



PlumberSurplus® Success Story

“HACKER SAFE doubled our PriceGrabber revenue.”

~ Ryan Douglas, Online Marketing Team Leader



The screenshot shows a search for faucets on PriceGrabber.com. A green callout box with the HACKER SAFE logo points to the 'PlumberSurplus.com' listing. A yellow starburst graphic indicates a 112% increase in sales for this listing.

Seller	Price (USD)	Shipping*	Seller Rating
FAUCETDIRECT	Year Best Price \$158.05	No Tax Free	Not Rated
itankless.com	\$169.51	\$11.46 Free	Not Rated
Plumbersurplus.com	\$120.00	\$6.46	Just 4 mins ago
GlobalEquipmentCo		See Site	Fewer than 10 reviews

Looking to improve the ROI of his comparison shopping budget for PlumberSurplus.com, Ryan Douglas decided to try out the HACKER SAFE® SEARCH FEED, a service that automatically integrates McAfee’s widely used security certification directly into comparison shopping listings.

The impact was immediate. In the first week, daily orders from PriceGrabber.com rose 36%, while revenue jumped 112%. According to Douglas, whose revenue from non-HACKER SAFE product listings on other shopping engines remained essentially flat during the same period:

“The only factor that changed on PriceGrabber.com was adding HACKER SAFE Certification. Our sales performance improved dramatically as soon as the image began to appear within our product listings.”

“I’ve been getting steady sales growth in 2007 from other search tactics, but nothing like I’ve seen after adding HACKER SAFE to my PriceGrabber.com listings.”

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