



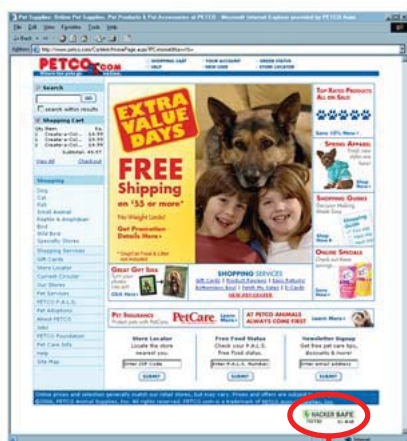
Marketing Your Security PETCO A/B Tests



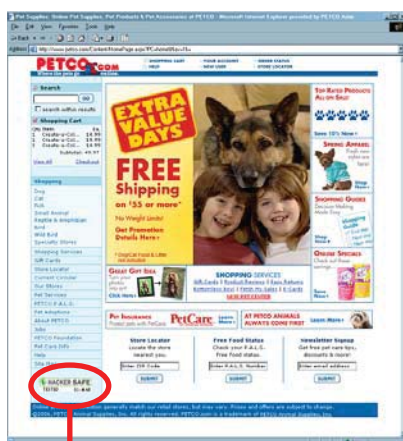
Tests Prove that High on the Page Increases Sales

"The results were a pretty big shock and quickly convinced us."

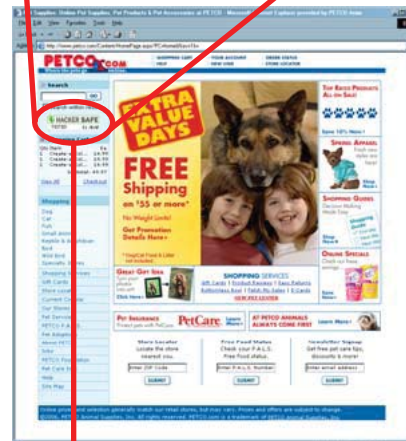
John Lazarchic
Vice President of Ecommerce
PETCO Animal Supplies



1.76% sales increase



6.31% sales increase



8.83% sales increase

"HACKER SAFE certification generated measurable positive results in our conversion rate and has proven to be a very worthwhile investment for our online business."



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