Newsletter #18

May 2016

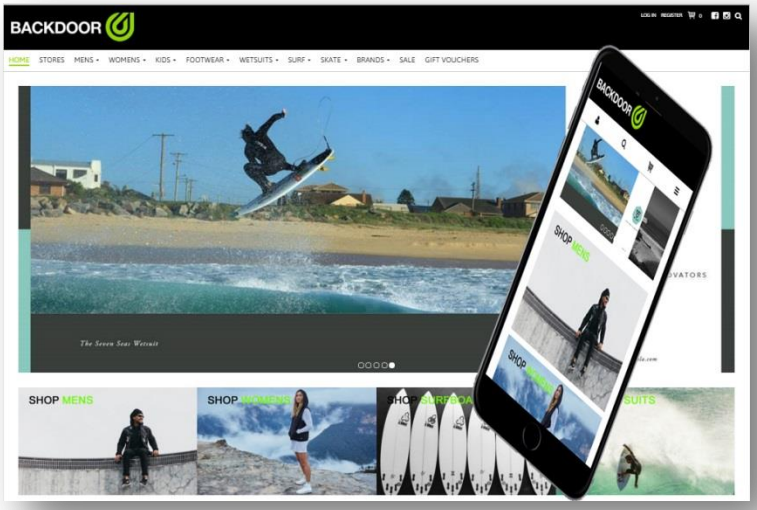
E-retailer continues to deliver an integrated solution for omni-channel retailing and Kudos is proud to be associated with so many leading websites throughout New Zealand and Australia.

Read in this newsletter about:

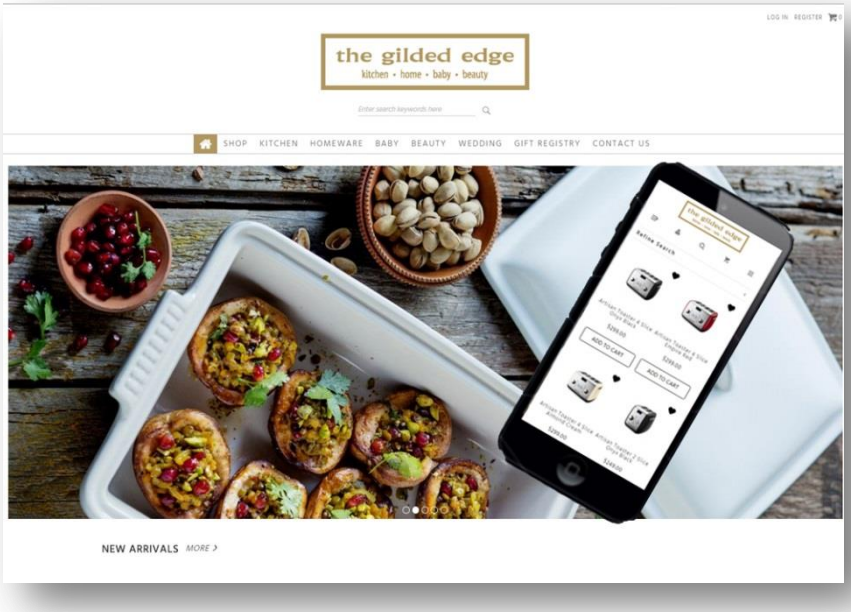
- **Cart abandonment**
- **Multiple selection – shop by**
- **Remember to blog**
- **Coming soon – gift vouchers**
- **Paypal SSL requirements**

New e-retailer sites launched:

We welcome the following new e-retailer sites which launched recently:



www.backdoor.co.nz



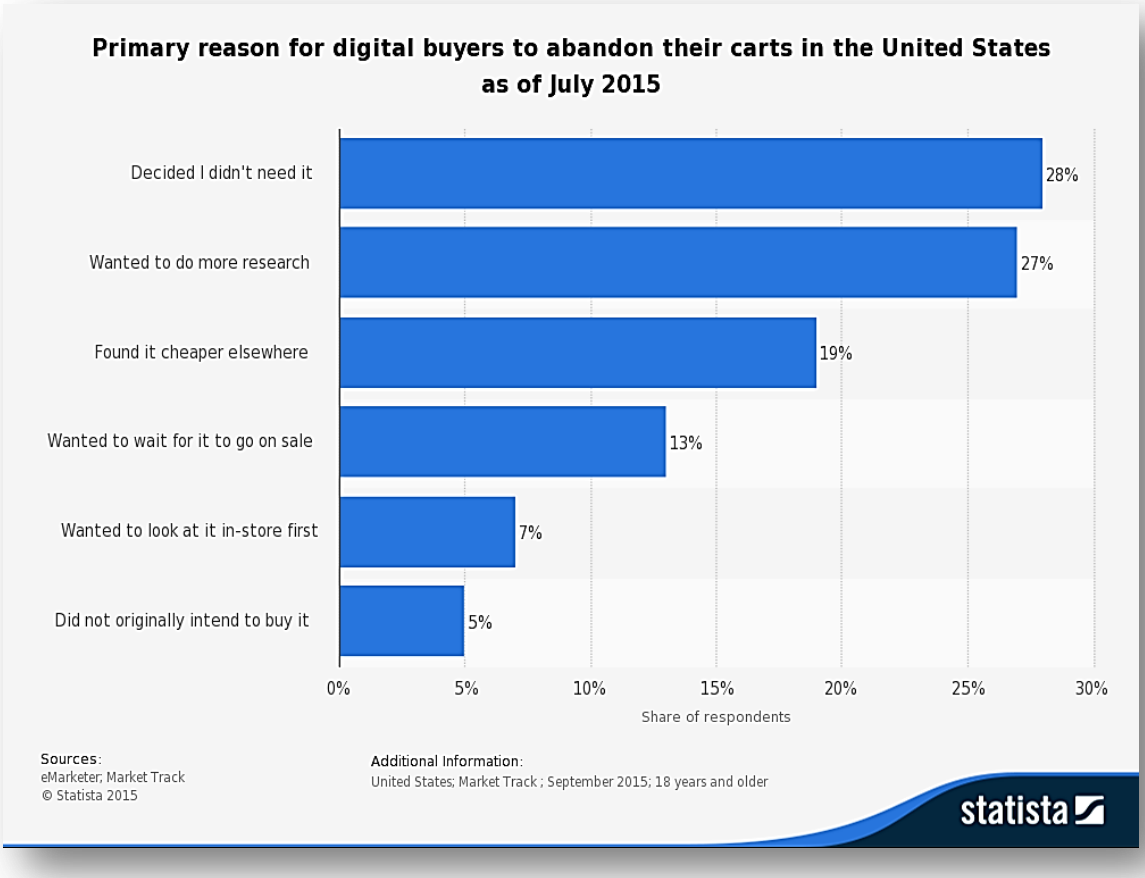
www.thegildededge.co.nz

Abandoned Cart Recovery V2 212

In earlier versions of e-retailer we introduced the ability to view abandoned carts – but now we have automated the email communication with the customer plus provided a smart dashboard so you can monitor the recovery rate.

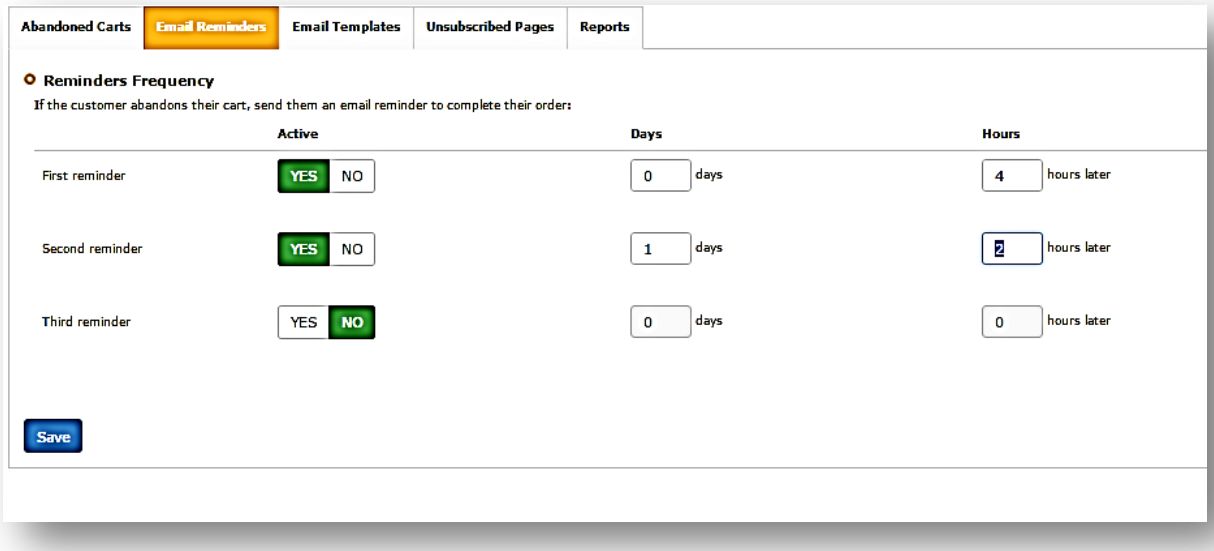
Statistically half of all cart recovery emails are opened and 15% of these are clicked through. Of this over one third of the clicked through emails convert to a sale.

The graph below from Statistca shows reasons for abandonment in the USA in 2015.

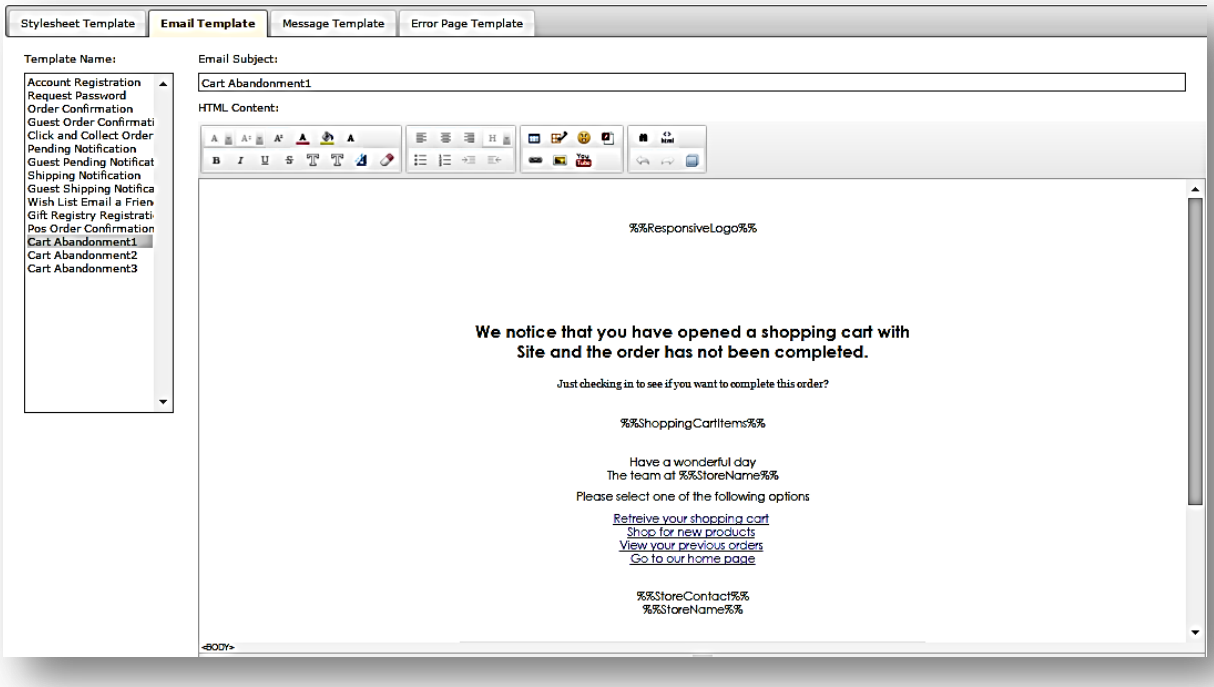


Settings in e-retailer

Set the frequency of the emails that you wish to send for the reminders and the days and hours that you wish these to be sent.

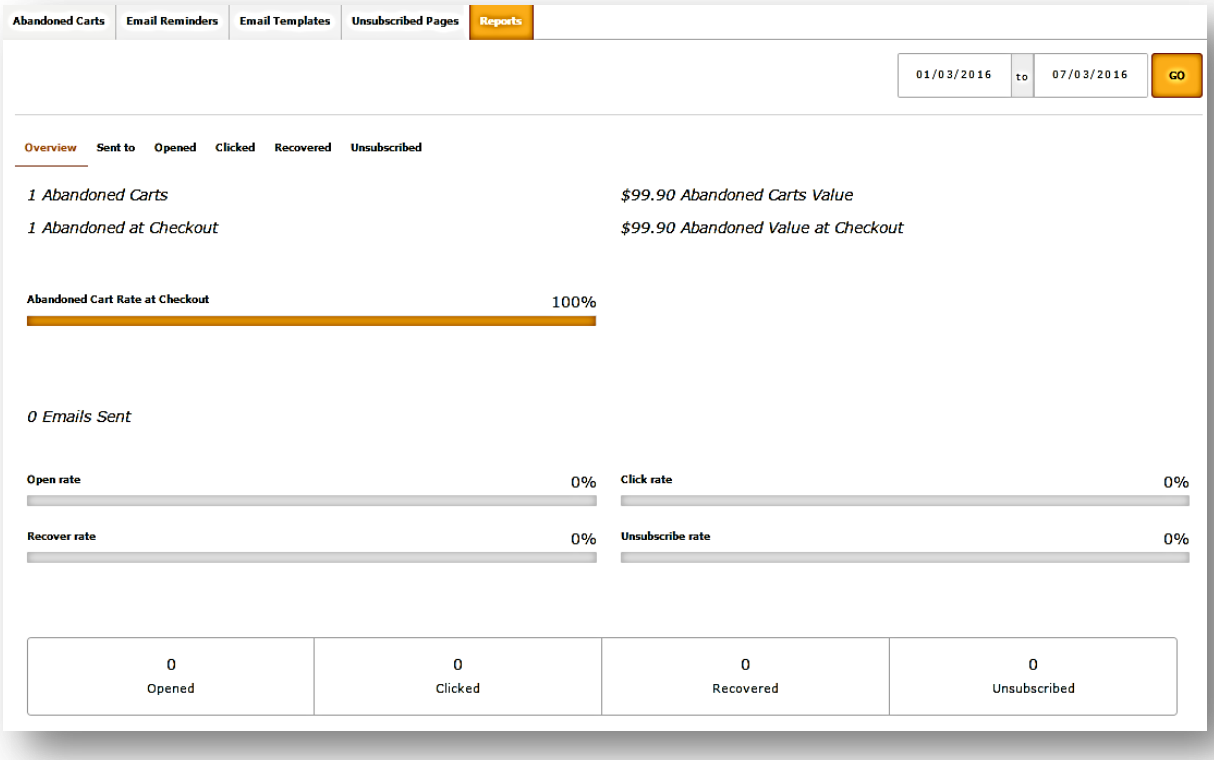


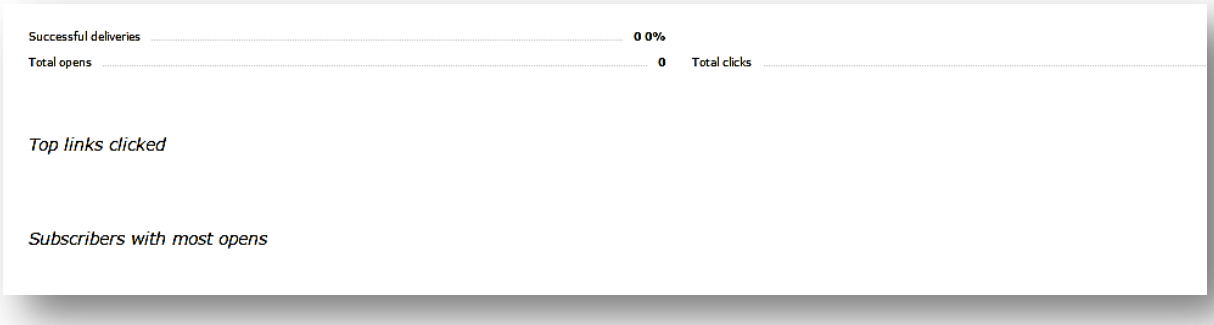
Next edit the email templates for each of the reminders that you have chosen to send:



Reporting

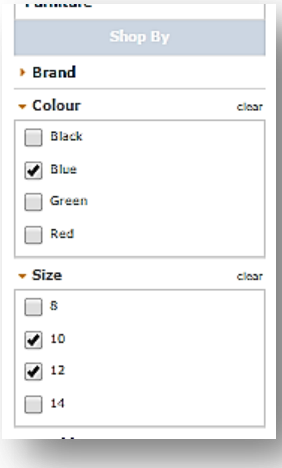
The reporting Dashboard provides stats on Abandoned carts and at what step the abandonment occurred together with open rate %, clickrate %, recover rate% and unsubscribe %





Multiple Selection of Shop By Filters

Often a customer may like to make multiple selections for colours or sizes and this is now possible in e-retailer:



Remember to blog – if you would like this feature turned on for your site please ask and we will enable it. Refer to our December newsletter for details on blogging within your e-retailer site to build SEO strength.

For the past 8 weeks we have been working on a new gift voucher module which will allow e-vouchers to be purchased on-line – including selecting different background images and personalised messages. These may then be delivered to an email recipient at a selected date and time. Traditional physical cards are also able to be purchased on-line and these will be sent out from the head office.

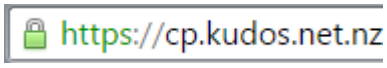
Any voucher, no matter where it was purchased can be redeemed instore or on-line. This is where the tight integration of e-retailer and Counter Intelligence really delivers.

Expect to see the release of this module within 4 weeks.

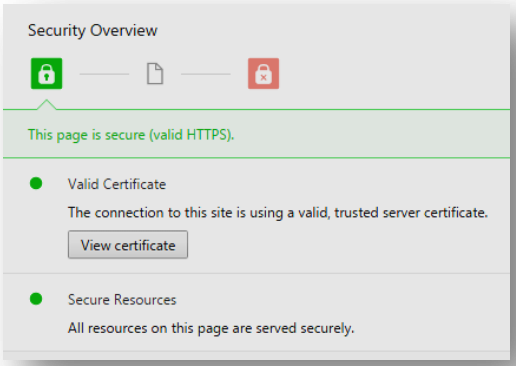
PayPal is in the process of upgrading the SSL certificates used to secure their web sites and API endpoints. These new certificates will be signed using the SHA-256 algorithm and VeriSign's 2048-bit G5 Root Certificate. You will need to ensure that your environment supports the use of the SHA-256 signing algorithm. The date for this requirement has been extended from 17th June to 30th September 2016 however we would recommend that you implement this much sooner as they will be carrying out live testing during this period which will affect your site should you have an invalid certificate.

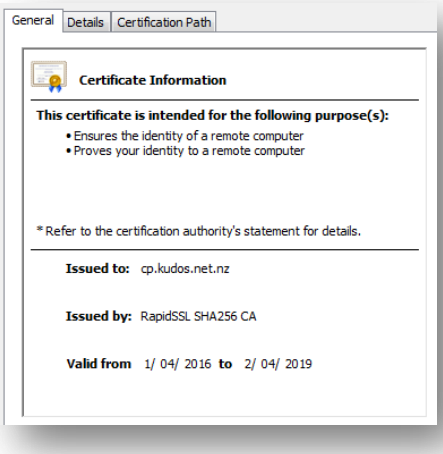
How do I tell if I am already using an SSL certificate?.

Normally, when browsing the web, the URLs (web page addresses) begin with the letters "http". However, over a secure connection the address displayed should begin with "https" - .For example if you logon to kudos.net.nz the url will change to below:



To determine the certificate being used click on the padlock, then select details– in our case it reveals:





Clicking on view certificate reveals that the site is on the SHA256 standard that PayPal are requiring. Most current certificates should be at this level by default.

Alternatively you can use sites such as https://sslanalyzer.comodoca.com/ to find certificate information.

OK – I don't have an SSL certificate for my site

There are 3 levels of certificate and these may be sourced from a number of providers.

Level 1: Domain Validation or DV Certificates
This is the lowest level of authentication used to issue SSL certificates. The Certificate Authority (CA) will issue this certificate to anyone listed as the domain admin contact in the public record associated with a domain name. As a result, DV certificates are issued very quickly. No company information is checked or displayed on the certificate.

Level 2: Organization Validation or OV Certificates
OV is the more secure step up from DV. As well as checking up on ownership of the domain name, the Certificate Authority will also carry out additional vetting of the organization and individual applying for the certificate. This might include checking the address where the company is registered and the name of a specific contact. This vetted company information is displayed to visitors on the certificate, making ownership of the site much more visible.

Level 3: Extended Validation or EV Certificates
This is the gold standard in SSL certificates. EV verification guidelines, drawn up by the Certificate Authority/ Browser Forum, require the Certificate Authority to run a much more rigorous identity check on the organization or individual applying for the certificate. Sites with an EV SSL certificate have a green browser address bar and a field appears with the name of the legitimate website owner and the name of the Certificate Authority that issued the certificate.

Because your e-retailer website does not carry out any creditcard transactions it is the payment gateway vendors SSL certificate that are used – and this will most definitely carry an EV level certificate (level 3 above).

Options available through Kudos Solutions:

As a domain name registrar we have access to the RapidSSL Certificates. The Rapid SSL certificate offers the most cost effective annual cost – but other options are available.

RapidSSL
Simple site security for less.

A cost effective option is available with RapidSSL

Rapid SSL Domain Validated (DV)	NZ $99.00 PA

Or

GeoTrust

GeoTrust Quick SSL Domain Validated (DV)	US$149 PA
GeoTrust TrueBusiness Organization Validated (OV)	US$199 PA
GeoTrust TrueBusiness – Extended Validation (EV)	US$299 PA

thawte

SSL 123 Domain validated(DV)	US $59 PA

If you wish Kudos to set your SSL Certificate up there is a charge of $25