



Irish eCommerce Trustmark



Retail Excellence 2019
TRUSTMARK
Certified Shop

Retail Excellence in partnership with Ecommerce Europe launched the Irish eCommerce Trustmark in order to promote cross-border trade. Each retailer displaying a Trustmark logo has passed a European standard of excellence ensuring they can provide an efficient user experience and process payments securely. The Trustmark increases consumer confidence and ensures a safe environment for online shoppers. By displaying the Trustmark logo, the retailer indicates to the consumer that the website is compliant with the latest Irish and EU legislation. The Trustmark increases protection for consumers and retailers by establishing one European set of rules. Mystery audits are conducted regularly to ensure high standards are upheld and each applicant will receive a detailed assessment of their website.

Additional benefits of the Trustmark include an International Complaints Handling Procedure available to both consumers and retailers. The Irish eCommerce Trustmark aims to boost cross-border trade within the EU online market which is estimated to be worth over €600 billion for 2018.



Up to **26%**
increase in
conversion rates
from displaying a
Trustmark logo

65%

of EU consumers
feel a Trustmark
is important

92%

of shoppers in the
Netherlands only
purchase from sites
with a Trustmark

Annual Fee: €300 + VAT
Contact Retail Excellence Today!



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