



CUSTOMER CASE STUDY

Store.BuyHotCouture.com



“I achieved real returns on my investment in SquareTrade's Security Seal program. The timing was great as I expect to have a great holiday shopping season, thank you SquareTrade!. ”

-Albert Bevia
Hot Couture

SquareTrade Impact

Hot Couture experienced a 20.8% increase in their customer conversions rate measured over a 17 day period using the SquareTrade Seal*.

Why They Chose SquareTrade

Hot Couture sought an edge to help maximize online sales as it entered the holiday season. As a company with both a brick and mortar and an online presence, Hot Couture seeks to bring the same level of trust and credibility to its online shoppers as that experienced in its retail boutique.

Company Background

Located in Irvine, California, Hot Couture is a leading discount retailer of fashionable and contemporary apparel and accessory items. Hot Couture offers excellent fashions at extraordinary prices and provides exceptional customer service. Launched in 2002, Hot Couture remains true to its goal - to provide customers with the hottest trends and styles at \$15 or less.

** 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.*