



## The Benefits of EV SSL Certificates

Reduce Shopping Cart Abandonment and Increase Conversion Rates

## The State of Cyber Security and the Importance of EV SSL Certificates

As evidenced in the news almost daily, the need to expand the security of data is becoming increasingly pronounced and the consumers are on alert of the dangers. Our reliance on the Internet as a vessel for e-commerce transactions and related vital data necessitates uncompromising security mechanisms and impenetrable data protection protocols.

### #1 CA in the World

Comodo leads the market share as the number one digital certificate authority in the world.

Extended Validation (EV) SSL certificates provide the highest levels of authentication websites in order to maintain and boost consumer confidence in e-commerce. EV SSL certificates facilitate the secure exchange of sensitive information and assure mutual trust via standardized verification protocols.

EV SSL is the only type of certificate that activates the green bar on the browser that prominently displays the merchant name. The highly visible green bar immediately assures consumers that the merchant site is secure and gives consumers the confidence to shop safely and complete a transaction.



### Reduce Shopping Cart Abandonment and Increase Conversion Rates

The green bar with EV SSL is needed to gain consumer trust. In return, merchants with the green bar see fewer abandoned shopping carts and more conversions. A recent survey has found that consumers trust the green bar when they are shopping online. Only 2% proceed past "untrusted connection" messages and only 3% would give out credit card information without the padlock icon. The result of this survey illustrates that consumers know the green bar indicates a trusted connection and that merchants will benefit from showing that their site is safe.

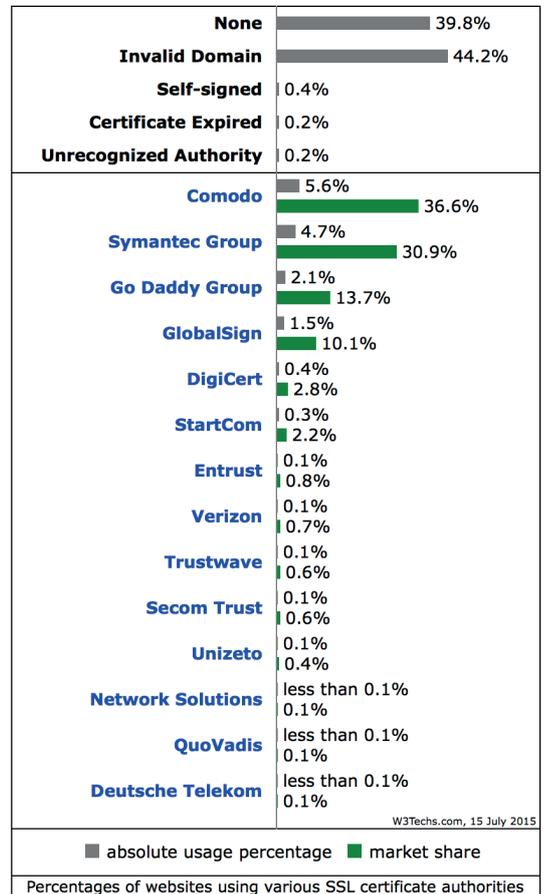
"CA Security Council Report: Consumers Don't Know Much About Security, but They Trust the Padlock and Green Bar When Shopping Online." *Yahoo Finance*, April 13, 2015. <http://finance.yahoo.com/news/ca-security-council-report-consumers-120000427.html>

**The Brand You Can Trust**

“Consumers need to know that they can trust the merchant brand and authenticity. Similarly, merchants need to know that they can trust their CA. The Comodo organization, a global innovator and developer of cyber security solutions, leads the market share as the number one digital certificate authority in the world. July 2015 marked the fifth consecutive month of market share growth. Comodo has captured 36.6% of the SSL certificate authority market, further increasing its number one position.”<sup>2</sup> This means Comodo ensures both consumers and businesses establish trust online with true identity and authenticity solutions like EV SSL certificates.

Comodo offers the highest assurance rate available with 2048-bit certificates. Comodo’s 2048-bit SSL certificates, for example, allow for 128- or 256- bit encryption, ensuring uncompromising security of storage, data transmission and online transactions.

Utilizing Comodo streamlines the process of being compliant with regulations, affording your company the opportunity to maximize security while minimizing resource expenditures. Quick turnaround, customized security solutions and extensive support assure ample protection of data and associated assets with little downtime, facilitating continued productivity and affording you the peace of mind of knowing that your systems are secure. Trust is an important component of online shopping. Stay one step ahead with Comodo, the company consumers and businesses trust.



<sup>2</sup> “Usage of SSL Certificate Authorities for Websites.” W3Techs, July 1, 2015. [http://w3techs.com/technologies/overview/ssl\\_certificate/all](http://w3techs.com/technologies/overview/ssl_certificate/all)

**Comodo Extended Validation SSL Certificates**

- Highest strength 2048-bit signatures with 256 bit encryption
- Green bar visual indicator
- Comodo TrustLogo
- Instant assurance
- Increased consumer confidence
- Reduced shopping cart abandonment
- Increased conversion rate
- Full validation & support
- Priority technical support

**Supported Browsers**

- Internet Explorer
- Firefox
- Safari

# About Comodo

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The Comodo organization is a global innovator and developer of cyber security solutions, founded on the belief that every single digital transaction deserves and requires a unique layer of trust and security. Building on its deep history in SSL certificates, antivirus and endpoint security leadership, and true containment technology, individuals and enterprises rely on Comodo's proven solutions to authenticate, validate and secure their most critical information. With data protection covering endpoint, network and mobile security, plus identity and access management, Comodo's proprietary technologies help solve the malware and cyber-attack challenges of today. Securing online transactions for thousands of businesses, and with more than 85 million desktop security software installations, Comodo is Creating Trust Online®.

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