

How Jomashop boosted conversions by 12.2% with Norton Shopping Guarantee

12.2%

Converting Shoppers to Buyers

83.8%

Of Buyers More Confident in Making Purchases

84.3%

Of Buyers More Likely to Shop Again

"New customers may not have heard of Jomashop, but they can rest assured that Norton will back them should any problem come up. The three guarantees together are a strong factor in closing the sale."

Osher Karnowsky General Manager, Jomashop

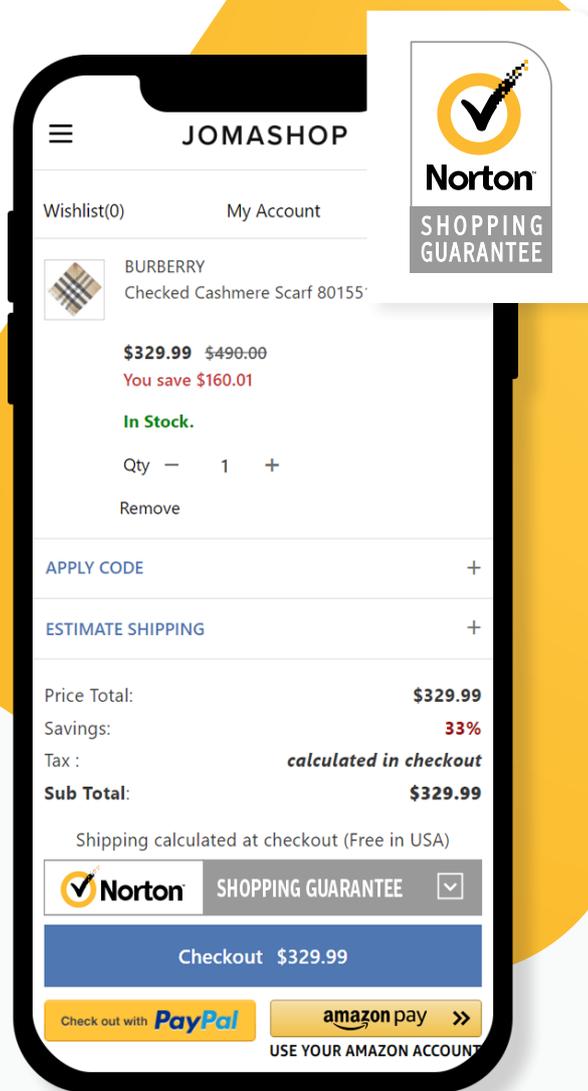
Leveling the Playing Field

Almost every online retailer knows the challenge described by Osher Karnowsky, the general manager of Jomashop, a destination for luxury goods: "We go up against the likes of Amazon, eBay, and Overstock, who spend millions in advertising, and everybody's heard of them," he says. "Why should someone buy from us instead of from them? How do customers know us and trust us?"

Jomashop started as a mail-order catalog in 1987 and became primarily a luxury watch site in 1999. It is now ranked by Internet Retailer as the 201st largest online retail site. What helps it grow? "Our motto is to give the customer brand names at a discounted price," Osher says. "Whether you're looking for a \$75 Fossil or a \$75,000 Audemars Piguet watch, we have something for you."

Before customers study the details, however, their first response is skepticism. "They're thinking 'Who are you, and why should I trust you?'" Osher says.

Trust helps level the field against giants, Osher says. "New customers may not have heard of Jomashop, but they can rest assured that Norton will back them should any problem come up," he explains. "And the Norton price guarantee helps because people know that prices are volatile. The three guarantees together are a strong factor in closing the sale."



Company Profile

Site: www.jomashop.com

Specialty: Luxury Accessories, Apparel & Fine Gifts

Headquarters: Brooklyn, New York

eCommerce Platform: Magento Enterprise

Key Challenges

- Increase conversion rate, buyer confidence and repeat customers

Solution

Norton Shopping Guarantee

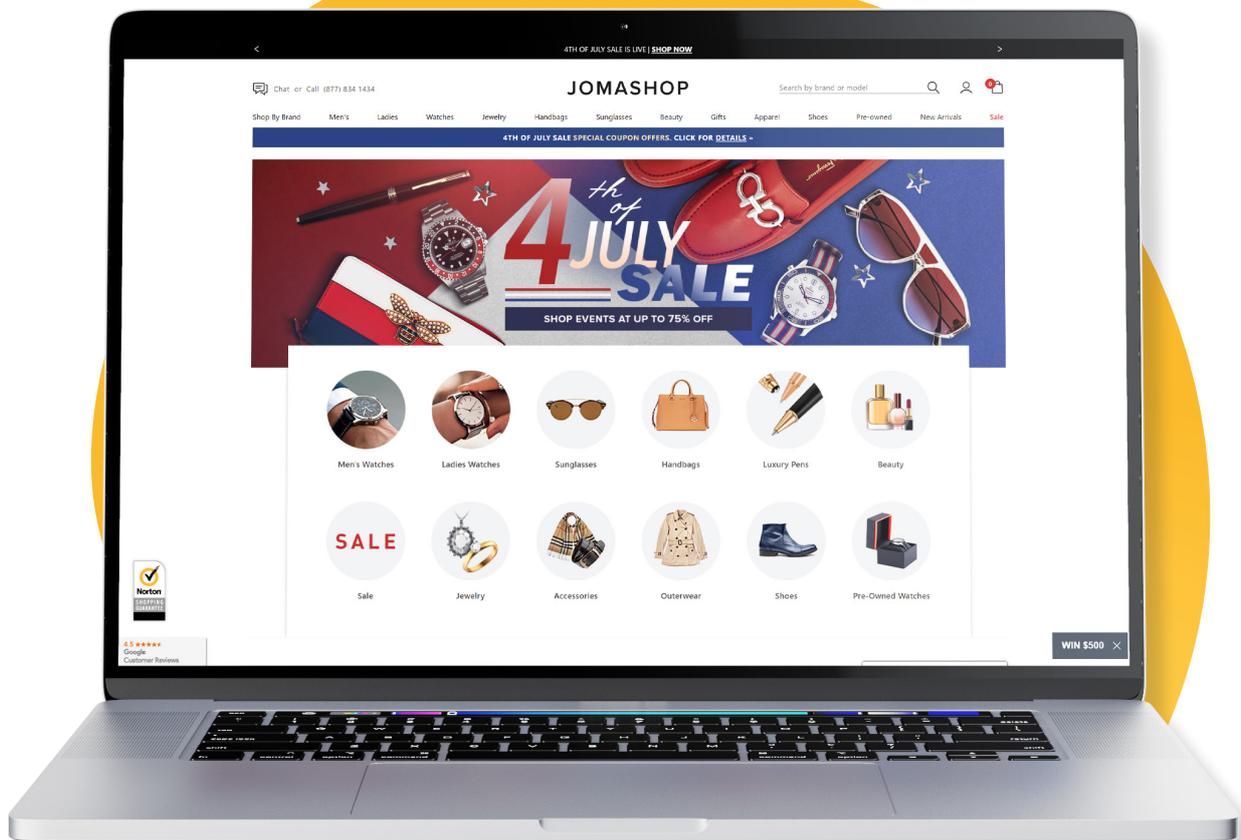
Benefits

- 12.2% lift in converting shoppers to buyers
- 83.8% of buyers more confident in purchases
- 84.3% of buyers more likely to shop again

Converting 12.2% More Shoppers Into Buyers

To build trust, Jomashop tried Norton Shopping Guarantee, which provides shoppers with \$10,000 in identify theft protection, a \$1,000 purchase guarantee and a \$100 lowest-price guarantee, all free to shoppers. The Jomashop team put a Norton Shopping Guarantee badge on the bottom left corner of each page, and a conversion banner next to each 'Buy Now' button.

"With Norton Shopping Guarantee, we converted 12.2 percent more shoppers into buyers," Osher says. "We were pleasantly surprised to see the true value of Norton. We had been using other third-party guarantees, but Norton is more of a household name, synonymous with security. That makes a customer feel more secure. We expected a bump, but not this big."



12.2%
Lift in Converting
Shoppers to Buyers

83.8%
Of Buyers More
Confident in Purchases

84.3%
Of Buyers More
Likely to Shop Again



With Norton Shopping Guarantee we converted 12.2% more shoppers into buyers. We were pleasantly surprised to feel and see the true value of Norton. We had been using other third-party guarantees, but Norton is more of a household name, synonymous with security. We expected a bump, but not this big.

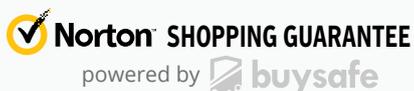
Osher Karnowsky
General Manager, Jomashop

Post Sales Says It All

In a post-sales survey, 84 percent of Jomashop buyers said the free guarantees helped them feel more confident, and 84 percent were more likely to shop again because of the guarantees. In the first year, many customers sent Jomashop a note thanking them for the extra layer of protection, and the notes say it all: "This is fantastic, and it's nice to have an extra sense of security," said one. Wrote another: "It makes one feel better knowing it is not a replica or fake." A third said: "I really appreciate the outstanding service and the added guarantee of safety."

Jomashop tests new tactics almost weekly. "We recently moved onto the Magento platform, and it was a huge boost," says Osher. "We now sell worldwide—any country you've heard of and some I can't even spell. We sell high-end items, and I'm sure some customers are skeptical. Norton puts them into a comfort zone that says 'hey, go ahead, take the plunge. If something were to happen, Norton will be there to back you up.'"

Interested in increasing your online sales by offering a shopping guarantee? Get started with Norton Shopping Guarantee today at www.norton.buysafe.com or reach out to our team for a demo at sales@nortonshoppingguarantee.com.



P.O. Box 9289 | Arlington, VA 22219
1-855-658-2760 | www.norton.buysafe.com

© 2021 BuySafe, Inc. All rights reserved.

Norton and the Checkmark Logo are trademarks of
or registered trademarks of NortonLifeLock Inc. or
its affiliates in the US and other countries.