



# PC Universe® Success Story

“Our PriceGrabber revenue jumped 109% with HACKER SAFE.”

~ Patrick Colletta, Director of Ecommerce



The screenshot shows a search result on PriceGrabber.com for 'Mobile Edge Komen Microfiber'. A green HACKER SAFE badge is overlaid on the results. A yellow starburst callout indicates '109% more sales'. The table below shows the search results:

Shop	Seller	Price (incl. shipping)	Tax	Shipping	Seller Rating
Shop	PCUNIVERSE HACKER SAFE	\$79.61	No Tax	\$0.95	★★★★★ 267 Reviews
Shop	TECHONWEB	\$86.24	No Tax	\$0.00	★★★★★ 2921 Reviews
Shop	ANTONLINE	\$7...	No Tax	\$12.92	★★★★★ 182 Reviews

After achieving McAfee® HACKER SAFE® Certification, PC Universe enabled the HACKER SAFE SEARCH FEED to put the HACKER SAFE Certification in every product listing of over 300 shopping sites.

PC Universe's monthly revenue from PriceGrabber.com jumped 109%, while the average order value increased over 22%.

In comparison, revenue from comparison shopping sites not included in the FEED, such as Shopzilla and Froogle, dropped more than 50% in the same time period.

“HACKER SAFE drives more clicks from comparison shopping sites when we're looking for ready-to-buy consumers, and helps us convert better after shoppers arrive on our landing pages.”

“HACKER SAFE has been a very effective way to reinforce our brand and build sales.”

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