



CUSTOMER CASE STUDY

MaxOutBODY.com



“ Higher conversion rates means that I can afford to pay more to get better quality and more clicks to my website. The SquareTrade Seal's results give me the confidence to promote my website even more.”

-Jean Perrin
President, MaxOut BODY

SquareTrade Impact

MaxOut BODY experienced a 12.1% increase in their customer conversions rate measured over a 14 day period using the SquareTrade Seal*.

Why They Chose SquareTrade

MaxOut BODY strives to demonstrate itself as a reputable company in an industry of varied competitor practices. The SquareTrade allows customers to feel safe in purchasing from MaxOut BODY. As well, the SquareTrade positive impact on conversion rates enables MaxOut BODY to maximize its return on their advertising investment.

Company Background

Launched in 2003, MaxOut BODY has a vision to lead the Diet, Health & Fitness industry by providing innovative & scientifically proven products. The company strives to develop cutting edge products that 'MaxOut' physical appearance, drive mental performance & enhance the overall health of our customer's body.

** SquareTrade utilized AB split testing to measure this SquareTrade Seal impact. This methodology involves measuring conversion rates of customers who view the seal and customers who do not view the seal and comparing conversion rates of both groups.*