and offers a powerful line of defense against phishing attacks. Unfortunately, many decision makers for company web sites and online services are unaware of these benefits or fail to adequately account for them when considering an SSL purchase decision. This section will help you communicate the potential benefits of EV SSL so that buyers can make informed decisions about which certificate best serves their business objectives.

EV upsell can be an important part of your strategy to hit bookings and revenue targets.

Authenticated identity improves consumer confidence and increases transaction rates.

In June 2018 technology research firm DevOps surveyed more than 350 active internet users around the globe to understand their reactions to green address bars on business sites. You can find the DevOps report on its research results here: <https://library.devops.com/survey-learning-to-trust-your-browser>. DevOps determined that active internet users are strongly concerned about online fraud in many forms and that they prefer doing businesses with companies that seek to protect them from such fraud. DevOps found that site visitors using both desktop and mobile browsers are more likely to engage with sites displaying green address bars and that they view these businesses more positively in terms of overall brand impression.

Here is a capsule summary of the DevOps findings.

### Customer concerns

Online users are strongly concerned about falling victim to phishing and other forms of online fraud.

Role	% who agree
I worry about having my identity stolen online	94.4%
I worry about having my online financial accounts hacked	90.2%
I worry about having my credit card information stolen online	91.6%
I worry about being the victim of online phishing attacks	85.4%
I worry about having my personal health information stolen online	83.2%
I worry about having my social media accounts hacked	81.5%
I want to do business with companies that invest in best-of-breed digital security solutions	91.0%
I want to do business with companies that protect my confidential information	96.5%

### Increased online business

The DevOps research found that shoppers are more likely to do business across a variety of forms with sites displaying green address bars.

Transaction type	% of users more likely to engage
Engage in financial transactions	50.2%
Share personally identifiable information	57.0%
Make a purchase	36.5%
Use a credit card	28.4%
Sign up for a new account	42.5%
Fill out and submit an online form	37.5%
Use a payment service like PayPal	40.6%
Add recommended items to a shopping cart	32.3%

## Brand impression

DevOps discovered that 50.3% of users are significantly influenced in their perception of a brand or company when a green address bar is present. Respondents feel that businesses displaying green address bars on their sites are

<b>Quality of online business</b>	<b>% with improved perception due to green address bar</b>
Safe site to do business with	52.8%
Trustworthy	51.2%
Secure	50.8%
Established and stable	22.1%
Meets its commitments	25.4%
Good customer service	22.4%
Cares about me	18.9%
Safe to make an expensive purchase on this site	32.5%
Uses the best available technology	45.0%

## Motivators and pain points for SSL buyers

Role	Motivator	How EV SSL can help
E-commerce manager	Increase site sales	Visible trust indicators like the green company name have been demonstrated time and again to increase rates of completed transactions when sensitive information such as credit card details are involved. The green EV address bar is an easy trust indicator to add to the site and is particularly credible since it appears in the browser's interface itself.
IT/office of CISO	Protect customers and employees from phishing	The green address bar is a highly visible and unspoofable cue as to a site's genuine identity. Including the green company name gives users a clear method of distinguishing the genuine site from a criminal spoof.
	Maintain compliance	Many regulatory and industry regulations require that online services take available measures to protect against theft of sensitive information such as personally identifiable information (PII), personal health information (PHI), credit card numbers, and service logins. The added protections of an EV SSL certificate help meet that requirement.
Digital marketing	Increase landing page response rates	By including green trust indicators on lead generation pages, digital marketers can improve campaign take rates and the overall economics of lead generation.
CMO/branding	Create a more positive brand experience	Including highly visible trust indicators on its web site sends a message that a company cares about its customers and is investing in best-of-breed security to keep them safe. Visitors seeing a green address bar are more likely to believe that this company offers good customer service and cares about its customers.
Small business owners	Create confidence in business legitimacy	Small businesses with unknown brand names face an uphill battle in online engagement. Visitors seeing a green address bar are more likely to believe a business is trustworthy, established, and stable, and that it meets its commitments.

## Selling messages

Use these messages to educate your customers on the benefits of EV SSL.

- **Increase site transactions.** Show the green address bar and your company name in the browser interface to give visitors added confidence in safe transactions on your site. 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 sites.** Prominently display your company name in the browser interface to provide extra protection against phishing and other attacks involving a fake version of your site. 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 protection an SSL certificate can offer.

What is the potential damage that could be caused to your business if your customers, partners, or employees were to suffer phishing attacks against the accounts or services they use from you?

## Engaging questions

Use these questions to engage potential customers in conversations about EV SSL.

- What are the investments in money and effort that you are making to increase site conversions?
- What would it mean if you could increase site conversions in just a few days with no effort and a trivially small expenditure?
- What is the potential damage that could be caused to your business if your customers, partners, or employees were to suffer phishing attacks against the accounts or services they use from you?
- What is the potential damage to your reputation that would come if one of your customers or partners were to have vital private information such as PII, credit card numbers, or account logins stolen when they thought they were interacting with your business online?

- How would your customers’ opinion of your company be affected if they could clearly see that you’re investing in best-in-class online security to protect them?
- What regulatory or industry compliance requirements does your business have where online security may be important? Possible responses include PCI-DSS, HIPAA/HITECH, and GDPR.

## Objection handling

Objection	Response
Not everybody sees/understands the green address bar	<p>Placing the green address bar on your web site is an opportunity to show your site visitor a widely understood online trust indicator as well as the name of your company. It’s true that not every user consciously registers these interface elements on every visit to your site. Nonetheless, across the full set of visitors viewing the full set of pages they see, you should expect these elements to make a difference. Compared to the very low cost and effort in getting an EV certificate, for most businesses this investment makes great sense.</p>
EV certificates aren’t worth the extra money	<p>If you consider the trivially small incremental cost of an EV certificate and the large and varied potential benefits, that would be surprising. Compared to the amount of money your business pays for hosting, web design and development, customer service, and other functions, less than \$100 a year as an incremental cost for an EV certificate is a drop in the bucket, and it may make a meaningful difference in how much your target audience uses and engages with your site.</p> <p>For sites that sell products, generate leads, or provide service to customers, these operations are mission-critical for your business and typically quite expensive to perform. If presenting the EV SSL trust indicators makes it possible for even a few visitors a year to move forward with a transaction or submit a form or use an online service, you just paid for the EV certificate right there.</p> <p>Even if you don’t engage directly in selling, lead generation, or similar activities, every business site has some function that derives a benefit to the business or it wouldn’t exist. Displaying the green address bar can increase visitors’ trust of your site, which in turn can lead to more page views, more time on site, and more visitor engagement with your web site. And that means they are engaging with your business and your brand, which is why you built and maintain this site in the first place.</p>



## Objection handling (cont'd)

Objection	Response
<p>These certificates don't actually give me stronger encryption or enhanced security</p>	<p>Certainly encryption strength is the same for all levels of authentication. However, encryption isn't the only security element of an SSL certificate. The purpose of EV SSL certificates is to help users differentiate between the legitimate online businesses they intend to visit and the criminal fake sites that imitate them. Enhancing their ability to do so is one way to improve security for your customers, partners, and employees.</p>
<p>Some mobile browsers don't display my company name</p>	<p>Yeah, but most do, and all browsers display the green trust indicator. Some browsers display both the green trust indicator and your company name while a few mobile browsers only display the company name. Regardless of which browser type the visitor is using, the presence of the green trust indicator can increase transaction completion rate, improve visitor confidence, and enhance users' ability to protect themselves from phishing and spoofing attacks. And for the majority of browsers that do display your company name, so much the better!</p>
<p>Authentication is inconvenient or takes too long</p>	<p>Compared to the time and effort it requires to create, maintain, and operate your online business, the time and effort to undergo EV authentication is quite small. And the benefits are huge, including increased online transactions, improved site visitor trust, and better protection against phishing and other social engineering attacks. Plus, business authentication only needs to happen once every two years, so you will have plenty of time to gain the benefits that come from your efforts.</p>
<p>Since certificates are just bits anyway, I shouldn't pay extra for one kind of certificate over another</p>	<p>Although the certificate itself has no physical form associated with it, the SSL Certificate Authority that issues the certificates must take on a whole host of expenses including developing and maintaining software and hardware infrastructure, IT security, information sources, third-party audits, and employing professionals for authentication, customer service, and other functions. These processes are more stringent (and different) for EV certificates as opposed to traditional domain-validation and organizational-validation certificates, and so the CA needs to be able to defray these additional costs.</p> <p>And of course, the benefit you achieve is real and is worth the additional money. In the event that the EV certificate is not warranted for a specific use case, we will happily provide you with non-EV certs for those circumstances.</p>

## Objection handling (cont'd)

Objection	Response
<p>Certificates should be free/I can get free certificates elsewhere</p>	<p>Some certificates are free, but the additional authentication and information security that are required for EV certificates are not available for free. Therefore CAs have to charge for these certificates. What you get for your money is a certificate that vouches to site visitors for the authentic identity of your online business. By displaying the green address bar and the name of your company in the visitor's browser, you increase trust in your site and improve the likelihood of completed transactions. The free certificate you can go and get doesn't provide those benefits.</p>
<p>My site doesn't sell products/collect personal information so I don't need EV</p>	<p>EV SSL benefits all business sites, even the non-transactional ones. Even if you don't engage directly in selling, lead generation, or similar activities, every business site has some function that derives a benefit to the business or it wouldn't exist. Displaying the green address bar can increase visitors' trust of your site, which in turn can lead to more page views, more time on site, and more visitor engagement with your web site. And that means they are engaging with your business and your brand, which is why you built and maintain this site in the first place</p>
<p>My brand is well known and trusted so I don't need EV</p>	<p>Even if visitors know and trust your business, they won't necessarily know that they're on your real site and not a fake one the phishers have put up to steal their credit cards and other personal information. The EV certificate causes browsers to display the green address bar and the name of your business right in their interface, so your customers can be confident they're in the right spot.</p> <p>And if a customer does wind up on a criminal's counterfeit site, the absence of the green address bar and your company's name will be a tip-off that the user is in the wrong place and may very well save that user from giving away the information that leads to identity theft, credit card theft, or other crimes.</p>
<p>I'm not a phishing target so I don't need EV</p>	<p>The first thing to understand is that phishing isn't just targeted at major banks and online retailers. Just about any site that takes credit cards or has a login is attacked by phishers somewhere along the line. If your business meets this description, you probably have been subject to phishing attacks in the past, and you may not even have know it.</p>
<p>[Site name] large site doesn't use EV, so I must not need it</p>	<p>Each business has to make the decisions that are best for its own situation. We can't comment on the specific considerations that the particular business you mentioned went through, but we do know that most banks, financial sites, online retailers, health care sites, and other sites dealing with sensitive information do, in fact, use EV SSL. And the reasons for that are clear as these certificates enhance security, increase visitors' likelihood of engaging in transactions, and improve confident in your online business.</p>

## Marketing Extended Validation SSL

Include EV SSL selling messages to your promotions, web site, customer communications, and other marketing assets and programs to increase sales and improve the bottom line.

### EV SSL copy blocks

#### **25 words**

Improve online business performance while protecting site visitors through Extended Validation SSL. Display the “green address bar” to increase transactions, improve confidence and combat phishing.

#### **50 words**

Improve online business performance while protecting site visitors through Extended Validation SSL. Display the “green address bar” to increase transactions, site sales, user signups, lead generation and other website KPIs. Display your company name in the browser interface to combat phishing, contribute to compliance and improve visitor confidence.

#### **100 words**

Improve online business performance while protecting site visitors through Extended Validation SSL certificates. Display the “green address bar” to improve website KPIs including transaction rate, revenue per shopper, new user signups, lead generation and more. Make a positive brand impression by upping site visitors’ confidence and showing that you protect them with best-of-breed security.

Displaying your company name in the browser interface combats phishing and related spoofing attacks by giving users an easy way to distinguish your real site from criminal fakes. This protection also contributes to compliance with critical regulatory and industry standards like PCI-DSS, HIPPA/HITECH and GDPR.

#### **200 words**

Improve online business performance while protecting site visitors from phishing attacks through Extended Validation (EV) SSL certificates. The highest authentication SSL certificates available, EV triggers popular browsers to display the “green address bar,” including your company name right in the browser interface.

EV SSL certificates increase visitor confidence and can improve key business metrics like completed transactions, revenue per shopper, leads generated and new service signups. They can help marketing programs' ROI by upping landing page conversions and can increase customer use of online services, driving greater business efficiency and customer satisfaction.

EV SSL is a powerful tool against phishing and other attacks involving fake versions of your site. By clearly indicating which sites are genuine, EV SSL gives users a straightforward way to confirm they're really in the right place and protect themselves from fraud. This protection also contributes to compliance with critical regulatory and industry standards like PCI-DSS, HIPPA/HITECH and GDPR.

EV can also boost non-transactional site metrics like time on site, page views, form completions, asset downloads and return visits. And it demonstrates that your company is investing in best-of-breed security to keep visitors safe, showing that you care about your customers' security.

## Marketing tips and tricks

- **Use the collateral** and other material Sectigo CA provides you as sales and marketing assets. Add your own brand and contact information in the designated areas.
- Weave EV SSL into your customer-facing content and literature. Most online businesses are potential EV buyers, so make sure you **let customers know why EV may be right for them.**
- **Take advantage of the information in this guide** to provide the messages most likely to be effective in selling EV.
- **Cite the statistics** provided by the DevOps research (and summarized on pages 4-5 of this guide) and point shoppers to the DevOps published research results at <https://library.devops.com/survey-learning-to-trust-your-browser>.
- Add EV-specific content to **direct email, drip campaigns, phone prospecting, and remarketing campaigns.** Sectigo CA-provided EV collateral is the perfect offer for these campaigns.
- Where possible, **explain EV's benefits in terminology the customer understands.** For example, online retailers focus on conversion rates and revenue per shopper while online financial services focus on new signups and increasing use of services.
- **Consider the role of the decision maker.** IT professionals tend to be more focused on security and compliance while e-commerce managers, general managers, and small business owners are more interested in increasing transactions and improving brand.

- **Display images of green address bars** in your outbound marketing.
- **Use EV certificates** on your own sites and landing pages.
- Pitch customers who have selected non-EV certificates during the purchase process to **trade up to EV** before they complete their orders.
- Recommend **upgrading to EV at renewal time**.
- Encourage volume purchasers to **consider a mix of certificates** with EV SSL on public-facing sites and other certificates for internal use.
- **Articulate EV's benefits to repeat customers** to enable future EV sales.

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

[sales@sectigo.com](mailto:sales@sectigo.com)

