

**C·O·M·O·D·O**  
Creating Trust Online™

Comodo HackerProof  
helps partners realize  
sizable profit margins



## Why not you?

Most Comodo partners know us best as a leading global SSL certificate provider. While we continue to improve and broaden both our SSL product offerings as well as our market share, we are innovating vital new product offerings to further promote online security, identity and trust assurance.

HackerProof is a unique service designed to improve your e-commerce customers' website conversion rates by displaying a new Comodo trustmark assuring that a website has been scanned for vulnerabilities which could be exploited by hackers. Recent studies show that providing such assurance increases consumer confidence and therefore conversion rates.

HackerProof customers can see for themselves the impact that utilizing the HackerProof trustmark has on their conversion rates through an easy to use A/B testing measurement tool that is included with HackerProof. We're so confident of HackerProof's effectiveness that **there is no charge for the service until your customer's website conversion rates increase by at least 5%.**

The fact that HackerProof provides an easily measurable impact on your customers' revenue makes it a high-value offering for you.

Find out Why You Should Offer Comodo HackerProof.



# 5 Reasons Why You Should Offer Comodo HackerProof.

## 1 The Internet's Best Designed TrustMark

Visibility - Comodo's HackerProof offers the most visible trustmark. A trustmark on your e-merchant customer's site isn't worth much unless visitors can see it. Trustmarks that are clearly visible assure visitors that they have found a trustworthy merchant.

Verifiability - With Comodo's patent-pending Point to Verify technology, visitors can easily and quickly verify an e-merchant's credentials WITHOUT having to leave their site.

Credibility – Over 100 million people associate the Comodo brand with security and trust on the internet.

## 2 Your e-commerce customers need it!

E-merchants invest a great deal of time and money trying to increase their online sales. Offering them HackerProof gives them a critical tool to boost their e-commerce conversion rates and decrease shopping cart abandonment rates. In a recent survey, nearly 70 percent of online shoppers have terminated an online order because they did not "trust" the transaction. In those cases, 86 percent indicated that the presence of a seal would have likely prevented the termination, making HackerProof the perfect solution to help increase consumer confidence and sales.

## 3 Risk-Free 90-Day Trial.

To help you sell HackerProof, we've created a risk-free 90-day trial program. Comodo HackerProof comes free of charge until A/B testing results prove that pages served with the HackerProof trustmark realize an increase in conversion rates of at least 5% over pages served without the HackerProof trustmark.

## 4 Diverse Portfolio with Robust Margins.

HackerProof represents one of the most lucrative sales opportunities available to Comodo partners as well as providing a clear value-added up sell which may be aligned with Comodo to a SSL certificate sales opportunity.

## 5 Comodo Strength.

Partnering with Comodo brings you an ever-expanding portfolio of Internet security and identity assurance solutions. Now With over 300 technical staff focused exclusively on innovation in these areas, Comodo partners can be assured of an ongoing stream of profitable solutions in an expanding market.

- Comodo is the World's second largest and fastest growing Certification Authority
- More than 7,000 + Global partners
- Securing and enabling over 1 million customers, including many of the world's largest web hosting companies, registrars, and internet service providers and most respected brands.

If you would like to become a Comodo partner or would like more information about our full range of products and services, e-mail us at [partners@comodo.com](mailto:partners@comodo.com) or call us at (888) 266-6361 (USA) or +44 (0) 161 874 7070 (all other countries) to speak with one of our partner representatives.