



Google  
Trusted  
Store

# Google Trusted Stores

*Help shoppers **feel more comfortable** buying online*

# Agenda

1 Overview

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2 How it works

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3 Impact

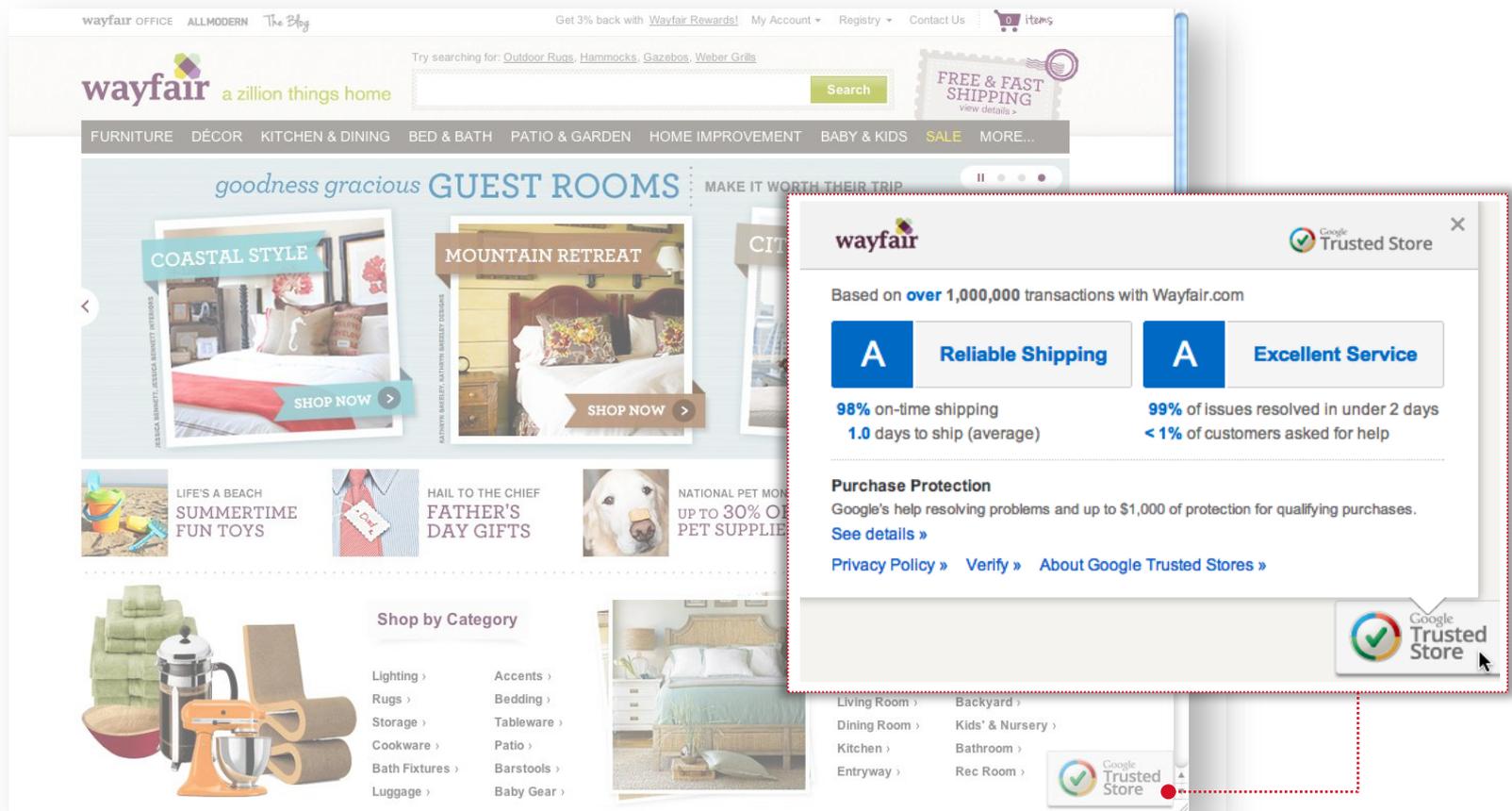
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4 Getting started

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# The Google Trusted Store Badge

Google Trusted Stores is a badging program that **can improve your conversion rate and average order size** by reassuring buyers that you offer a great shopping experience.



The image shows a screenshot of the Wayfair website with a Google Trusted Store badge overlay. The badge provides the following information:

- Based on over 1,000,000 transactions with Wayfair.com**
- Reliable Shipping**: 98% on-time shipping, 1.0 days to ship (average)
- Excellent Service**: 99% of issues resolved in under 2 days, < 1% of customers asked for help
- Purchase Protection**: Google's help resolving problems and up to \$1,000 of protection for qualifying purchases. [See details »](#)
- [Privacy Policy »](#) [Verify »](#) [About Google Trusted Stores »](#)

The badge also features the Google Trusted Store logo in the bottom right corner.

# AdWords Ad Extension

The Google Trusted Store logo can also appear within your [AdWords ads on Google.com](#).

Ad related to **wayfair** Why this ad?

**[Wayfair: Official Site | wayfair.com](#)**  
[www.wayfair.com/](http://www.wayfair.com/)

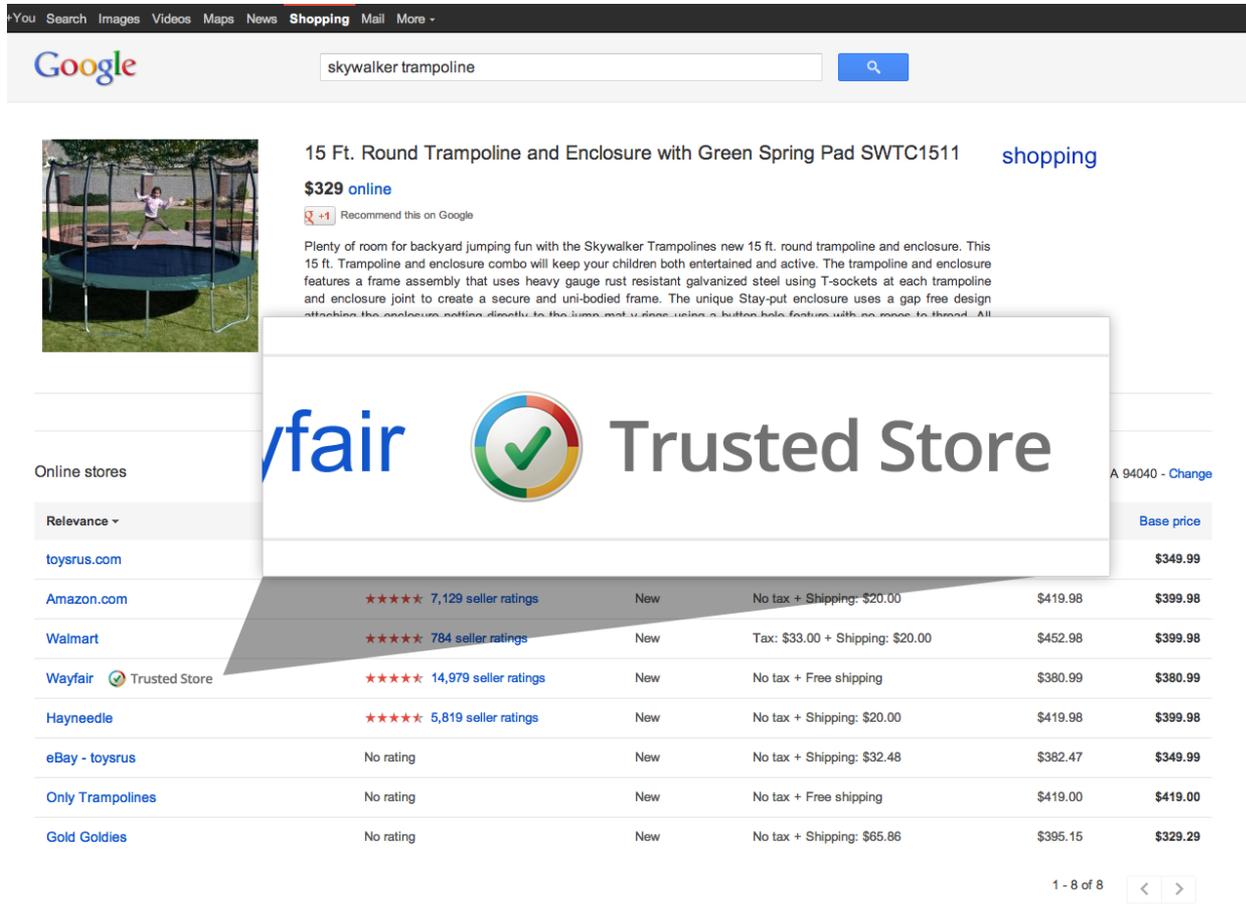
 Google Trusted Store

A Zillion things Home. 5000 Brands, and Free & Fast Shipping!

Furniture	Bed & Bath
Décor	Home Improvement
Kitchen & Dining	Baby & Kids

# Google Shopping

The Google Trusted Store logo can now also appear next to your product listings on [Google Shopping](#).



15 Ft. Round Trampoline and Enclosure with Green Spring Pad SWTC1511 shopping

**\$329 online**

Recommend this on Google

Plenty of room for backyard jumping fun with the Skywalker Trampolines new 15 ft. round trampoline and enclosure. This 15 ft. Trampoline and enclosure combo will keep your children both entertained and active. The trampoline and enclosure features a frame assembly that uses heavy gauge rust resistant galvanized steel using T-sockets at each trampoline and enclosure joint to create a secure and uni-bodied frame. The unique Stay-put enclosure uses a gap free design attaching the enclosure netting directly to the jump mat edges using a button hole feature with no ropes to thread. All

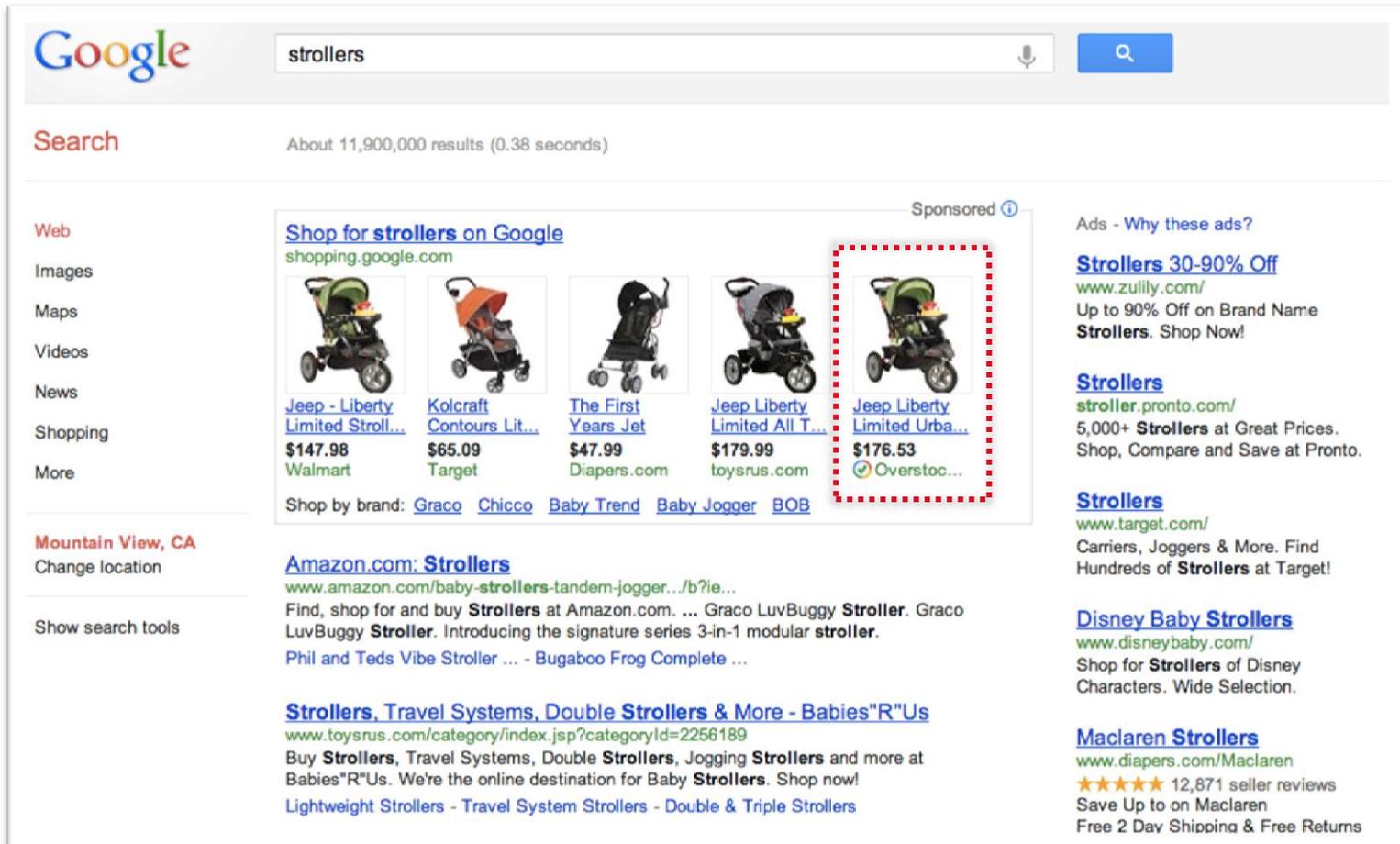
**Wayfair**  **Trusted Store**

Online stores	Relevance ▾	Base price
toysrus.com		\$349.99
Amazon.com	★★★★★ 7,129 seller ratings	No tax + Shipping: \$20.00 \$419.98 <b>\$399.98</b>
Walmart	★★★★★ 784 seller ratings	Tax: \$33.00 + Shipping: \$20.00 \$452.98 <b>\$399.98</b>
Wayfair  Trusted Store	★★★★★ 14,979 seller ratings	No tax + Free shipping \$380.99 <b>\$380.99</b>
Hayneedle	★★★★★ 5,819 seller ratings	No tax + Shipping: \$20.00 \$419.98 <b>\$399.98</b>
eBay - toysrus	No rating	No tax + Shipping: \$32.48 \$382.47 <b>\$349.99</b>
Only Trampolines	No rating	No tax + Free shipping \$419.00 <b>\$419.00</b>
Gold Goldies	No rating	No tax + Shipping: \$65.86 \$395.15 <b>\$329.29</b>

1 - 8 of 8

# Product Listing Ads

We have started integrating the Google Trusted Store logo in **Product Listing Ads**.



The screenshot shows a Google search for "strollers" with approximately 11,900,000 results. The search results include several Product Listing Ads (PLAs) for strollers. One PLA for "Jeep Liberty Limited Urban" is highlighted with a red dashed border and includes the Google Trusted Store logo. The PLA for "Jeep Liberty Limited Urban" shows a price of \$176.53 from Overstock.com. Other PLAs include "Jeep Liberty Limited All Terrain" for \$179.99 from Toysrus.com, "The First Years Jet" for \$47.99 from Diapers.com, "Kolcraft Contours Lite" for \$65.09 from Target, and "Jeep Liberty Limited Stroller" for \$147.98 from Walmart. The search results also include organic results from Amazon.com, Toysrus.com, Zulily.com, Pronto.com, Target.com, Disneybaby.com, and Diapers.com/Maclaren.com.

# How Badge Metrics Are Calculated

## Shipping Metrics

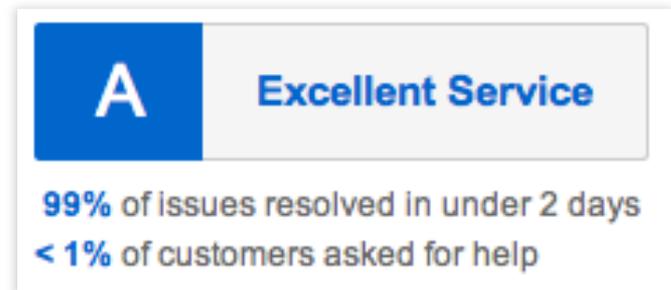
1. Retailer sends estimated ship date through conversion pixel
2. Retailer submits data feed with shipment tracking numbers
3. Google verifies shipping date with the carrier
4. Google calculates metrics



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## Customer Service Metrics

1. Only when customers escalate unresolved problems to Google
2. Google gives Retailer opportunity to resolve the issue
3. Google calculates speed to resolution and frequency of escalation



# Impact

Retailers participating in the Google Trusted Stores program have observed increases in website conversion rate and average order size.

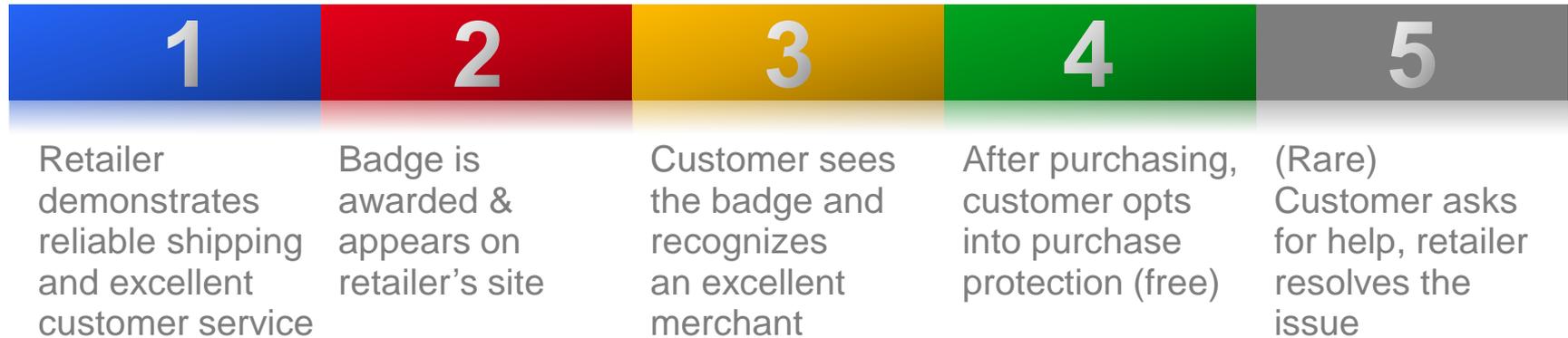
Store	Conversion Rate	Order Size	Total Impact	In their own words
	+1.4%	+0.9%	<b>+2.3%</b>	<p>“We think anything that helps customers get comfort with online retailers they may not know, will be a big driver for the growth of ecommerce. The performance of Google Trusted Stores has shown an ability to do this.”</p> <p><i>Niraj Shah, Co-Founder and CEO</i></p>
	+2.9%	+0.2%	<b>+3.1%</b>	<p>“Timbuk2 continually strives for *beyond your wildest dreams* customer service and we're proud of what we deliver. We look to a trusted source and brand like Google to help keep us honest and share with our customers and potential customers an unbiased scorecard of our performance.”</p> <p><i>Vivian Tsai, Director of Ecommerce and Retail</i></p>
	+3.1%	+5.5%	<b>+8.6%</b>	<p>“It’s a win-win situation: consumers get the assurance of seeing our performance grades based on the actual experience of customers, while Beau-coup enjoys the higher sales that come with that buyer confidence.”</p> <p><i>Tom Cole, CEO</i></p>

View more success stories at [www.google.com/trustedstores/merchants](http://www.google.com/trustedstores/merchants)

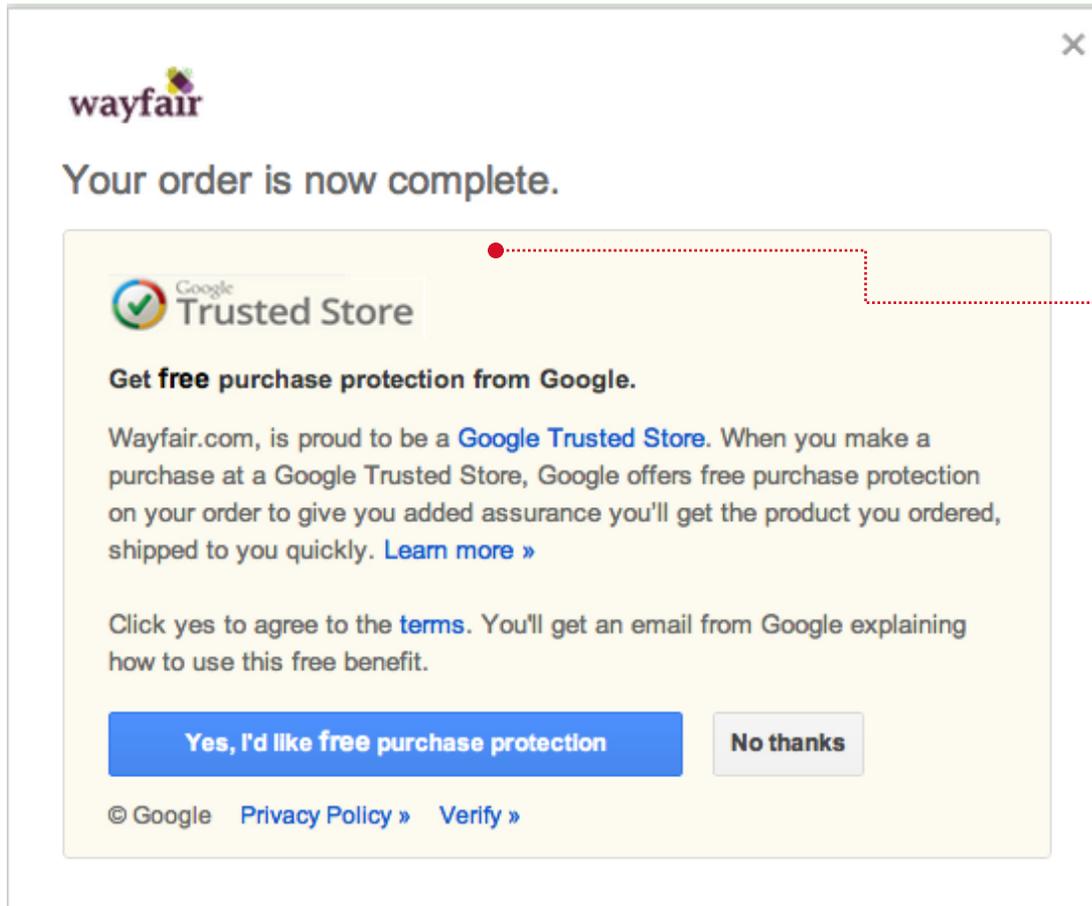
**IT'S  
FREE**



# Typical Lifecycle



# How Do Customers 'Opt In'?



The screenshot shows a light box on a Wayfair order confirmation page. The light box has a yellow background and contains the Google Trusted Store logo, a heading, a paragraph of text, a sub-heading, another paragraph, and two buttons. A red dotted line points from the text on the right to the light box.

wayfair

Your order is now complete.

 Google  
Trusted Store

**Get free purchase protection from Google.**

Wayfair.com, is proud to be a [Google Trusted Store](#). When you make a purchase at a Google Trusted Store, Google offers free purchase protection on your order to give you added assurance you'll get the product you ordered, shipped to you quickly. [Learn more »](#)

Click yes to agree to the [terms](#). You'll get an email from Google explaining how to use this free benefit.

**Yes, I'd like free purchase protection**    **No thanks**

© Google    [Privacy Policy »](#)    [Verify »](#)

Javascript light box on the order confirmation page. Closes when customer clicks Yes/No or [x].

# Resolving Issues

**Is there an issue with your order?**

<p><b>1</b></p> <p><b>Contact Wayfair.com</b></p> <p><i>Give Wayfair.com a chance to resolve the issue.</i></p>	<p><b>2</b></p> <p><b>Still need help?</b></p> <p><i>Contact Google using the form below.</i></p>	<p><b>3</b></p> <p><b>We'll work with Wayfair.com.</b></p> <p><i>We'll work with you and Wayfair.com to find a resolution.</i></p>
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[Contact Wayfair.com directly](#)    [Ask for Google's help now](#)

**Wayfair.com**  
177 Huntington Avenue  
Suite 6000  
Boston MA 02115

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**Call Wayfair.com**

 1-877-929-3247 (1-877-WAYFAIR)

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**Online Help from Wayfair.com**

 [Go to Online Help](#) ▶

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**Email Wayfair.com**

 [servicesquad@wayfair.com](mailto:servicesquad@wayfair.com)

**Customer Service Report Card**



Based on **over 1,000,000** transactions with Wayfair.com

**A** **Excellent Service**

99% of issues resolved in under 2 days  
< 1% of customers asked for help

**1** If an issue arises, Google encourages the customer to contact the retailer first.

**2** If customer requests Google's help, Google automatically forwards the escalation to retailer, allowing 4 business days to resolve the issue directly.

**3** If the issue remains unresolved beyond 4 business days, Google will help arbitrate a solution.

# Additional Resources

Google Trusted Stores page in Magento Connect:

<http://www.magentocommerce.com/magento-connect/google-trusted-stores.html>

Step-by-step

instructions: <http://info.magento.com/rs/magentocommerce/images/GoogleTrustedStoresSetupinMagento.pdf>

Google Trusted Stores Sign-Up:

<http://www.google.com/trustedstores/merchants/>

Questions around the program:

<http://support.google.com/trustedstoresmerchant/?hl=en>