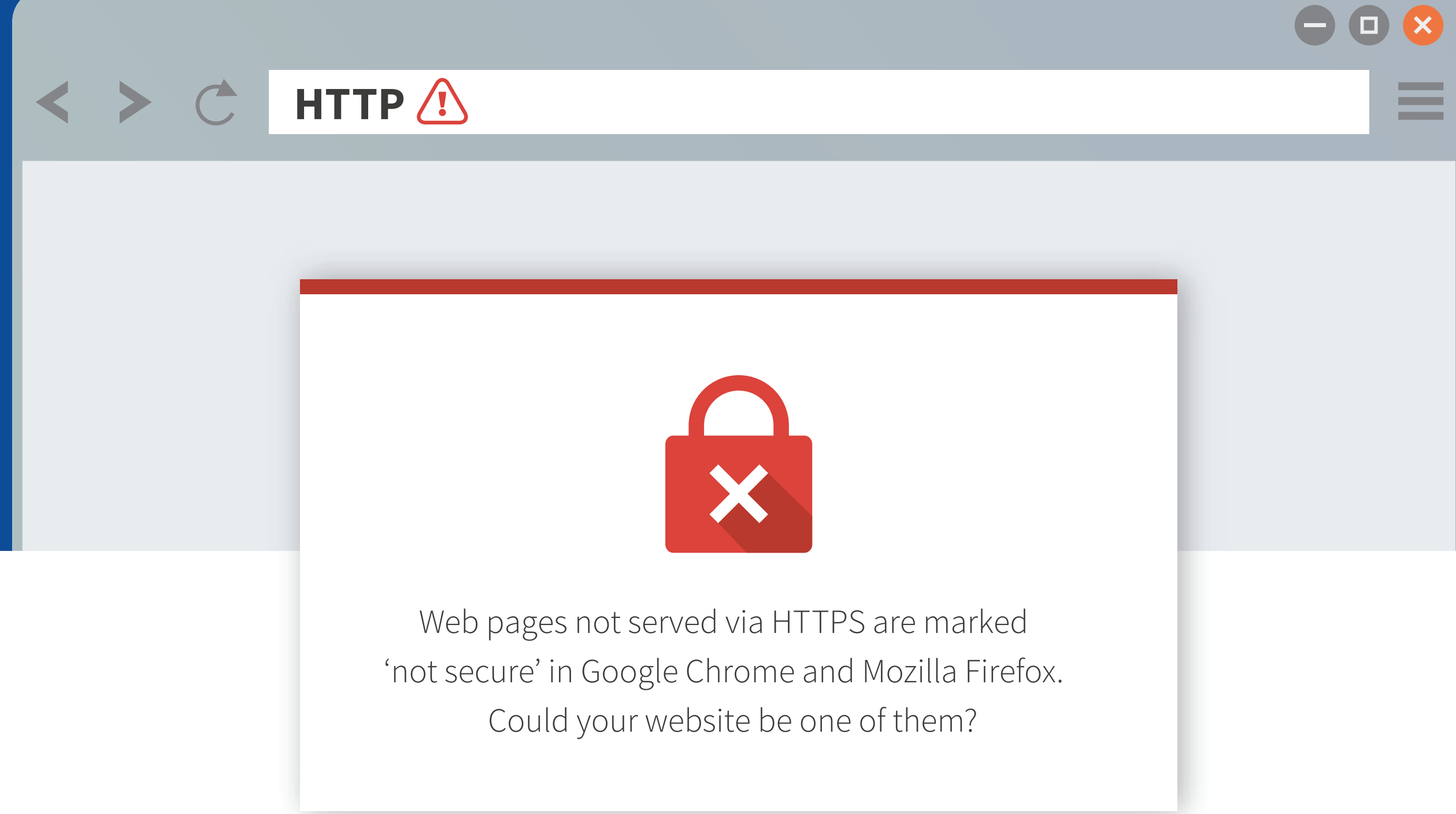
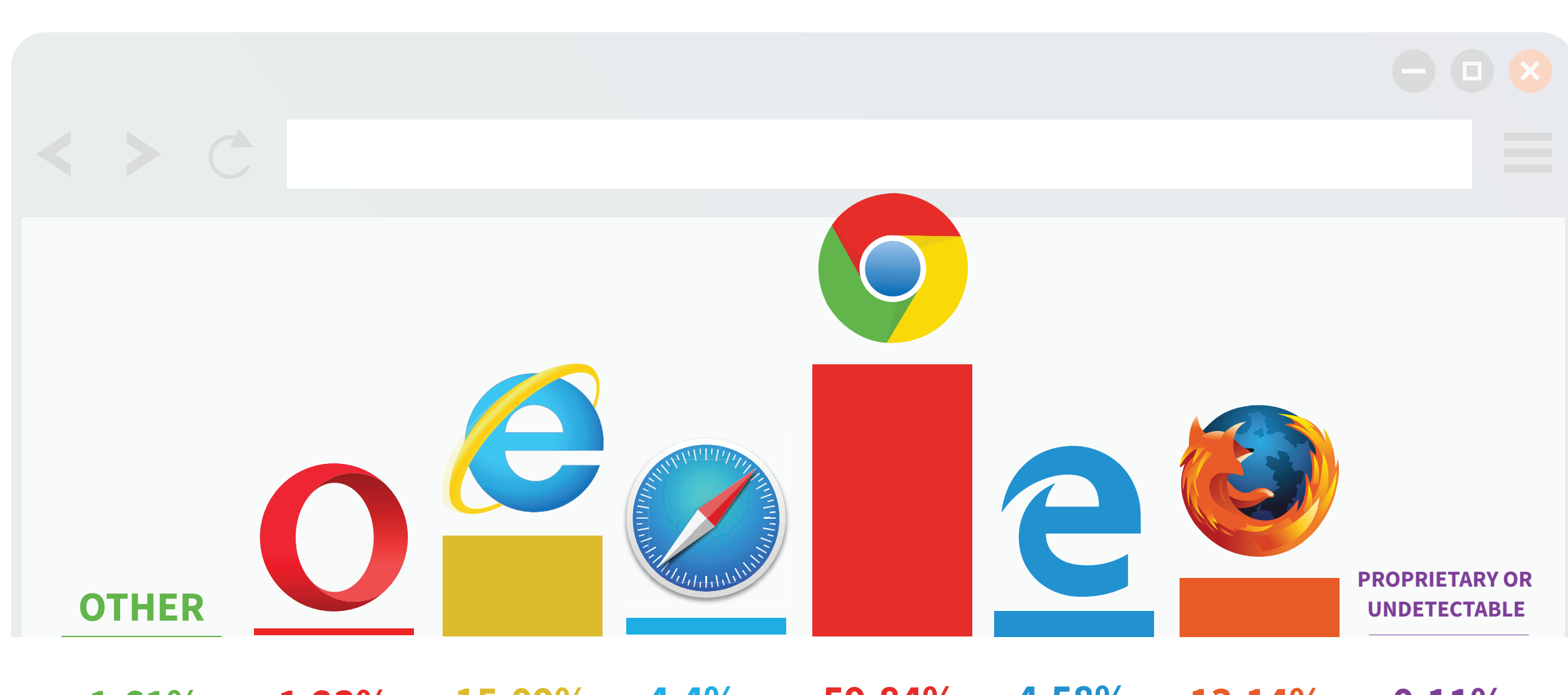


IS YOUR SITE TRUSTED?



As the world's most popular browsers, this affects around **70% of global internet traffic** and other browser companies will follow suit¹.

BROWSER TRENDS



WHAT DOES THIS MEAN TO YOU?

In a U.S. online consumer study, **91%** of respondents said they will not continue a transaction if they see a browser warning indicating the absence of a secure connection and only **7%** would try again immediately after receiving the unsecure message².



ERROR MESSAGES RESULT IN NUMEROUS CHALLENGES FOR A BUSINESS INCLUDING:



Higher bounce rate



More abandoned purchases in ecommerce environment



Highly negative user experience

This leads to lost revenue and directly impacts your bottom line.

WHAT CAN YOU DO?

GAIN CUSTOMER TRUST WITH SSL CERTIFICATES FROM MARKMONITOR

As well as meeting compliance with the changes in browsers, a certificate aligns your website with the browsers' plans to discourage the use of sites without appropriate security measures and aids in protecting against phishing sites.

- Benefits:**
- ✓ Easy to enroll, issue and install
 - ✓ Support provided to assist in troubleshooting
 - ✓ Avoid error messages resulting in eroded user trust



More than half the Fortune 100 trust MarkMonitor to protect their brands online.

See what we can do for you.

TO FIND OUT MORE CONTACT US:

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¹ Source: <https://www.netmarketshare.com/browser-market-share.aspx?qprid=0&qpcustommd=0> October 2017

² U.S. Online Consumer Study by IpSOS, October 2015

³ Internal customer analysis, October 2015 against Fortune 500 2015 list

⁴ Based on Forbes Global 2000 list published in 2015 and internal customer analysis conducted in October 2015.

*Includes Symantec subsidiaries, affiliates, and resellers