

More trust, more sales: SIMBA DICKIE GROUP increases conversion by 7.6 %.

SIMBA · DICKIE · GROUP

How strongly does a visible trust signal influence the purchase decision in an online shop?

SIMBA DICKIE GROUP examined this question in an A/B test running over several months. The authorized.by® seal with TÜV-ShopIdent was integrated on the product detail pages and its impact was evaluated on the basis of more than 13,000 orders.

The result

+ 7.6 % conversion uplift

Product detail pages featuring the authorized.by® seal achieved a conversion rate 7.6 % higher than the comparison variant without the seal. Especially right before the purchase decision, a visible brand authorization and the identity verification provided by TÜV-ShopIdent can create additional confidence.

Trust at the moment of purchase

Consumers have to judge within seconds whether an online shop and a product offer are trustworthy. The authorized.by® seal makes it visible that an official relationship exists between brand and retailer. TÜV-ShopIdent adds the verified retailer identity – directly on the product detail page, exactly where the purchase decision is made.

The test setup

Over a period of several months, two variants of the product detail pages were compared:

- Product detail pages with the authorized.by® seal and TÜV-ShopIdent
- Product detail pages without an embedded trust signal

More than 13,000 orders were included in the evaluation. The analysis focused on the impact of the visible trust signal on the conversion rate.

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EXAMPLE SEAL,
PRODUCT DETAIL PAGE,
SIMBA DICKIE GROUP



Conversion uplift
+ 7.6 %



Orders analyzed
> 13,000



A/B test
Several months



Decisive touchpoint
Product page

About the A/B test at SIMBA DICKIE GROUP

Client

SIMBA DICKIE GROUP
(simbatoy.com)

Industry

Toys

Test variable

"Authorized Partner" seal
with TÜV-ShopIdent on
product detail pages

Test method

A/B test with and without seal

Period

Test period of several months

Data basis

More than 13,000 orders



YL

"More trust, more sales – measurable success with the authorized.by® seal with TÜV-ShopIdent. To further strengthen our customers' trust, we integrated the seal on our product detail pages as part of an A/B test running over several months and analyzed more than 13,000 orders. The result speaks for itself: a conversion uplift of 7.6 %. Trust makes the difference precisely at the moment of the purchase decision. The authorized.by® seal with TÜV-ShopIdent creates exactly this confidence – visible, credible and effective. For us, it is a clear lever for more conversions and real added value for e-commerce providers. We can recommend it without reservation."

Yannick Lockowandt

Senior E-Commerce & Customer Experience Manager
SIMBA DICKIE GROUP GmbH

Why trust is decisive at the moment of purchase

Consumers have to judge within seconds whether an online shop and a product offer are trustworthy. The authorized.by® seal makes it visible that an official relationship exists between brand and retailer. TÜV-ShopIdent adds the verified retailer identity. The result is a comprehensible trust signal directly on the product detail page – exactly where the purchase decision is made.

Conclusion

The SIMBA DICKIE GROUP A/B test shows that visible trust signals can make a measurable difference even for established e-commerce offerings. The combination of a confirmed brand-retailer relationship and TÜV-ShopIdent helps consumers assess the offer and can positively influence the purchase decision. The result: more trust at the decisive moment and a measurably higher conversion rate.

About SIMBA DICKIE GROUP

SIMBA DICKIE GROUP is one of the largest toy manufacturers in Europe. The family-owned company headquartered in Fürth, Germany, unites well-known brands such as Simba, Dickie Toys, BIG, Smoby and Eichhorn and has stood for decades for high-quality toys that children around the world grow up with.

About authorized.by

Via the authorization platform authorized.by®, brands and manufacturers authorize trustworthy online partners through the cross-industry real-time seal "Authorized Partner". Combined with TÜV-ShopIdent – the identity check for web shops – authorized.by strengthens trust and security in digital commerce.

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