

Skipping SSL? The 5 risks you're passing on to customers



Every time a customer sees a "Not Secure" warning, they instinctively leave - most never come back. This means high bounce and low conversion rates.

Handling customer websites without an SSL certificate means ignoring some seriously alarming stats.

"Not Secure"

These browser warnings increase bounce rates by 25-40%.

Source: Openprovider's Turning trust into profit SSL whitepaper.

83%

The proportion of consumers say they will not do business with websites they don't trust.

Source: Zendesk

4 million

The potential cost of a data breach.

Source: IBM Security.

15-20%

The increase in organic traffic that HTTPS websites enjoy.

Source: Hubspot

8-12 hours

The time that automated SSL tools can save IT teams per certificate annually by eliminating manual renewal and error checks.

Source: Openprovider's Turning trust into profit SSL whitepaper.



At Openprovider, we understand the challenge of building trust with your customers while meeting their expectations and driving business growth.

That's why we provide premium SSL certificates for you to upsell additional portfolio products - improve the performance of your customers' websites and grow your overall ROI.



[Start turning trust into profit](#)