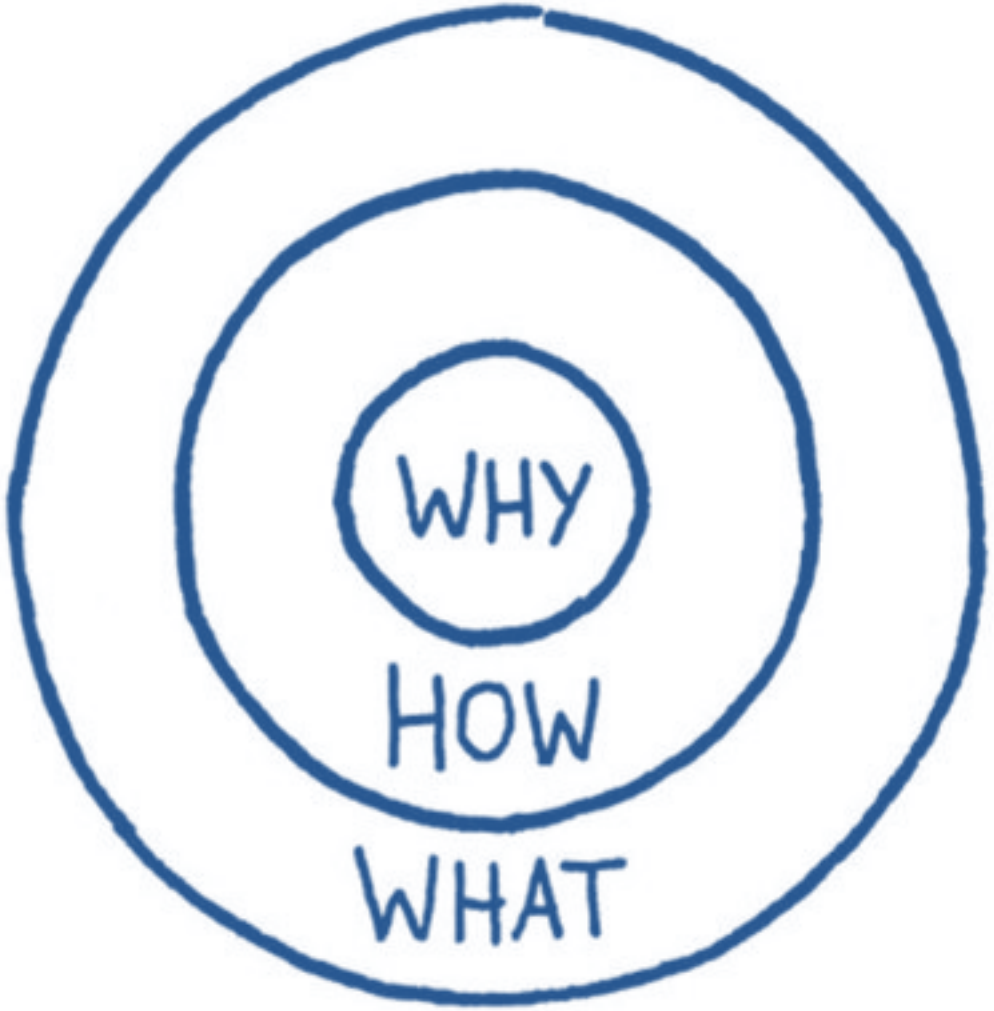
It is Time for a Global Ecommerce Trust Framework

Without Trust there is no Trade

Ecommerce FOUNDATION

Our mission is to facilitate global digital trade



Why: We want to facilitate global digital trade as trade is the best medicine against war.

How: By removing barriers to cross border commerce and stimulating the free flow of knowledge and insights.

What: We organize events, offer benchmark services, allow people to share knowledge. xxx

What is a Trustmark?

A badge, image or logo found on an electronic commerce Web site that indicates the Web site is a member of a professional organization and/or that the Web site has passed security tests. The trustmark shows approval branding of a well-known third company.

Source: www.webopedia.com/TERM/E/e_commerce_trustmark.html

Trustmarks have proven to increase conversion ratios and sales

The impact differs significantly from country to country and retailer to retailer

A 3% lift in conversion rate for all traffic measured and a 12% lift in conversion rate for new visitors.

ConversionIQ

"Our conversion increased with 25% since we added the trustmark to our site."

Natalja Nerden
Pantoffelshoppen.nl

We measured a 6% increase in average order value for all traffic and a 23% increase in average order value for new visitors.

McAfee Secure

Adding trustmark boosts sales conversion 14%.

MarketingSherpa

Trustmarks increase conversion with 7% and generate 5% More repeat buyers.

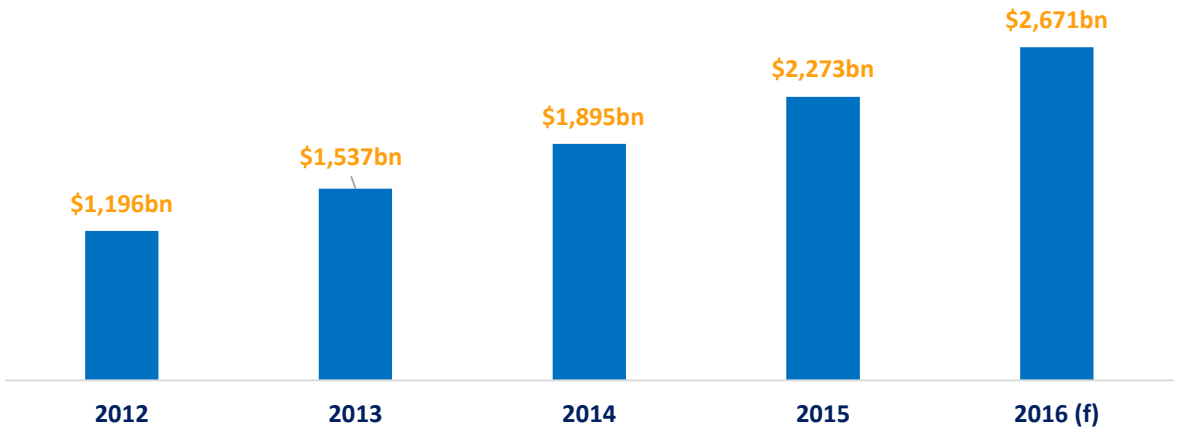
MivaMerchant

1 billion people will buy cross border in 2020 (from 390 million in 2016)

The percentage of cross border e-commerce per country differs significantly from 5% up to 85%

GLOBAL B2C E-COMMERCE SALES

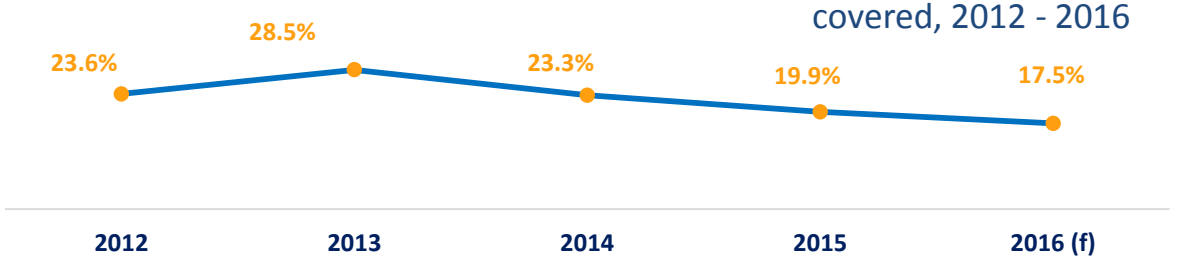
Total online sales of goods and services of countries covered, 2012 - 2016



Source: Ecommerce Foundation, **2016**

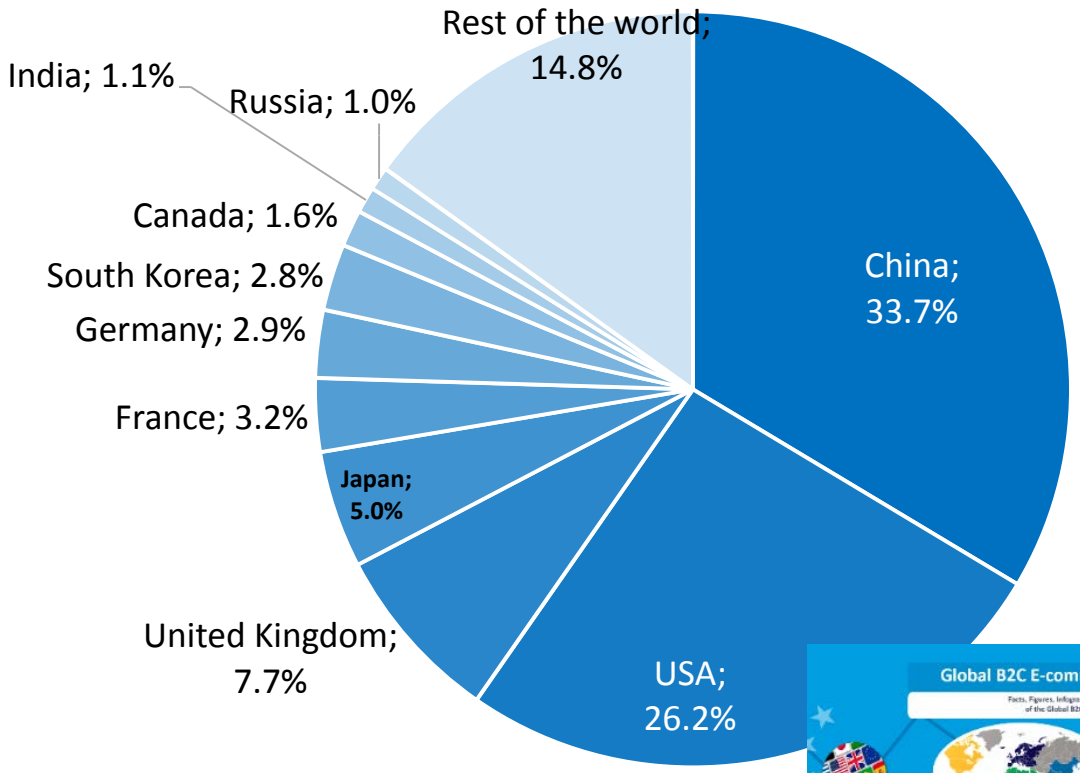
GLOBAL B2C E-COMMERCE GROWTH RATE

Percentage change in B2C e-commerce turnover of countries covered, 2012 - 2016



TOP 10 COUNTRIES SHARE OF GLOBAL B2C E-COMMERCE MARKET

Share of global B2C e-commerce market, 2015



Source: Ecommerce Foundation, **2016**

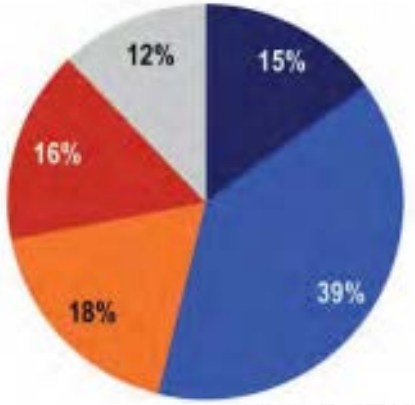
Ecommerce FOUNDATION

A lack of trust is the third major reason consumers do not buy online

Across the border, the trust issue increases significantly in importance

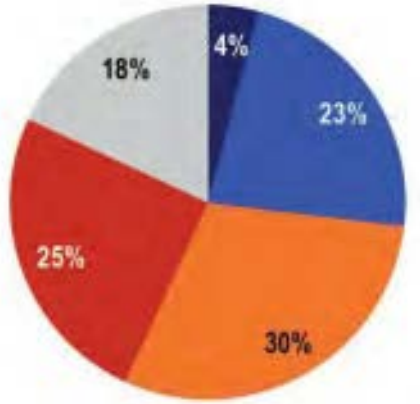
Why do consumers not buy online (UK)?

You feel confident purchasing goods or services via the Internet from retailers\providers in (OUR COUNTRY)



Domestic: 54% trusts webshops

You feel confident purchasing goods or services via the Internet from retailers\providers in another EU country



Cross border: 27% trust webshops

Source: eConsultancy, January 2014

The Trustmark Market

If there is no competition, there is probably no market…

There are over 100 Trustmarks in Europe alone. Global estimates are 300.

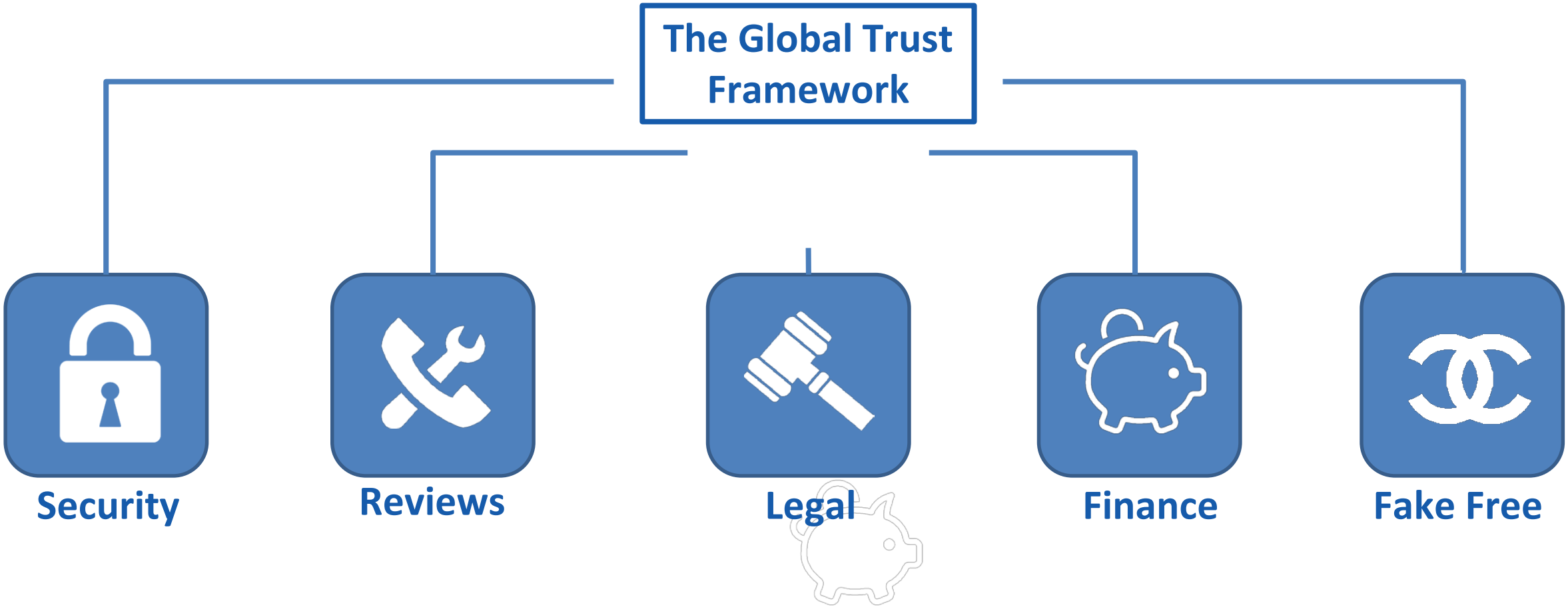
The Amsterdam University of Applied Sciences found offering a local trust mark does not increase global sales

The Global Ecommerce Trust Framework

From idea to product

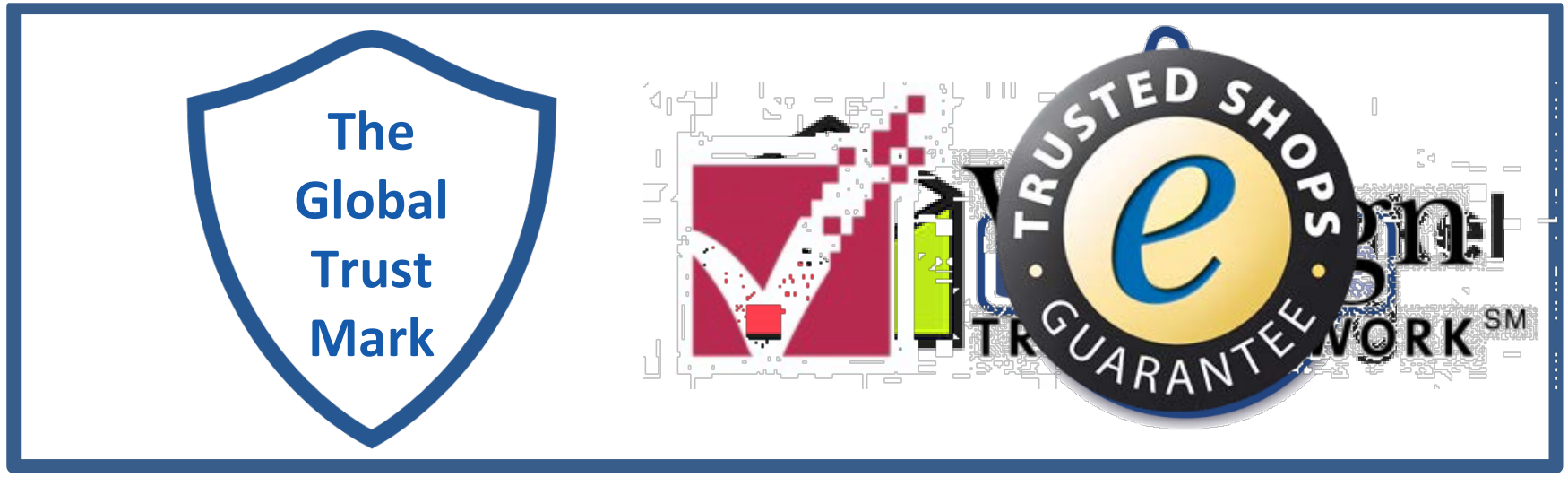
The idea: certify the certifier allowing local partners to offer a shared global brand

Create an open, component based trust platform for reliable legal, security, review, finance trust partners

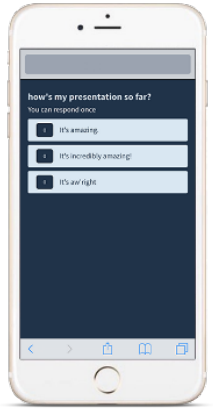


National associations can offer the Global Trust Framework to their merchants

The goal is not to create one global brand but associate a global trust logo with local trustmarks



Your opinion about a Global Ecommerce Trustmark



Surf naar: pollev.com/cmihva

Thank you for your input!