

# Extended Validation SSL Research Results

## Consumers prefer online businesses displaying green address bars and complete more transactions

In June 2018 technology research firm DevOps surveyed more than 350 active internet users around the globe to understand their reactions to green address bars on business sites. The [DevOps research reveals](#) that active internet users are strongly concerned about online fraud in many forms and that they prefer doing businesses with companies that seek to protect them from such fraud. DevOps found that site visitors using both desktop and mobile browsers are more likely to engage with sites displaying green address bars and that they view these businesses more positively in terms of overall brand impression.

50.3% of users are significantly influenced in their perception of a company when a green address bar is present.

Here is a capsule summary of the DevOps findings.

### Customer concerns

Online users are strongly concerned about falling victim to phishing and other forms of online fraud.

Statement	% who agree
I worry about having my identity stolen online	94.4%
I worry about having my online financial accounts hacked	90.2%
I worry about having my credit card information stolen online	91.6%
I worry about being the victim of online phishing attacks	85.4%
I worry about having my personal health information stolen online	83.2%
I worry about having my social media accounts hacked	81.5%
I want to do business with companies that invest in best-of-breed digital security solutions	91.0%
I want to do business with companies that protect my confidential information	96.5%

### Increased online business

The DevOps research found that shoppers are more likely to do business across a variety of forms when the browser displays a green address bar for the visited site.

Transaction type	% of users more likely to engage
Engage in financial transactions	50.2%
Share personally identifiable information	57.0%
Make a purchase	36.5%
Use a credit card	28.4%
Sign up for a new account	42.5%
Fill out and submit an online form	37.5%
Use a payment service like PayPal	40.6%
Add recommended items to a shopping cart	32.3%

### Brand impression

DevOps discovered that 50.3% of users are significantly influenced in their perception of a brand or company when a green address bar is present. Respondents feel that businesses displaying green address bars on their sites through certain browsers are more concerned in general about their online safety.

Quality of online business	% with improved perception due to green address bar
Safe site to do business with	52.8%
Trustworthy	51.2%
Secure	50.8%
Established and stable	22.1%
Meets its commitments	25.4%
Good customer service	22.4%
Cares about me	18.9%
Safe to make an expensive purchase on this site	32.5%
Uses the best available technology	45.0%

Contact a Sectigo website security specialist to find out how EV SSL can help your business.

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