

> SMB SNAPSHOT SEATWAVE



Founded in 2006, Seatwave is a London-based online ticket marketplace for live events. The company operates websites in 12 countries around the world, generating 6 to 9 million page views per month across all of its web properties.

Seatwave prides itself on a steadfast commitment to the consumer. The company's dedication to high-quality customer service is evident in its [manifesto](#), TicketIntegrity™ policy, and TicketCover™ guarantee, which reimburses buyers for any event cancellation.

THE CHALLENGE

Like any e-commerce site, Seatwave initially faced a significant challenge in winning and maintaining consumers' trust. "Imagine that you're trying to start your own online marketplace," says Perry Dyball, e-Commerce Operations Manager at Seatwave. "One of the key elements of your initial business development strategy needs to be to reinforce your corporate practices as honest and transparent."

Dyball notes that customers are particularly wary in the sale of event tickets. "When buying from a third-party vendor, the perceived risk for the customer is that they might not receive their ticket and lose their money," says Dyball. "That is why it's necessary to offer clear assurance that the transaction is genuine and protected."

THE SOLUTION

Before launching the site in 2007, Seatwave conducted research to determine how it could best build a trust relationship with its customers. Part of this decision was about making the correct choice of SSL and website security vendor. "We wanted to show that Seatwave is a secure place to both buy and sell tickets. So, at the initial stage, the VeriSign seal was very important to our business development," says Dyball.

Seatwave now employs Symantec SSL Certificates across its international family of sites. "We have a combination of Symantec SSL Certificates and Symantec Extended Validation (EV) SSL Certificates on every consumer site that we operate," says Dyball. "We're committed to helping people get to events, but just as

importantly, we're committed to helping them get to events securely. Symantec helps us make sure that happens."

THE BENEFITS

The management of the Symantec SSL Certificates over the company's 12 websites has been straightforward with the Symantec Managed Public Key Infrastructure (MPKI) Service. "Once an SSL certificate is established, I know I don't need to worry about it until it's time to renew," explains Dyball.

When Symantec changed from the VeriSign seal to the Norton Secured Seal, Seatwave wanted to determine the effect of the change on conversion rates. Over the course of two weeks in April 2012, the company conducted A/B testing on all of its 12 websites. For consumers in 11 countries, the change had little or no effect. But on Seatwave's Spanish web property, the company saw an increase in conversion rates after the transition.

Deepak Janakiraman, Seatwave's Head of Product, believes that the strength of the Norton brand was responsible for this rise, and predicts that Norton will be key to establishing confidence as Seatwave breaks into new global markets. "I think the association with a strong brand like Norton has a positive effect on the buy page," says Janakiraman. "It's our job to make the payment process easy and worry-free. The Norton Secured Seal will help erase any doubt for new customers, no matter where they may be."

THE ORGANIZATION

WEBSITE:
www.seatwave.com

INDUSTRY: Online Ticket Marketplace

EMPLOYEES: 73

LOCATION: London, United Kingdom

THE SOLUTION

- Symantec Extended Validation (EV) SSL Certificates
- Symantec Managed Public Key Infrastructure (MPKI)
- Norton™ Secured Seal

WHY SYMANTEC?

- Industry-leading Website Security Solutions provider recognized by consumers around the globe
- Trusted vendor provides confidence for prospective and current customers



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—Perry Dyball
e-Commerce Operations Manager