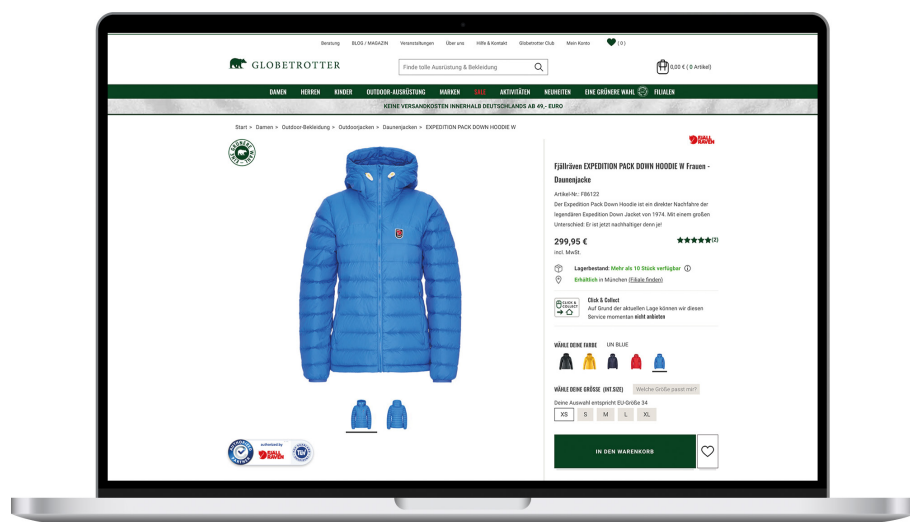


Globetrotter increases online sales by 10 % in test through authorized.by seal.

The “Authorized Partner” seal with TÜV-ShopIdent from authorized.by increases turnover and conversion rate—even for well-established online shops.

In advance of this case study, Globetrotter.de was confirmed by numerous suppliers as an authorized brand partner for digital retailing via the platform authorized.by. After authorization by these brands, the online shop is entitled to use the real-time seal at shop and product level. A test with 1 million users was conducted in the globetrotter.de online shop to document the effectiveness of the seal. The users were divided into two test groups—Group A, in which users who visited the brand-name product detail pages were shown the seal “Authorized Partner” with TÜV-ShopIdent, and Group B, who were not shown the seal.



EXAMPLE GROUP A,
PRODUCT PAGE,
FJÄLLRÄVEN BRAND



Conversion rate
+ 6,9 %



Average shopping basket
+ 3,5 %



Increase in turnover
+ 10 %

Information about the A/B test at Globetrotter

Client

Globetrotter.de

Industry

Outdoor & leisure

Test variable

Cross industry seal
„Authorized Partner“ with TÜV-ShopIdent

Test method

A/B test (50/50) with or without seal

Period

January 2021

Experimental group

1 Million users

Confidence level

99,7 Prozent



“At first we were skeptical about whether the inclusion of an additional shop seal would be of any use to the already well-established Globetrotter brand. We were more than surprised by the outstandingly positive result of the A/B tests. The integration effort required, in particular, is tiny in relation to the enormous benefits of the result achieved. We will therefore now do everything we can to roll out the seal for all of our 5,000 brands. If we compare the authorized. by seal with other conversion optimization measures, such as customer ratings or loading time optimization, we are speaking about an immediate measure that is extremely time- and cost-effective.”

Stefan Deutsch

Head of Online Marketing
Globetrotter



“Shopping online is the new normal, even when it comes to high-quality brand-name products. E-commerce turnover in Germany will continue to enjoy annual growth in double figures and is expected to reach an overall volume of more than 100 billion euros in the B2C sector by 2024 at the latest. However, research shows that more than ten per cent of German online customers have had negative experiences when buying goods on the internet. In my estimation, authorized.by's optimum solution offers consumers the security and confidence they need when shopping online. The strong performance in the A/B test at Globetrotter is impressive proof of this.”

Prof. Dr. Christian Stummeyer

Professor for Business Informatics
and Digital Commerce, at the UAS TH Ingolstadt

About Globetrotter

Since 1979, Globetrotter Ausrüstung has offered an impressive range of conscientiously selected travel and outdoor equipment, and has grown to become one of Europe's largest retailers for outdoor equipment. The company name is synonymous with expert advice and quality outdoor and travel equipment, either by mail order or in one of its stores.

About authorized.by

Brands and manufacturers from many different sectors use the authorized.by® real-time seal “Authorized Partner” to authorize trustworthy online partners. In combination with TÜV-ShopIdent—the identity check for web shops—authorized.by raises trust and security in digital commerce.

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