



## At-a-glance

ISARA leads the world in securing the internet and

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highest standard.



*"We wanted our customers to know that we put security at the center of everything we do and are always looking for innovative ways to improve trust and security. Adding the DigiCert Smart Seal to our site was easy and has been a great way to increase visitor confidence that our website is secure, and so is our visitors' data."*

- Alan Panezic, Managing Director,  
Enterprise Business

## Why use site seals?

### Conversions

Perhaps the most compelling reason for business owners is conversions. Various studies have shown that displaying a site seal on a webpage is effective at increasing transactions. A [recent study](#) shows sites that display site seals or trust marks perform 48% better than sites that don't, thus increasing conversion rates and increasing ROI. Studies have also shown that 98% of visitors to websites leave without completing a transaction. This increases the importance of building trust in your website. DigiCert found in its 2020 study that 71% of website visitors look for security seals before proceeding with transactions.

### Credibility

Site seals help startups and growing businesses prove that they're an established and credible business. Credibility is established by "borrowing" trust from the security brand displayed in the seal. That's why displaying and using the right seal makes a difference. DigiCert is the world's leading provider of TLS/SSL, IoT and PKI solutions, with 89% of the Fortune 500 and 97 of the top 100 global banks using our solutions to provide website security.

### Dynamic

Static seals don't attract attention, and they can be easily duplicated. The DigiCert Smart Seal is the modern, innovative reinvention of the seal. Its dynamic nature is difficult to counterfeit, and the active animation draws attention to a website's commitment to security by displaying the website's current and operational secure status. When a website visitor interacts or clicks on the Smart Seal, a pop-up splash page will provide details about the security of a website including these key security factors like:

- Organization name and domain
- Today's date
- Encryption status
- DigiCert's background check has been completed

### Security

Organizations can visually demonstrate their commitment to security with the Smart Seal. Site seals are a symbol of digital security that prove what's on a site is protected. DigiCert Smart Seal, with its dynamic display backed by the world leader in digital certificate security, delivers peace of mind to website visitors.

### Trust

The DigiCert Smart Seal increases website visitor trust. In a 2021 Baymard [study](#), 17% of users said they abandoned their purchase because they didn't trust the website with their credit card information. Site visitors can hover over the Smart Seal and view important security information that builds trust:

- Valid TLS/SSL certificate
- Active encryption
- A legitimate organizational background check
- Today's date for current security status

## About ISARA

ISARA Corporation is the world's leading provider of agile quantum-safe security solutions. ISARA's tools and technologies, such as the ISARA Radiate™ Quantum-safe Toolkit for developers and the ISARA Catalyst™ Agile Digital Certificate Technology, integrate and augment DigiCert certificate solutions to enable hybrid certificates and enhanced security using quantum-safe algorithms today.

ISARA's solutions and technologies are built using a standards-based approach for interoperability – the quantum-safe cryptographic library aligns to the NIST Post-Quantum Cryptography Project, and the ISARA-developed hybrid certificate approach is accepted for standardization under the