

# > SMB SNAPSHOT TIMELESS WROUGHT IRON



Founded in 2006, Timeless Wrought Iron grew out of owner Ryan Hansen's interest in architecture and his love of design. The company links customers with blacksmiths and furniture manufacturers across the country, allowing them to purchase unique, handcrafted furniture on the Web. A family-owned business, Timeless Wrought Iron offers a high-quality online experience that matches the individual attention customers receive from brick-and-mortar stores.

## THE CHALLENGE

As any shopper knows, buying furniture can be a major decision that carries a large price tag. For Ryan Hansen, helping to ensure that customers feel at ease while making large purchases online is critical to the success of his business. "A lot of people start their furniture buying process online, doing research and getting prices, but they're still a little shy when it comes to purchasing those expensive furniture items on the Web," he says. "Instilling trust in our site is what makes our business possible."

With plans to grow, add new products, and expand into new markets, Hansen knew he needed to show visitors to the Timeless Wrought Iron site that their sensitive data was protected by a well-known, trusted name in security.

## THE SOLUTION

To give customers the confidence they needed to make purchases at the Timeless Wrought Iron web site, Hansen selected Symantec SSL Certificates. "Symantec is one of the largest Internet security companies out there," he says. "Symantec has a reputation for being very professional and a lot of people recognize the name, so I knew it was an ideal choice for our site."

Hansen also posted the VeriSign Secured Seal on the company's web site to help build trust with customers. When he learned that the VeriSign seal was transitioning to the Norton Secured Seal, Hansen

welcomed the move. "I already knew about Norton's reputation as a leader in computer security, and I was sure that many of our customers would recognize Norton since they use those products to secure their personal computers," says Hansen.

To verify his assumptions, Hansen conducted an A/B test between the VeriSign seal and the Norton Secured Seal.<sup>1</sup> "During the test, users were more likely to click through and make a purchase when they saw the Norton Secured Seal," he says. "Based on this, it's clear to me that the Norton Secured Seal had the same, if not better, effect on helping my customers feel confident about making a purchase."

## THE BENEFITS

As Timeless Wrought Iron continues to expand—adding more manufacturers, increasing its customer base, and expanding into international markets—the trust in the company's web site is more important than ever before. "Companies are approaching us with higher-end furniture and asking us to advise them on how to sell products," says Hansen. "Symantec SSL Certificates and the Norton Secured Seal will continue to play a big part in helping us be successful."

## THE ORGANIZATION

**WEBSITE:**  
www.timelesswroughtiron.com

**INDUSTRY:** E-commerce

**EMPLOYEES:** 4

**LOCATION:** Cleveland, WI

## THE SOLUTION

- Symantec SSL Certificates
- Norton Secured Seal

## WHY SYMANTEC?

- Security for customers making high-priced purchases online
- Norton brand is well-recognized and builds confidence with site visitors
- Norton seal increased conversions in A/B tests

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**—Ryan Hansen**

Owner, Timeless Wrought Iron



1. Customer conducted A/B test for approximately three weeks to obtain results.