

SquareTrade Customer Case Study: AmberDream.com



“I couldn’t believe the results! The SquareTrade Security Seal delivered a significant increase in sales conversions that more than paid for itself.”

-Alex Zilberg
President, AMBERDREAM.COM, LLC

SquareTrade Impact

AmberDream.com reported a 48% increase in their customer conversions rate over a 3 month period after implementing the SquareTrade Security Seal. With an average ticket price over \$170, AmberDream.com’s increased conversion rate made a significant impact on their net profit.

Why They Chose SquareTrade

AmberDream.com president Alex Zilberg wanted to ensure that his \$2,000 monthly investment in search engine advertising was a success. According to Alex, 60% of AmberDream.com’s customer base are new visitors unfamiliar with his website. These customers often visit, but do not buy or may go to larger competitor sites that have more credibility. The company chose to utilize SquareTrade Security Seal in order to level the playing field and boost customer confidence in his site’s protection of personal information and credit card data. Although they considered other services, AmberDream.com felt SquareTrade offered the most cost effective solution that would provide a positive return on investment.

Company Background

AmberDream.com offers the widest assortment of amber and sterling silver jewelry found on the Internet. Launched in May of 2003, AmberDream.com delivers impeccable service and unbeatable prices. Customers purchase with the assurance that all jewelry sold on AmberDream.com has been individually inspected to meet AmberDream.com’s stringent quality standards for fine gemstones.