

SquareTrade Customer Case Study: DVD-Supply.com



“*The SquareTrade brand is recognized by my customers as a symbol of trust. After displaying the SquareTrade Security Seal on my website, I saw a 29.7 percent increase in the conversion rate from visitors to buyers.*”

-Steven Huang
Owner, DVD-Supply.com

SquareTrade Impact

DVD-Supply.com reported a 29.7 percent increase in its customer conversion rate after adopting the SquareTrade Security Seal. DVD-Supply.com invests approximately \$2,000 per month in Internet advertising. This investment brings in a customer stream consisting of 70 percent new and 30 percent returning shoppers. Given that a large proportion of customers are first-time visitors and may be unfamiliar with DVD-Supply.com's reputation for quality service and products, the SquareTrade Security Seal brand brings instant credibility and has a substantial impact on sales conversions.

Why They Chose SquareTrade

DVD-Supply.com owner Steven Huang experimented with various marketing seal programs prior to using the SquareTrade Security Seal. He actually saw sales decrease after implementing another 3rd party seal. After exhaustive research in ecommerce discussion forums, Huang chose SquareTrade Security Seal because of SquareTrade's reputation among consumers for trust and its longstanding track record in facilitating transactions with buyers and sellers found on eBay, Google and Overture.

Company Background

Located in Thousand Oaks, CA, DVD-Supply.com is the premier specialty retail and wholesaler of professional and studio grade optical media as well as computer accessories. DVD-Supply.com was launched in February of 2003. With an average sales per visit of \$100, DVD-Supply.com achieves an average ticket amount equal to that of industry giant Buy.com*.

*Based on comparison of average ticket amount as reported by Internet Retailer 2004.