

## Nature Shop's Global E-Commerce Site Experiences Dramatic Growth with GeoTrust SSL Certificates

Nature Shop is a global online retailer specializing in eco-friendly products such as sustainably sourced clothing and housewares. Based in New Zealand, the company reaches a broad domestic and international customer base that includes Australia and Europe. In 2010, Deloitte recognized Nature Shop as New Zealand's fastest growing exporter and ranked the company 24th on its Fast 500 Asia Pacific list of the most rapidly growing companies in the region. The company operates several websites, including its main site, [www.natureshop.co.uk](http://www.natureshop.co.uk), and its newest site for German-language customers, [www.natureshop.de](http://www.natureshop.de).

### **Challenge: Protect Customers with Reliable, Credible SSL Security**

As a veteran e-commerce developer, Conrad Cranfield has a decade of experience creating online shopping experiences that compel visitors to buy. When Cranfield and his wife decided to start their own e-commerce business, Nature Shop, he knew that strong SSL security was essential to building online trust. "Over the years, customers have gotten a lot smarter about online security," he says. "They simply will not make a purchase on the web unless they know that their transactions are protected."

Cranfield also understood that, for a global business like Nature Shop, not just any SSL certificate would be appropriate. "We currently sell products into 60 countries and we're always looking to expand our reach," he says. "Even though our business is web-based, we knew we needed to help customers feel comfortable buying from a company that might be located half a world away from where they're used to shopping."

To build confidence with its global customer base, Nature Shop wanted a well-known, credible SSL provider that would be recognized by customers both at home and around the world.

### **Solution: Widely Recognized SSL Security that Is Fast and Easy to Implement**

When he began considering options for SSL security, Cranfield quickly turned to the provider he had selected for many of his previous clients—GeoTrust. "Before starting Nature Shop, I had advised clients on web security and frequently suggested GeoTrust SSL Certificates," he says. "Given my previous experience, I knew that GeoTrust was well-known and dependable, not to mention a lot more affordable than other SSL brands. It seemed like a great fit for Nature Shop."

Cranfield also appreciated the quick, easy verification process that GeoTrust offers, as well as the strength of its customer support team. "With GeoTrust, there was a minimal amount of paperwork we had to complete and the entire authentication process was fast, which meant the site could be up and running as quickly as possible," he comments. "We also had fantastic, local customer support that walked us through the implementation. The entire experience was fast and easy from start to finish."

#### **Solution Summary:**

The team at Nature Shop knows that SSL certificates are essential to helping customers feel safe enough to make a purchase on their e-commerce site. They also realize that picking the right SSL provider is critical for success. That's why Nature Shop selected GeoTrust. With the help of GeoTrust SSL certificates, Nature Shop has built confidence with customers around the world, becoming one of the fastest growing companies in the Asia-Pacific region.

#### **Industry: Retail e-commerce**

#### **Key Challenges:**

- Protect credit card transactions on busy e-commerce web site
- Build confidence with customers in New Zealand and around the globe
- Implement reliable SSL security from a well-known, credible provider

#### **Solution: GeoTrust® True BusinessID**

## Results: Building Confidence with Customers to Achieve Dramatic Growth

Since its launch in 2007, Nature Shop has experienced tremendous growth, increasing its sales by more than 1,000 percent. Cranfield attributes a significant part of the company's success to the strong recognizable SSL protection that GeoTrust provides. "We display the GeoTrust True Site Seal in the footer on all of our pages and it also appears prominently during the checkout process," he states. "Because GeoTrust is so widely known by consumers, I have no doubt that it's driving a strong conversion rate for us."

Beyond higher conversion rates, Cranfield believes that the peace of mind that GeoTrust offers is invaluable, especially to rapidly growing businesses like Nature Shop. "GeoTrust is a reliable SSL provider with a great track record, so we know the certificate is always there, doing its job and protecting our customers," he says. "We have a million things to worry about throughout the day, but with GeoTrust, our SSL security isn't one of them."

## Future: Further Expansion in Europe and the Asia-Pacific Region

Looking ahead, Nature Shop will continue its rapid expansion, launching additional sites to reach more of Europe and eventually Asia. "We just opened a German-language web store and plan on expanding into Japan and other parts of the Pacific region," says Cranfield. "As we move forward, GeoTrust will continue to be an integral part of our web sites. The recognition and confidence that GeoTrust provides are fundamental to our success today and in the future."

## About GeoTrust

The internet's one million most-visited domains rely on GeoTrust SSL more than any other certificate authority.\* GeoTrust is the largest low-cost SSL brand solely focused on security. With GeoTrust, you get inexpensive SSL without sacrificing convenience, choice or reliability. We're a trusted security partner with a proven track record for affordability, speed, and ease.

### Results:

- Enables company to achieve dramatic year-over-year sales growth
- Helps company build confidence with customers around the world
- Provides peace of mind that customer transactions are safe at all times

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—Conrad Cranfield,  
Co-Founder,  
Nature Shop

## Contact Us

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\*August 18, 2011: Alexa Netcraft Index shows more of the top one million most visited web domains use GeoTrust.