

# Liberty Games

## Liberty Games Use of Symantec EV SSL Certificates Boost Revenue Over 35 Percent.

As an online retailer, Liberty Games must ensure that each customer's online purchase is safe and secure. With orders for arcade games and games room equipment ranging from £5 to £35,000 in a single transaction and 98% of orders made online, Liberty Games needed the highest security and privacy for its customers' data. In order to achieve that, the company selected Symantec to provide the most secure Extended Validation (EV) SSL certificates. Following the implementation of the Symantec Secure Site Pro with EV SSL Certificate with help from SSL247®, a Symantec Platinum Website Security Partner, Liberty Games saw a boost in revenue of over 35% year over year.



**SSL247**<sup>®</sup>  
THE WEB SECURITY CONSULTANTS



### About Liberty Games

Liberty Games, the leading UK based online retailer, distributor and designer of games room equipment provides the most comprehensive online catalogue of amusement equipment in the UK. Founded in 1989, Liberty Games grew from a company that focused primarily on the rental of coin-operated amusement equipment to pubs, clubs, and youth centres, to the biggest online supplier of game room and amusement equipment.

The website provides both commercial customers and consumers access to a huge range of products at the click of a button. Items include arcade games, pool tables, table tennis tables, jukeboxes, pinball machines, air hockey, dartboards, and casino tables, amongst others. It also manufactures retro products, including old-fashioned jukeboxes and old-school arcade machines. Liberty Games has supplied products to Amazon, The BBC, British Airways, Facebook, Google, Sky and Virgin, among other businesses.



### ORGANIZATION PROFILE

**Site:** libertygames.co.uk

**Industry:** Entertainment

**Headquarters:** Epsom, UK

**Employees:** 15

### KEY CHALLENGES

Since launching the website in 2004, Liberty Games has revamped it six times. Changes to the website are the result of the continued growth for the company. In addition to being the largest amusement supplier in the UK, the company has shipped worldwide since the very start. Last year alone, Liberty Games had positive growth in sales with 2013 Christmas sales doubling those of 2012. To ensure that business continues to grow, Liberty Games needed to provide its global customer base with the assurance that their transactions would be safe and fraud-free.

### SOLUTION

Liberty Games required a security solution that is trusted, scalable, and offered the right EV SSL certificates to protect its customers' online transactions and personal information. Prior to adding the Secure Site Pro with EV SSL Certificates, Liberty Games worked with Symantec and used their SSL certificates for two years.

### PRODUCTS

Symantec Secure Site Pro with EV SSL Certificates



“Symantec Secure Site Pro with EV SSL Certificates have helped maximise online revenue for Liberty Games by more than 35% since implementation with maximised click-through and conversions on our website. Symantec’s solutions provide the trusted green bar to the Liberty Games site that gives our customers confidence to complete their online transactions and ensures the site is safe throughout the experience.”

**Stuart Kerr**

Technical Director, Liberty Games.

**Benefits**

Liberty Games has seen a variety of financial and operational benefits since migrating from normal SSL certificates to the Symantec Secure Site Pro with EV SSL Certificates.

In addition to the 35% increase in sales since adding EV SSL certificates from the point of adding an item to the basket to the end of the purchase, Liberty Games has seen a 14% decrease in shopping cart abandonments, leading to many thousands of pounds in recovered sales. The use of the Symantec Norton Secured Seal also increased e-commerce conversion rate by 22.7% and grew the number of unique purchases by over 20%. Liberty Games also ran tests on the sites with the Norton Secured Seal, and has seen increased conversion rates since it was added.

Also, Liberty Games received direct, positive feedback from customers who said they feel secure in their purchases as a result of the Symantec Norton™ Secured Seal that is on the website. After completing a purchase from the site, Liberty Games asked its customers why it chose the site to make its games purchase. Customer responses included:

“Site seemed secure enough to buy from online, not heard of Liberty Games before but was reassured to see you are members of Safesite and secured by Symantec.”

“Mainly due to the range of products along with good customer reviews. Site seemed secure and trustworthy.”

“With any purchase online there is always an element of doubt about who you are buying from. Having read reviews and been thoroughly impressed by the information provided [about the website] made me more confident in purchasing from [Liberty Games].”

All implementation aspects of the new certificates were carried

out internally by the Liberty Games team, with full support from Symantec Website Security Platinum Partner, SSL247®. The team of web security experts at SSL247® helped facilitate the agreement between Symantec and Liberty Games, and implemented the certificates. The company provided step-by-step support throughout the entire installation process via email, telephone and computer screen sharing. SSL247® streamlined and managed the entire EV certification process, and assisted with the more technical aspects. Due to its prior SSL certificates and unique e-commerce solution, it was relatively easy to add the EV SSL certificate onto the website.

“Unlike SSL certificates, EV SSL certificates trigger web browsers to display an organisation’s name in a green address bar. ‘As a result, Symantec Secure Site Pro with EV SSL Certificates provide Liberty Games’ customers with the confidence to complete their transactions online. The inclusion of the malware scanning feature also allows Liberty Games to scan its website daily to ensure the site meets the most stringent of security standards.”

**Oliver Wilkinson**

Managing Director, SSL247®.

**Future Plans**

With an industry-leading website and one of the largest ranges of games room equipment on the planet, Liberty Games will continue to offer its customers around the world the best online selection and service, all while maintaining a safe and secure site.

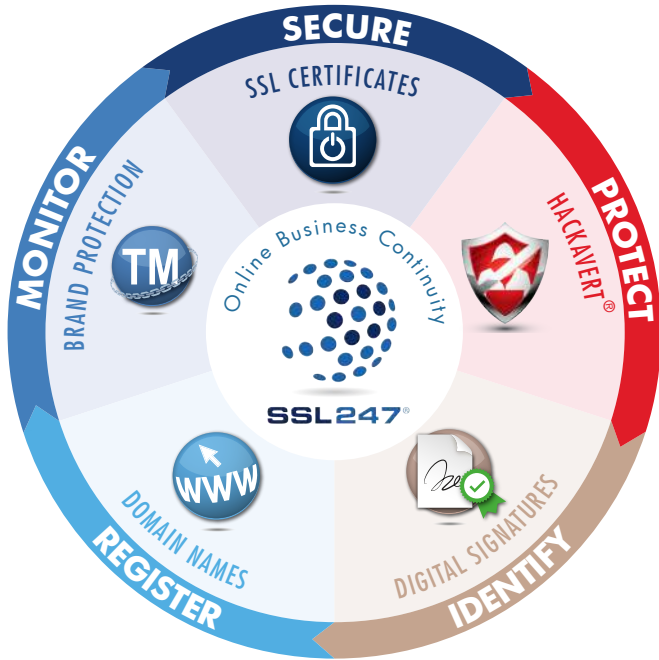
The positive growth in sales in the past year provides Liberty Games with a bright future. As a result of the current success in sales with Symantec SSL certificates, Liberty Games has plans to increase its back-end systems in 2014, and evaluate additional Symantec solutions that help with the website’s security.

**BENEFITS SUMMARY**

- Increased online revenue by 35.2%
- Increased ecommerce conversion rate by 22.7%
- Grew number of unique purchases by 20.2%
- Easy to deploy and manage
- High customer satisfaction



SSL247®




### About SSL247®

SSL247® ( [www.ssl247.nl](http://www.ssl247.nl) ) is a Symantec Platinum Website Security Partner based in London and northern France. A staff of over 40 have helped more than 7,000 customers across Europe and the United States to protect their businesses with SSL certificates and secure their websites with solutions including advanced malware detection, digital signatures and Brand Protection. SSL247® also offers over 275 domain names and hundreds of new gTLDs. Every single staff member is Symantec Sales Expert (SSE) and Sales Expert Plus (SSE+) accredited, and the company was among the first in Europe to earn a Symantec Website Security Specialization credential. Find out more about SSL247®'s partner success with Symantec Website Security Solutions:

<https://www.ssl247.nl/about/SSEaccredited>

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