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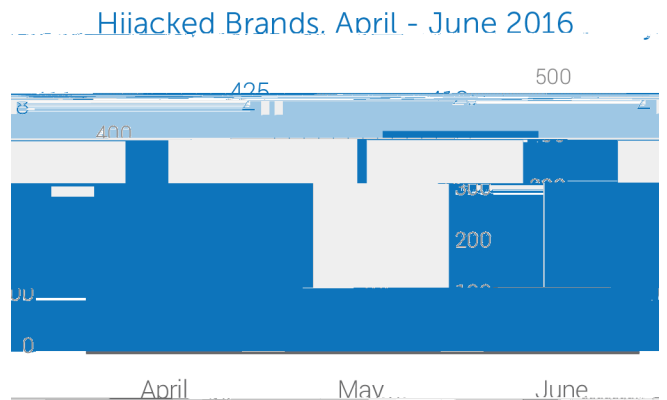
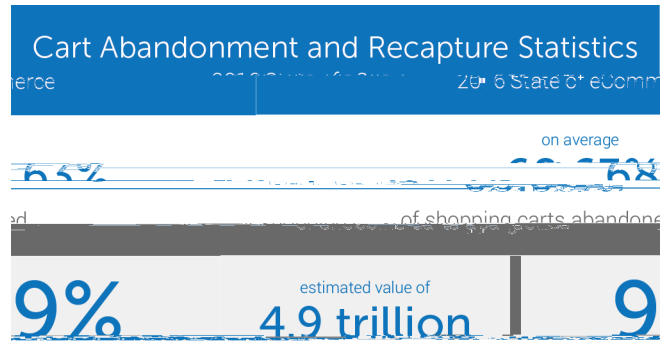
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### Current State of Web Commerce

As access to the Internet grows, more people are spending time online than ever before. Industry experts predict online accounts will become the primary customer touchpoint within a decade. However, many people are still reluctant to conduct transactions online due to concerns about protecting financial information and increasing consumer awareness of online scams. The financial consequences of this reluctance are easy to measure:

- Shopping carts are abandoned, causing a loss in sales and revenue
- Click-through tracking shows that potential customers reach enrollment forms but don't fill them out
- Search analytics show that brands and company names are often hijacked to lure customers away from legitimate sites

Internet scams have become more coordinated and sophisticated, eroding the consumer trust essential to online business. Across 2015 and through the first half of 2016, phishers targeted between 393 and 442 unique brands in any given month. In Q2 of 2016, The total number of unique phishing sites observed was 466,065. This was 61% higher than the previous quarterly record in Q4, 2015. These trends have contributed to the fact that 70% of all online shopping carts are abandoned (up from 60% a decade ago).





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## Why Should I Buy an EV Certificate?

An EV certificate lets your visitors complete secure transactions with confidence, decreasing cart abandonment rates. An EV certificate also puts your organization in a leadership position. If your site has the green bar and your competitor's site does not, you have a competitive advantage by appearing more trustworthy. For businesses with a high profile brand, using EV certificates is one of the best defenses against phishing scams. When customers see the green bar and the name of your security vendor, they can interact

