



TRUSTe CASE STUDY: COURSEADVISOR

Boosting Online Conversions with the TRUSTe Web Seal

ABOUT COURSEADVISOR

Headquartered in Wakefield, Massachusetts, CourseAdvisor Provides a leading online educational directory that helps post-secondary schools maximize enrollment with high volumes of qualified leads. By applying a unique combination of mathematical modeling, behavioral analysis and sophisticated search engine technology, CourseAdvisor has established itself as a trusted lead resource for over 500 post-secondary schools.

Web site:
www.courseadvisor.com

SITUATION

CourseAdvisor opened in 2005 to provide Internet users seeking education and training with a trusted directory of appropriate schools and courses, while also providing educational institutions with leads to prospective students. As a newcomer to the online education arena, CourseAdvisor faced the challenges of building credibility with users, providing educators with accurate, qualified leads, and competing in an already crowded market. Less than a year later, CourseAdvisor was receiving more than one million unique visitors a month, but was still seeking ways to maximize the percentage of users completing information requests, thereby converting into qualified leads.

TRUSTe began certifying and distinguishing the privacy practices of businesses with a seal of approval in 1997. A TRUSTe certification would differentiate CourseAdvisor from its competitors while ensuring compliance with regulatory requirements and best practices. CourseAdvisor joined the TRUSTe program and ran A/B tests to verify the seal's impact on conversions.

IMPLEMENTATION

CourseAdvisor ran A/B testing for a week in October 2006. When visitors came to the test site, half saw the TRUSTe Web Privacy Seal on web pages requesting personal information and half did not see the seal. CourseAdvisor tracked the number of visitors who successfully and accurately completed information request forms. Then, they compared the percentage of those who completed the request forms between those who had viewed the seal versus those who had not.

ROI

CourseAdvisor's testing showed a 9% boost in conversions when the seal was displayed. The Web Privacy Seal not only improved the number of registrations, but also broadened the range of applicants requesting information. Visitors were clearly reassured and more willing to provide personal information at the sight of the TRUSTe seal.



"BY DISPLAYING THE SEAL, CONSUMERS FELT MORE COMFORTABLE PROVIDING THEIR PERSONAL INFORMATION. THIS RESULTED IN MORE LEADS, AND IMPROVED THE QUALITY OF THE LEADS. IT'S CLEAR THAT TRUSTE LENDS CREDIBILITY TO OUR PRIVACY PROMISES, WHICH DIRECTLY IMPACTS OUR BUSINESS. WE'D LOSE TENS OF THOUSANDS OF DOLLARS PER WEEK BY REMOVING THE TRUSTE WEB PRIVACY SEAL."

JAMES L. VAN ALLEN, JR, CFO, COURSEADVISOR, INC.

SEALS TO ASSURE CUSTOMERS

One-on-one consulting with written recommendations for bringing your web practices and privacy statements (s) to compliance with best practices.

TRUSTe performs a thorough Web site audit and review of each domain to ensure your privacy statement accurately discloses data collection activity on each Web site and is consistent with the latest privacy legislation.

License to display TRUSTe privacy seals for one year

Displaying TRUSTe seals builds confidence for consumers and drives revenue by letting your customers know that they can trust you with their personal information.

SERVICES TO STAY COMPLIANT

Twice-a-year MAXAMINE Web site scanning

Avoid potentially damaging mistakes with our periodic spot checks that can identify possible privacy issues before they become problems.

Unlimited on-going customer dispute resolution

TRUSTe offers unllimited on-going customer dispute resolution services via our Watchdog system. Mediation to reach satisfaction builds trust through third-party accountability.

Alignment with current California and national privacy standards

TRUSTe keeps you up-to-date on local, national, and international privacy standards. Our seal programs evolve as customer, industry, and regulatory expectations change.

MEMBER BENEFITS TO STAY AHEAD

- Discounts to privacy conferences and free networking luncheons
- Monthly privacy and policy email newsletters and resources
- A dedicated privacy client services manager who understands your business
- Up to five complimentary memberships to the International Association of Privacy Professionals (IAPP)
- Participation in cutting-edge privacy initiatives

ABOUT TRUSTe

TRUSTe helps consumers and businesses identify trustworthy online organizations through its Web Privacy Seal, Email Privacy Seal and Trusted Download Programs. TRUSTe resolves thousands of individual privacy disputes every year.

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