

+ Site

Binoculars.com

+ A/B Test Result

32% more sales from HACKER SAFE group

+ Business Category

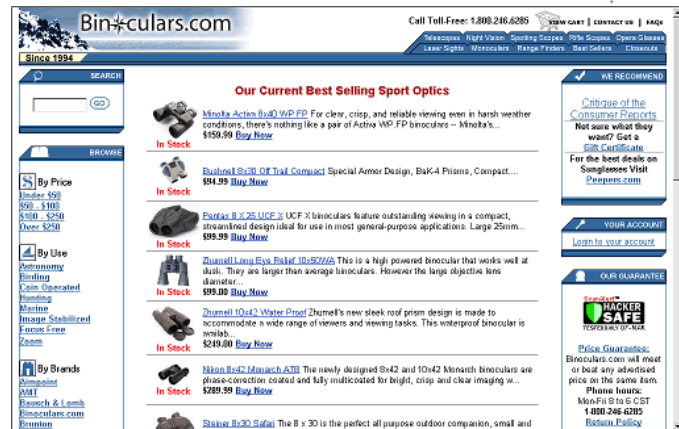
Sports and outdoors; camping, fishing, and hunting

+ Customer Demographic

Affluent, mature birders, and outdoor enthusiasts -
ave. sale exceeds \$200

+ HACKER SAFE Since

August 2002



HACKER SAFE® SUCCESS STORY Binoculars.com

+ Notable Quote From Binoculars.com President Jonathon Thralow:

"I'm very impressed with ScanAlert. I wouldn't have guessed that HACKER SAFE certification could impact our sales so much."

