

WatchMaxx boost annual revenue by a projected \$1.4 Million with Norton Shopping Guarantee

8.4%

Converting Shoppers to Buyers

\$1.4M

Increase in Projected Annual Revenue

31x

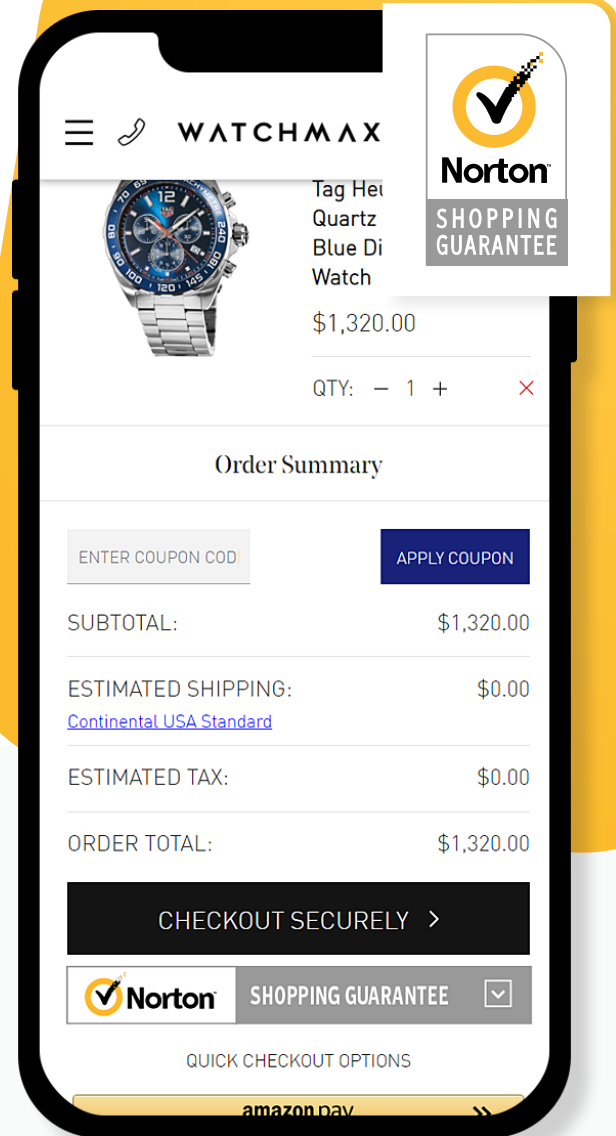
ROI Boost

"When people ask 'how can we trust you?', we direct them to the hundreds of reviews we have from satisfied customers. The personal touch is what sets us apart from the many other watch stores online."

Nate Moshel Director of eCommerce, WatchMaxx

WatchMaxx moved into online commerce in the 90's via Yahoo Stores. Seeking more features and flexibility, the company migrated to a custom PHP-based engine that they've been refining ever since. "We're constantly adding new features to make the online buying experience more efficient and friendly", says Nate Moshel, Director of Ecommerce at WatchMaxx. One of these is a wire transfer, which many customers choose because it avoids credit card fees and therefore includes a minimum discount of 2.5 percent. Another new feature is online financing, with approval that can be completed in seconds, and the ability to split the purchase price into 12 convenient monthly payments.

Glowing reviews and metrics like these collected by third parties such as Google indicate that WatchMaxx succeeds at delivering top-notch service. Support phone calls are picked up in 45 seconds or less. The company's positive feedback rating on eBay is 99.5 percent. "We're very good at responding quickly," Nate says. "When people ask 'how can we trust you?', we direct them to the hundreds of reviews we have from satisfied customers. The personal touch is what sets us apart from the many other watch stores online. We have a more limited range of watches, and a smaller customer base, but our competitors are harder to get in touch with. And we're able to offer good prices that beat most of our competitors"



Company Profile

Site: www.watchmaxx.com

Specialty: Online luxury watches

Headquarters: Brooklyn, New York

Employees: < 100

eCommerce Platform: Custom built in PHP

Key Challenges

- Increase conversion rate, buyer confidence and repeat customers

Solution

Norton Shopping Guarantee

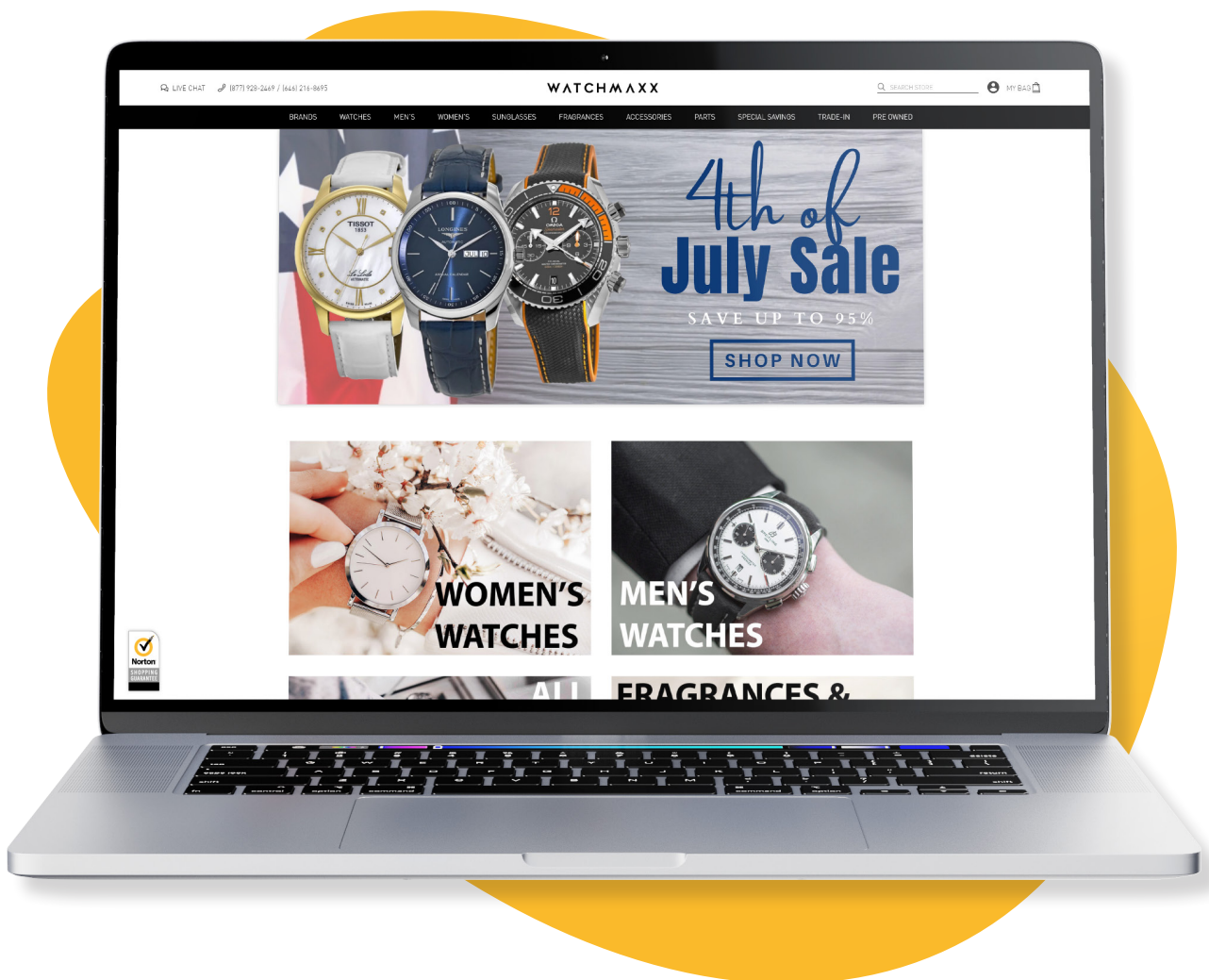
Benefits

- 8.4% lift in converting shoppers to buyers
- \$1.4 million increase in projected annual revenue
- 31x ROI

Converting 8.4% More Shoppers Into Buyers

Winning customer trust, especially in the first few seconds, is critical, Nate observes. That's why WatchMaxx deployed 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 WatchMaxx team put a Norton Shopping Guarantee seal on the bottom corner of each page and a conversion banner next to each 'Add to Cart' button.

"Norton Shopping Guarantee boosted the conversion of shoppers into buyers by 8.4 percent, resulting in a projected \$1.4 million annual revenue increase," says Nate. "That's a 31x return on investment. It makes us feel very good. When people trust us, because of added-value services from Norton Shopping Guarantee, they're willing to spend more money."





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The Human Touch

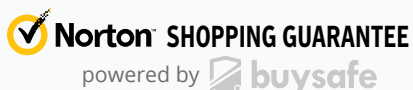
The company is boosting its social media outreach to new customers and has plans to deploy a mobile app. Because Norton Shopping Guarantee is mobile-responsive, it will help boost sales from shoppers on mobile devices as well. Many other technical improvements are planned in the months ahead, but the core of the site's success, in the digital age, continues to be a quickly answered phone, email, or chat, with a helpful and knowledgeable human being at the other end. "We get non-stop phone calls, and during busy times, almost all of us jump on the phone," says Nate. "Three generations of family work here, from age 25 to 70." Customer by customer, they're busy winning trust.

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.

8.4%
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Shoppers to Buyers**

\$1.4 million
**Increase in Projected
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31x
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