



## CUSTOMER CASE STUDY

### AmateurGeologist.com



***“We're extremely pleased to see the SquareTrade Security Seal has boosted customer confidence in our website security, increased our sales and lowered our customer acquisition cost.”***

-Dana Jeffries  
CEO, Amateur Geologist

### SquareTrade Impact

Amateur Geologist experienced a 32.4% increase in their customer conversions rate measured over a 25 day period using the SquareTrade Seal\*.

### Why They Chose SquareTrade

CEO Dana Jeffries notes, “We chose the SquareTrade Security Seal because of the strong name recognition garnered from positive eBay transactions on auctions bearing the SquareTrade Seal.”

### Company Background

Amateur Geologist is dedicated to bringing to all the beauty and knowledge about the workings of the Earth. AmateurGeologist.com sells products to outfit the professional geologist, student geologist, recreational geologist, and rockhound. The company offers a wide and growing range of in-stock geology and rockhound supplies.

*\* 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.*