



Irish eCommerce Trustmark



Retail Excellence 2019
TRUSTMARK
Certified Shop



www.retailexcellence.ie

About the Trustmark...

The Irish eCommerce Trustmark provides consumer confidence and ensures a safe environment for online users to enhance the competitiveness of the online retail sector.

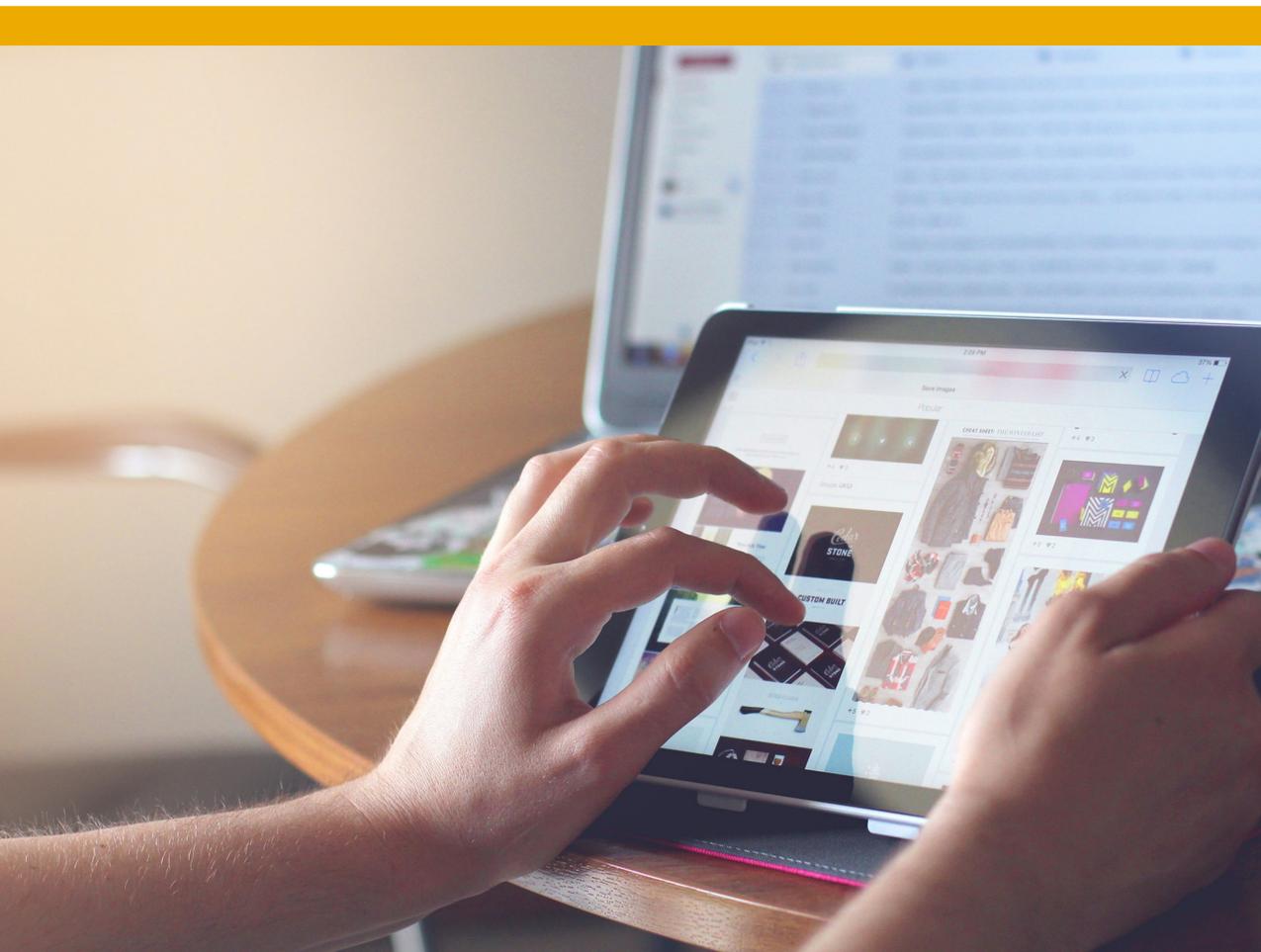
The Trustmark increases protection for consumers and merchants by establishing one European set of rules and by ensuring clear communication.

By establishing one European set of rules, and by ensuring clear communication of these rules, the Irish eCommerce Trustmark aims to boost cross-border eCommerce through better protection for consumers.



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

65% of EU consumers feel a Trustmark is important



Why implement the Trustmark?

The Irish eCommerce market is valued at over €6.8 billion for 2017 and the Irish eCommerce Trustmark therefore recognises the pivotal role that consumer trust plays in the world of eCommerce.

By implementing the Irish eCommerce Trustmark the online presence of Irish retailers will be significantly boosted across the European market valued at over €602 billion in 2018 up from €598 billion for 2017.

Did you know...?

92% of shoppers in the Netherlands only purchase from sites with a Trustmark



Retailer Benefits

- Boost your ROI and European online trading volumes
- Build consumer confidence and awareness of your brand across Europe
- Demonstrate to consumers that you meet all online legislation and regulation
- Participate in an international complaints handling procedure
- Support the protection of consumer's data
- Mystery audits of websites ensuring high standards are upheld



Consumer Benefits

- Increased confidence in the delivery capability of the merchant
- National and International complaints handling procedure
- Enhanced security of consumers data Certified retailers accept the preferred payment method of consumers
- Reassurance that consumer rights will be upheld
- Mystery audits of websites ensuring high standards are upheld



Contact us today for more information
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+353 65 68 46297
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What Retailers had to say...

The eCommerce Trustmark is a fantastic initiative launched by Retail Excellence to enhance consumer confidence and promote cross-border eCommerce. It is based upon a common set of European criteria which complies with the required level of Irish and EU legislation. The Google Incubation Programme run by Retail Excellence gave us the skills and expertise to successfully trade online across international markets.

I would encourage all retailers who are actively trading online to utilise the Irish and EU Trustmark in order to promote your brand across a growing international eCommerce market both at home and abroad.

- Paul Kealy

Tony Kealy's, ,Dublin, Cork & Belfast

TONY KEALYS
For All Your Baby's Needs

McELHINNEY'S

BALLYBOFEY CO DONEGAL

On registering for the Trustmark, applicants are furnished with a comprehensive set of rights and obligations establishing a benchmark for excellence and best practice. We know retailers displaying a Trustmark on their websites have experienced increased conversion, lower barrier to entry for cross-border trade and increased consumer confidence with 65% of consumers in Europe saying they will shop with a retailer displaying a national and eCommerce Europe Trustmark over a retailer that does not display any.

I would encourage any online retailer to sign-up Retail Excellence Trustmark as not only do you have peace of mind that you are compliant but it encourages sales and consumer trust.

McElhinneys, Ballybofey, Co. Donegal



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eCommerce Europe

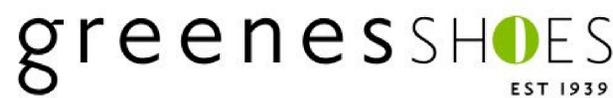
Ecommerce Europe is the association representing 75,000+ companies selling goods and/or services online to consumers in Europe. Founded by leading national e-commerce associations, Ecommerce Europe is the voice of the e-commerce sector in Europe. Its mission is to stimulate cross-border e-commerce through lobbying for better or desired policy, tabling the e-commerce sectors' demands on the agenda of those designing the necessary standards and regulations, by offering a European platform bringing the European e-commerce sector and other stakeholders together, and by providing in-depth research data about European markets. Moreover, Ecommerce Europe provides certified online companies across Europe with a European Trustmark label, with the aim of increasing consumers' trust in cross-border purchases.



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Current online retailers who are certified with the Retail Excellence eCommerce Trustmark logo



The Office Centre



Making lives easier, healthier and happier





Retail
Excellence
Empowering an Industry

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