



CUSTOMER CASE STUDY

VintageVending.com



“ As our conversion rates increase, we can invest more money driving traffic to VintageVending.com. In a pay-per-click model, this is absolutely critical. Thank you SquareTrade for helping us increase conversion rates! ”

-Doug Boisvert
Web Development Manager, Vintage Vending, Inc.

SquareTrade Impact

Vintage Vending experienced a 27.8% increase in their customer conversions rate measured over a 20 day period using the SquareTrade Seal*.

Why They Chose SquareTrade

Vintage Vending strives to create the highest level of trust and credibility with its shoppers. By building this level of consumer confidence, Vintage Vending is able to get the most out of its advertising spend. The SquareTrade Seal adds to the list of Vintage Vending’s impressive credentials, which include recognition as an eBay Power Seller and a Yahoo Stores Top Service merchant.

Company Background

Launched in 1998, VintageVending.com is one of the world’s leading providers of restored ‘50s memorabilia. The company’s success is a result of superior quality and first rate service. Vintage Vending offer everything from fully restored soda machines, candy vending machines, juke boxes, classic gas pumps, and an endless assortment of affordable and highly collectible reproduction items such as signs, clocks, and figurines.

** 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.*