



Elite-Electronix.com used Google Product Search and Google Checkout to generate 80 percent of its site traffic and reduce fraud costs to zero.



Who they are

Elite-Electronix
www.elite-electronix.com
Marietta, Georgia and
Ft. Lauderdale, Florida

Online shop specializing in Pocket PCs, PDAs, GSM phones, laptops and other mobile consumer electronics

What they needed to do:

- Increase exposure for large product inventory and boost traffic to site
- Protect against fraud
- Offer a simple, fast and secure checkout method for customers
- Reduce transaction processing costs

What they did

- Adopted Google Checkout as its exclusive checkout method
- Listed all products in Google Product Search
- Attracted more buyers by displaying Google Checkout badge in AdWords ads and Product Search listings
- Earned free transaction processing by using Google AdWords with Google Checkout

What they accomplished

- **Protected against fraud:** Since implementing Google Checkout as its exclusive checkout option, fraud has been reduced to zero and chargebacks have been eliminated.
- **Adopted a single checkout option:** Dropped transaction fees to zero and improved cash flow by allocating resources toward business growth rather than toward transaction fee and fraud costs. Able to process international transactions.
- **Increased growth rate 600 percent:** Leveraged the combined benefits of Google Product Search, Google AdWords and Google Checkout to become highly profitable.
- **Increased conversion rate, added new customers, and boosted sales:** 80 percent of customers originate from Google Product Search.
- **Established company as trusted online merchant:** By aligning with the Google brand, encouraged customers to do business with a respected online retailer.

Online retailer Elite-Electronix believes in two core principles: great prices and superior customer service. Headquartered in Marietta, Georgia, the firm's focus on supplying the most sought after consumer electronics below market prices has resulted in a 600 percent growth year to year.

However, according to Elite-Electronix president Kameko Oliver, achieving such success hasn't been easy. "Our biggest challenge as an e-commerce organization has been avoiding fraud," he says. "It may sound simple, but fraudulent purchases can put companies like ours right out of business in a hurry."

Safety in numbers

When Oliver first decided to use Google Checkout, he simply wanted to provide Elite-Electronix customers with an alternative checkout method. He soon realized that it offered much more – Google Checkout virtually eliminated fraud and helped the company grow to where it is today.

Prior to adopting Google Checkout, Elite-Electronix had constantly struggled with fraud, with other service providers doing little to help. In one fiscal year, Elite-Electronix received \$21,000 in chargebacks with no way of disputing them – a situation that nearly put the company out of business.

Since implementing Google Checkout as its exclusive checkout option, Elite-Electronix's fraud and chargeback rates have been reduced to zero, and profits have soared. "Google does a great job of identifying and filtering out fraudulent transactions," notes Oliver. "And the company's Payment Guarantee offers another level of protection. When orders are covered by Google's Payment Guarantee, we're guaranteed payment on that order even if it results in a chargeback." Now, rather than having to set money aside for looming, unexpected chargebacks, the company can put its cash to better use.

"Our favorite feature of Google Product Search is the ability to show customers we use Google Checkout. That familiar, reliable Google badge differentiates us from the competition, tells our customers that we are aligned with a well-respected brand, and reassures them that they will experience a smooth, secure checkout process. It's an incentive to buy."

In addition to eliminating fraud and chargebacks, Oliver notes that Google Checkout provides a number of other benefits. For example, since implementing Google Checkout exclusively, Elite-Electronix has seen a substantial increase in sales. Google Checkout has helped Elite-Electronix acquire new customers, increase retention and boost conversion rates. "When customers see the familiar Google badge next to our name, they trust the brand to provide a fast, safe, secure checkout experience," says Oliver. At the same time, for every \$1 of Google AdWords advertising that Elite-Electronix uses, the company can process \$10 in sales for free. Says Oliver, "Google Checkout, when combined with our Google AdWords spend, has enabled us to process transactions for free."

ABOUT GOOGLE PRODUCT SEARCH

Google Product Search™ is a free and powerful way to access the largest collection of buyers and sellers on the web. Sellers use Google Base™ to submit their products, which then appear when shoppers type related search terms into Product Search. Product Search integrates with Google Checkout, displaying the Checkout badge and allowing users to filter their searches to see Checkout merchants only.

For more information, visit <http://www.google.com/base/help/sellongoogle.html>.

ABOUT GOOGLE ADWORDS

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit <http://adwords.google.com>.

ABOUT GOOGLE CHECKOUT

Google Checkout™ is a fast, convenient checkout process. Online merchants use Checkout to process orders and charge their customers' credit or debit cards. Shoppers can make purchases quickly and securely, using a single username and password. Checkout also works with Google's search advertising program, AdWords, to help merchants increase sales and minimize expenses throughout the online sales and marketing process.

For more information, visit <http://checkout.google.com/sell>.

Top of search, best pricing

From his own life as a consumer prior to starting his business, Oliver had always found great value in using Google Product Search for fast, easy, comparative online shopping. He relied on it to find the best prices on products he was looking to buy. "When I established Elite-Electronix, I already knew that Google Product Search would be essential for driving traffic to the site," he notes.

During its first year and a half in business, Elite-Electronix relied almost exclusively on Google Product Search as its source of site traffic. Since then, Google Product Search has substantially contributed to the company's impressive growth, and is now responsible for generating more than 80 percent of the company's traffic. "Our favorite feature of Google Product Search is the ability to show customers we use Google Checkout. That familiar, reliable Google badge differentiates us from the competition, tells our customers that we are aligned with a well-respected brand, and reassures them that they will experience a smooth, secure checkout process. It's an incentive to buy," says Oliver.

Listing its products in Google Product Search enables the company to boost site traffic at no charge. In addition, Google Product Search acts as a barometer for Elite-Electronix to keep its products competitively priced.

Reaching more customers

By taking advantage of Google Checkout, Product Search and AdWords, Elite-Electronix is able to reach more customers than ever. "We are no longer constrained to processing only domestic sales orders, thanks to the ability to service customers globally with Google Product Search and Google Checkout," says Oliver.

Listening to customer feedback has also helped the company improve all areas of operations. "We have received positive and constructive feedback from our customers that find us through Google Product Search and use Google Checkout, which we really appreciate," says Oliver. "People are helping us become a better merchant, and ultimately more service-oriented."

