

## The EV Advantage

### Winning Customers and Influencing Visitors

Phishing scams and online fraud have created an environment of fear and doubt among online consumers. Phishing uses emails and websites that appear legitimate to trick visitors into sharing personal information. These attacks are at an all-time high—and even heavy hitters such as PayPal, Bank of America and Google have fallen prey. A whopping 1.4 million new phishing sites are created each month and, according to a PhishLabs report, within a 30-day window, 99.5% of these HTTPS phishing sites had Domain Validated, or DV, certificates.

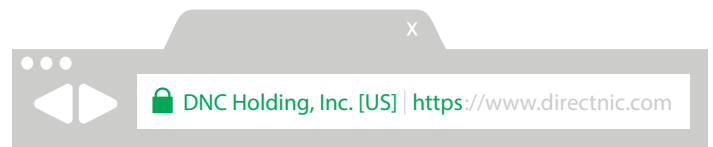
Given it's now easier than ever to slap a basic DV SSL Certificate on a website and appear legit, it's tough for your customers to tell the difference. You need to clearly show them you mean business, your website is safe, and their transactions and personal information are secure. EV SSL goes the extra mile by requiring third-party Certificate Authorities (CAs) to follow a more comprehensive issuance and management process for certificate approval and delivery.

### What's the Difference

SSL encrypts information sent from a browser to a server, but encryption is only one part of the confidence equation. The rest is all about trust. For Standard DV Certificates, there's no requirement to determine or publish the identity of the subscriber. For Premium OV Certificates, the identity is determined, but with no manual or human effort, and it's not published. CAs only issue EV SSL Certificates after they've validated your legal, physical and operational existence. EV validation includes manual, not just automated, processes to ensure legitimacy. This highly diligent validation is confirmed and easily visible to website visitors through visual cues that make it clear security is a top priority.

### Does it Work

EV is an investment in your reputation and your business—and, trust us, your customers will notice. In a Tec-ED survey, 100% of participants noticed the Green Address Bar, with 97% being comfortable enough to enter their credit card information. In fact, 77% said they'd be hesitant to shop on a website without an EV SSL Certificate.



### The Clear Value of EV SSL Certificates

If you want to maximize your online growth potential, EV SSL is the clear choice. Using visible trust indicators that include the Green Address Bar, as well as displaying your company name, issuing CA and country, EV gives your customers confidence that translates into revenue.

- ✓ Reduce abandoned shopping carts
- ✓ Improve conversion rates
- ✓ Comply with regulatory standards

Directnic is proud to partner with Comodo, the world's largest Certificate Authority (CA) with more than 100 million SSL/TLS certificates issued worldwide. More than 250,000 businesses in over 150 countries use Comodo CA certificates. Let Directnic's team of experts find the perfect solution for you to gain trust and improve your bottom line.

### Contact Us Today to Boost Customer Confidence and Revenues with EV SSL