



**OTA**  
Online Trust Alliance

**April 09 - Online Retail Summary**

Top 100 69% Adoption  
Top 200 59% Adoption  
Top 300 55% Adoption

STATUS OF TOP ONLINE RETAILERS AUTHENTICATING DOMAINS & EMAIL			
Rank	Company / Brand	URL / Domain	Status
1	Amazon.com Inc.	amazon.com	✓
2	Staples Inc.	staples.com	✓
3	Office Depot Inc.	officedepot.com	✓
4	Dell Inc.	dell.com	✓
5	HP Home & Home Office Store (Hewlett-Packard Co.)	hpshopping.com	Non-Complying
6	OfficeMax Inc.	officemax.com	✓
7	Apple Inc.	apple.com	✓
8	Sears Holdings Corp.	sears.com	Non-Complying
9	CDW Inc.	cdw.com	✓
10	Newegg.com	newegg.com	✓
11	QVC Inc.	qvc.com	✓
12	Best Buy Co.	bestbuy.com	✓
13	SonyStyle.com	sonystyle.com	✓
14	Walmart.com (a subsidiary of Wal-Mart Stores Inc.)	walmart.com	✓
15	J.C. Penney Co. Inc.	jcpenney.com	✓
16	Circuit City Stores Inc.	circuitcity.com	✓
17	Netflix Inc.	netflix.com	✓
18	Costco Wholesale Corp.	costco.com	✓
19	Target Corp.	target.com	✓
20	Victoria's Secret Direct (Limited Brands Inc.)	victoriasecret.com	Non-Complying
21	Williams-Sonoma Inc.	williams-sonoma.com	✓
22	Systemax Inc.	tigerdirect.com	✓
23	L.L. Bean Inc.	llbean.com	✓
24	Gap Inc. Direct	gap.com	Non-Complying
25	IAC/InterActiveCorp.	hsn.com	✓
26	Quixtar Inc.	quixtar.com	✓
27	Zappos.com Inc.	zappos.com	✓
28	Macy's Group Inc. (Federated Department Stores)	macys.com	✓
29	Redcats USA	chadwicks.com	Non-Complying
30	Overstock.com Inc.	overstock.com	✓
31	Avon Products Inc.	avon.com	✓
32	Nordstrom Inc.	nordstrom.com	Non-Complying
33	Buy.com Inc.	buy.com	✓
34	PC Connection Inc.	pcconnection.com	Non-Complying
35	Blockbuster Inc.	blockbuster.com	✓
36	1-800-Flowers.com Inc.	1800flowers.com	Non-Complying
37	The Neiman Marcus Group Inc.	neimanmarcus.com	✓
38	BarnesandNoble.com Inc.	bn.com	✓
39	Musician's Friend Inc. (Guitar Center Inc.)	musiciansfriend.com	Non-Complying
40	Cabela's Inc.	cabelas.com	✓
41	Drugstore.com Inc.	drugstore.com	Non-Complying
42	The Home Depot Inc.	homedepot.com	✓
43	Toys "R" Us Inc.	toysrus.com	✓
44	Scholastic Inc.	scholastic.com	Non-Complying
45	Peapod LLC (a subsidiary of Royal Ahold)	peapod.com	Non-Complying
46	Saks Direct (Saks Fifth Avenue)	saksfifthavenue.com	Non-Complying
47	Nike Inc.	nike.com	Non-Complying
48	Blue Nile Inc.	bluenile.com	✓
49	Oriental Trading Co. Inc.	orientaltrading.com	Non-Complying
50	J. Crew Group Inc.	jcrew.com	Non-Complying
51	Foot Locker Inc.	footlocker.com	Non-Complying
52	Crate & Barrel	crateandbarrel.com	✓
53	Coldwater Creek Inc.	coldwatercreek.com	✓
54	Abercrombie & Fitch Co.	abercrombie.com	✓
55	FTD Group Inc.	ftd.com	Non-Complying
56	Spiegel Brands Inc.	spiegel.com	✓
57	VistaPrint Ltd.	vistaprint.com	Non-Complying

58	FreshDirect LLC	freshdirect.com	✓
59	American Eagle Outfitters Inc.	ae.com	✓
60	Norm Thompson Outfitters Inc.	normthompson.com	✓
61	PC Mall Inc.	pcmall.com	✓
62	Recreational Equipment Inc.	rei.com	✓
63	Kohl's Corp.	kohls.com	✓
64	The Talbots Inc.	talbots.com	Non-Complying
65	ShopNBC.com (ValueVision Media Inc.)	shopnbc.com	✓
66	Army & Air Force Exchange Service	aafes.com	Non-Complying
67	Disney Shopping Inc. (Disney Consumer Products)	disneydirect.com	✓
68	Follett Higher Education Group	efollett.com	✓
69	CSN Stores Inc.	csnstores.com	✓
70	Walgreen Co.	walgreens.com	✓
71	Eddie Bauer	eddiebauer.com	Non-Complying
72	Lowe's Cos. Inc.	lowes.com	Non-Complying
73	AbeBooks Inc.	abebooks.com	✓
74	Bidz.com Inc.	bidz.com	✓
75	Northern Tool + Equipment Catalog Co.	northerntool.com	✓
76	Shutterfly Inc.	shutterfly.com	✓
77	Urban Outfitters Inc.	urbanoutfitters.com	✓
78	Etronics Inc.	etronics.com	✓
79	Bass Pro Outdoor Online LLC	basspro.com	✓
80	Harry and David Holdings Inc.	harryanddavid.com	Non-Complying
81	Hanover Direct Inc.	thecompanystore.com	✓
82	NetShops Inc.	netshops.com	✓
83	Restoration Hardware Inc.	restorationhardware.com	Non-Complying
84	Safeway Inc.	safeway.com	✓
85	CVS Corp.	cvs.com	✓
86	Gateway Inc.	gateway.com	✓
87	Ralph Lauren Media LLC	polo.com	✓
88	Tiffany & Co.	tiffany.com	Non-Complying
89	RealPlayer Music Store (RealNetworks Inc.)	musicstore.real.com	Non-Complying
90	eBags.com	ebags.com	✓
91	Drs. Foster & Smith Inc.	drsfostersmith.com	Non-Complying
92	Market Day Corp.	marketday.com	Non-Complying
93	Art.com Inc.	allposters.com	✓
94	U.S. Auto Parts Network	usautoparts.net	Non-Complying
95	J&R Electronics Inc.	jr.com	✓
96	Fingerhut Direct Marketing Inc.	fingerhut.com	Non-Complying
97	American Girl LLC	americangirl.com	✓
98	1-800 Contacts Inc.	1800contacts.com	✓
99	Sierra Trading Post Inc.	sierratradingpost.com	✓
100	SmartBargains.com	smartbargains.com	✓
101	dELIA's Inc.	delias.com	✓
102	Accoona Corp.	lcdtvs.com	Non-Complying
103	Charming Shoppes Inc.	lanebryant.com	Non-Complying
104	Crutchfield Corp.	crutchfield.com	✓
105	Lillian Vernon Corp.	lillianvernon.com	Non-Complying
106	Omaha Steaks	omahasteaks.com	Non-Complying
107	Ann Taylor Stores Corp.	anntaylor.com	Non-Complying
108	Sephora USA Inc.	sephora.com	✓
109	PetMed Express Inc.	1800petmeds.com	✓
110	YOOX Group	yoox.com	✓
111	J.C. Whitney & Co.	jcwhitney.com	Non-Complying
112	Alibris Inc.	alibris.com	✓
113	Napster Inc.	napster.com	Non-Complying
114	Ritz Interactive Inc.	ritzcamera.com	Non-Complying
115	Audible Inc.	audible.com	✓
116	GameStop Corp.	gamestop.com	✓
117	eToys Direct Inc.	etoys.com	Non-Complying
118	CaféPress.com	cafePress.com	Non-Complying
119	eCOST.com Inc.	ecost.com	✓
120	Coastal Contacts Inc.	coastalcontacts.com	✓
121	B&H Photo-Video-Pro Audio	bhphotovideo.com	Non-Complying
122	The Orvis Co. Inc.	orvis.com	✓
123	Dick's Sporting Goods Inc.	dickssportinggoods.com	Non-Complying

124	AJ Madison Inc.	ajmadison.com	✓
125	Infinity Resources Inc.	deepdiscount.com	✓
126	Lifeway Christin Resources	lifeway.com	✓
127	Hallmark Cards Inc.	hallmark.com	✓
128	Bluefly Inc.	bluefly.com	✓
129	eLuxury.com Inc. (LVMH Inc. U.S.)	eluxury.com	✓
130	National Football League	nflshop.com	Non-Complying
131	Brookstone Inc.	brookstone.com	✓
132	RedEnvelope Inc.	redenvelope.com	✓
133	Onlineshoes.com	onlineshoes.com	✓
134	Bed Bath & Beyond Inc.	bedbathandbeyond.com	✓
135	Jewelry Television (America's Collectibles Network Inc.)	jtv.com	Non-Complying
136	American Greetings Corp.	americangreetings.com	✓
137	Indigo Books & Music Inc.	chapters.indigo.ca	Non-Complying
138	ShoeMall.com (Mason Companies Inc.)	shoemall.com	Non-Complying
139	Lamps Plus Inc.	lampsplus.com	Non-Complying
140	LEGO Brand Retail Inc.	legoshop.com	Non-Complying
141	Ross-Simons Inc.	ross-simons.com	✓
142	Vitacost.com Inc.	vitacost.com	✓
143	Home Décor Products Inc.	homeclick.com	✓
144	Ice.com Inc.	ice.com	✓
145	Direct Marketing Services Inc.	wards.com	Non-Complying
146	Coach Inc.	coach.com	Non-Complying
147	Dillard's Inc.	dillards.com	Non-Complying
148	Improvement Direct Inc.	faucetdirect.com	Non-Complying
149	Shoes.com Inc., a subsidiary of Brown Shoe Co.	shoes.com	✓
150	OneCall.com (Huppins Hifi, Photo and Video Inc.)	onecall.com	Non-Complying
151	Potpourri Group Inc.	potpourrigift.com	Non-Complying
152	The Shopping Channel, A Division of Rogers Media	theshoppingchannel.com	Non-Complying
153	SkyMall	Skymall.com	✓
154	Linens 'n Things Inc.	linensnthings.com	Non-Complying
155	NBTY Inc.	hollandandbarrett.com	Non-Complying
156	FragranceNet.com	fragrancenet.com	✓
157	Abt Electronics Inc.	abtelectronics.com	Non-Complying
158	MLB Advanced Media	shop.mlb.com	Non-Complying
159	Comp-U-Plus	compuplus.com	✓
160	Panasonic Corp. of North America	panasonic.com	Non-Complying
161	The Finish Line Inc.	finishline.com	✓
162	Hanna Andersson Corp.	hannaandersson.com	✓
163	Celebrate Express Inc.	birthdayexpress.com	Non-Complying
164	Furniture.com Inc.	furniture.com	✓
165	Cooking.com Inc.	cooking.com	✓
166	Replacements Ltd.	replacements.com	✓
167	Frederick's of Hollywood Inc.	fredericks.com	✓
168	SimonDelivers.com	simondelivers.com	Non-Complying
169	The Sports Authority Inc.	sportsauthority.com	Non-Complying
170	Zale Corp.	zales.com	Non-Complying
171	Thompson and Company of Tampa Inc.	linensource.com	✓
172	Green Mountain Coffee Roasters	greenmountaincoffee.com	✓
173	AutoZone Inc.	autozone.com	✓
174	Computer Geeks	geeks.com	✓
175	Select Comfort Corp	selectcomfort.com	Non-Complying
176	The Sharper Image Corp.	sharperimage.com	Non-Complying
177	Road Runner Sports Inc.	roadrunnersports.com	✓
178	iFLOOR.com (Smooth Corp.)	ifloor.com	Non-Complying
179	The Vermont Teddy Bear Co.	vermontteddybear.com	Non-Complying
180	Rooms To Go Inc.	roomstogo.com	Non-Complying
181	The Children's Place Retail Stores Inc.	childrensplace.com	✓
182	CD Universe (CLBL Inc.)	cduniverse.com	✓
183	Discovery Communications Inc.	discoverystore.com	Non-Complying
184	PETCO Animal Supplies Inc.	petco.com	Non-Complying
185	Decorative Product Source Inc.	faucet.com	✓
186	Vitamin Shoppe	vitaminshoppe.com	Non-Complying
187	Benchmark Brands Inc.	foodsmart.com	Non-Complying
188	Under Armour Inc.	underarmour.com	✓
189	PersonalCreations.com (PC Acquisitions Inc.)	personalcreations.com	✓

190	Jos. A. Bank Clothiers Inc.	josbank.com	Non-Complying
191	Palm Inc.	palm.com	Non-Complying
192	Chelsea & Scott Ltd.	leapsandbounds.com	Non-Complying
193	Blinds.com (Global Custom Commerce)	blinds.com	Non-Complying
194	PetsUnited LLC	dog.com	Non-Complying
195	Miles Kimball (Blyth Inc.)	mileskimball.com	Non-Complying
196	TimeLife.com (Direct Holdings Americas Inc.)	timelife.com	Non-Complying
197	Frys.com (Fry's Electronics Inc.)	frys.com	Non-Complying
198	Big Fish Games Inc.	bigfishgames.com	✓
199	CustomInk.com (CustomInk LLC)	customink.com	✓
200	Sam Ash Music Corp.	samash.com	✓
201	Venus Swimwear Inc.	venus.com	✓
202	eCampus.com (A Book Co. LLC)	ecampus.com	✓
203	Aéropostale Inc.	aeropostale.com	Non-Complying
204	Fossil Inc.	fossil.com	✓
205	American Musical Supply Inc.	americanmusical.com	✓
206	Franklin Covey Co.	franklincovey.com	✓
207	Wine.com Inc.	wine.com	Non-Complying
208	AutoAnything	autoanything.com	✓
209	Chico's FAS Inc.	chicos.com	✓
210	JoAnn.com (IdeaForest.com Inc.)	joann.com	Non-Complying
211	Zazzle.com Inc.	zazzle.com	✓
212	iHerb Inc.	iherb.com	✓
213	Overton's Inc.	overtons.com	Non-Complying
214	Golfsmith International Holdings Inc.	golfsmith.com	✓
215	DrJays.com (DJ Networks)	drjays.com	Non-Complying
216	FansEdge Inc. (Dreams Inc.)	fansedge.com	✓
217	SkinStore	SkinStore.com	✓
218	Team Express Inc.	baseballexpress.com	Non-Complying
219	National Business Furniture LLC	nbfc.com	Non-Complying
220	OpticsPlanet Inc.	opticsplanet.com	✓
221	Hammacher Schlemmer & Co. Inc.	hammacher.com	✓
222	Jomashop	Jomashop.com	Non-Complying
223	Databazaar.com	databazaar.com	✓
224	BizChair.com (Belnick Inc.)	bizchair.com	✓
225	PetSmart Inc.	petsmart.com	Non-Complying
226	Callaway Golf Interactive	shop.callawaygolf.com	Non-Complying
227	Bare Necessities (BareWeb Inc.)	bare necessities.com	Non-Complying
228	Instawares LLC	instawares.com	✓
229	DVD Empire	dvdempire.com	Non-Complying
230	Bose	Bose.com	Non-Complying
231	Diapers.com (1800Diapers Inc.)	diapers.com	✓
232	Folica Inc.	folica.com	✓
233	SuperMediaStore.com (Linkyo Corp.)	supermediastore.com	Non-Complying
234	Barrie Pace (Hartmarx Corp.)	barripace.com	Non-Complying
235	RadioShack Corp.	radioshack.com	Non-Complying
236	Sweetwater.com (Sweetwater Sound Inc.)	sweetwater.com	✓
237	PersonalizationMall.com	personalizationmall.com	✓
238	A/X Armani Exchange	armaniexchange.com	Non-Complying
239	BabyCenter	BabyCenter.com	✓
240	Hot Topic Inc.	hottopic.com	✓
241	Decorative Hardware Direct	homeannex.com	Non-Complying
242	Hickory Farms Inc.	hickoryfarms.com	✓
243	LumberLiquidators.com	lumberliquidators.com	Non-Complying
244	PartsAmerica.com	partsamerica.com	✓
245	Levenger Co.	levenger.com	Non-Complying
246	SheetMusicPlus.com (NoteAble Holdings Inc.)	sheetmusicplus.com	✓
247	CymaxStores	cymaxstores.com	Non-Complying
248	Irobot	store.irobot.com	Non-Complying
249	pcRUSH.com (Atman Inc.)	pcrush.com	Non-Complying
250	Tween Brands Inc.	limitedtoo.com	Non-Complying
251	DecorateToday.com (American Blind & Wallpaper Factory Inc.)	decoratetoday.com	✓
252	Super Warehouse (SWH Enterprises Inc.)	superwarehouse.com	✓
253	Tech for Less LLC	techforless.com	✓
254	Casual Male Retail Group Inc.	casualmale.com	✓
255	SmoothFitness.com (InternetFitness.com Inc.)	smoothfitness.com	Non-Complying

256	Softchoice	softchoice.com.	Non-Complying
257	Guess? Inc.	guess.com	✓
258	Boscov's Department Store LLC	boscovs.com	Non-Complying
259	CompactAppliance.com (Richlund Ventures Inc.)	compactappliance.com	✓
260	Moosejaw Mountaineering	moosejaw.com	✓
261	The Gymboree Corp.	gymboree.com	✓
262	American Apparel	americanapparel.net	✓
263	Design Within Reach Inc.	dwr.com	Non-Complying
264	babystyle (eStyle Inc.)	babystyle.com	Non-Complying
265	Directron.com	directron.com	Non-Complying
266	1800mattress.com	1800mattress.com	Non-Complying
267	Lakeside Collection (LTD Commodities LLC)	lakeside.com	✓
268	ThinkGeek Inc.	thinkgeek.com	Non-Complying
269	4inkjets.com (LD Products Inc.)	4inkjets.com	✓
270	bebe stores inc.	bebe.com	✓
271	GameFly Inc.	gamefly.com	✓
272	Campmor Inc.	campmor.com	Non-Complying
273	Smith & Hawken Ltd. (The Scott Co.)	smithandhawken.com	Non-Complying
274	Dooney & Bourke Inc.	store.dooney.com	Non-Complying
275	Payless ShoeSource Inc.	paylessshoesource.com	Non-Complying
276	Bellacor Inc.	bellacor.com	Non-Complying
277	123inkjets.com (E-Babylon Corp.)	123inkjets.com	Non-Complying
278	Gaiam	Gaiam.com	✓
279	Patagonia Inc.	patagonia.com	Non-Complying
280	Dover Saddlery Inc.	doversaddlery.com	✓
281	The Container Store Inc.	containerstore.com	Non-Complying
282	PropertyRoom.com Inc.	propertyroom.com	✓
283	Books-A-Million Inc.	booksamillion.com	✓
284	Rugs Direct (Winchester Carpet and Rugs Co.)	rugs-direct.com	Non-Complying
285	YesAsia.com (HK) Ltd.	us.yesasia.com	Non-Complying
286	Brooks Brothers	brooksbrothers.com	✓
287	Ristal Inc.	selectblinds.com	Non-Complying
288	A&E Television Networks	shopaetv.com	Non-Complying
289	AmeriMark Direct LLC	amerimark.com	✓
290	Stacks and Stacks	stacksandstacks.com	✓
291	NASCAR.com Superstore	store.nascar.com	Non-Complying
292	Rugs USA	rugsusa.com	Non-Complying
293	Touch of Class Catalog (Parke-Bell Ltd. Inc.)	touchofclasscatalog.com	Non-Complying
294	eMusic	eMusic.com	✓
295	Motorcycle Superstore Inc.	motorcycle-superstore.com	Non-Complying
296	BabyAge.com Inc.	babyage.com	Non-Complying
297	National Hockey League	shop.nhl.com	Non-Complying
298	Davids Bridal	davidsbridal.com	Non-Complying
299	Fortunoff, The Source	fortunoff.com	Non-Complying
300	Cheaper Than Dirt	cheaperthandirt.com	Non-Complying

*Methodology – Analysis was completed during the period of April 3 and April 13, 2009, based on examining the public DNS records of the brands and governmental agencies, as well as examining over 30 million emails sent to consumers purporting to come from the legitimate brand and domain. Data was provided in part by Microsoft Corporation, IronPort Systems, MX Logic and Return Path Inc. Ranking of ecommerce brands is based on data published by the [Internet Retailer](#). Pass or non-complying grades were based on the ability to validate the use of email authentication standards including SPF/Sender ID or DomainKeys Identified Email (DKIM) at the corporate domain level. Organizations using test SPF records ending in ?all were rate as non-complying since by design they cannot be utilized by receiving networks.*

*Note some of these organizations may employ third party solutions which may validate the authenticity of their email from these domains as well as marketing domains. The focus of this research is on the domains most recognized by the consumer and on SPF/SenderID and DKIM, open standards that are broadly deployed by ISPs, mail hosters and business MTAs. Some organizations may employ third party solutions which validate the authenticity and integrity of some or all of their email from these domains as well as marketing domains. While not included in this research, third party solutions such as Goodmail CertifiedEmail, Iconix, PGP, S/MIME, IronPort PXE Encryption merit consideration based on the value offered and/or regulatory requirements.*