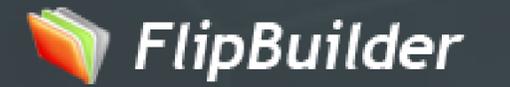
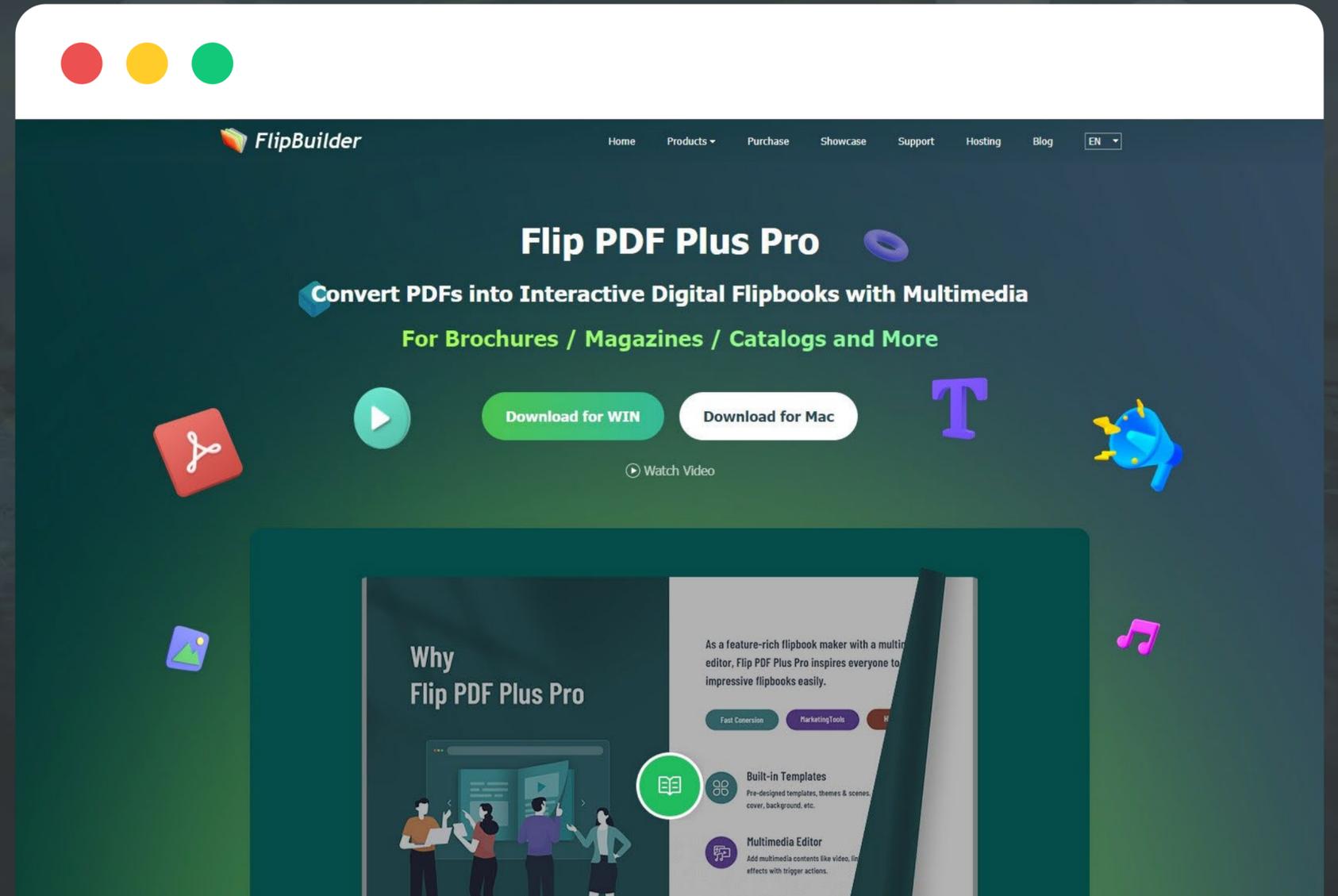




VERIFONE CLIENT SUCCESS STORY



# FlipBuilder Boosts eCommerce Sales Since Switching to 2Checkout



2Checkout is now



www.2checkout.com



**Glenn Kan**  
CMO, FlipBuilder



Verifone has helped us improve our online checkout process and increase our conversion rates. Our international consumers have been enjoying an upgraded shopping experience since they have a variety of currencies and payment options to choose from. We also love working with the Avangate Affiliate Network. Over 15% of our total sales are done via the affiliates channel and their team consistently develops innovative strategies that improve our outcomes. ”



**Customer:**  
FlipBuilder

**Vertical/ Industry:**  
Multimedia

**Website:**  
www.flipbuilder.com

**Target:**  
B2C

**Company Size:**  
SMB

**Verifone Solution:**



2Checkout Monetization Platform  
Reseller Model | Avangate Affiliate Network and Services

2Checkout is now



www.2checkout.com

## Context

FlipBuilder wanted to switch to a more flexible platform that could consolidate their multiple websites into just one account. They were also looking for a provider that would help them improve conversion rates in international markets and accept payments from companies all over the world.

## Solution & Results

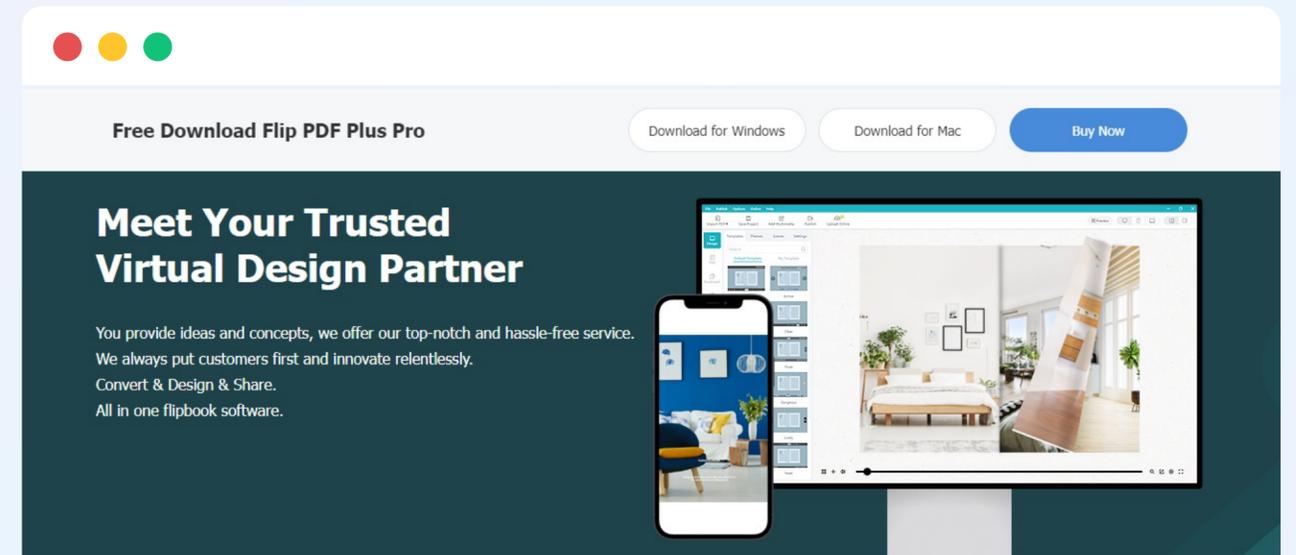
Since working with Verifone's Monetization Platform, FlipBuilder has experienced an immediate improvement in digital commerce operations across multiple areas:



**Multiple payment methods:** Localized go-to-market approach in 190 countries, providing an improved user experience in their native language, currency, and preferred payment methods (major Credit Cards, PayPal, iDEAL, etc.)

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**Additional sales channels:** 2Checkout's Avangate Affiliate Network provided a global affiliate network and special incentives to help affiliates promote FlipBuilder products. The Back-to-School campaign (which ran August 2022 through September 2022) was the perfect opportunity for FlipBuilder to grow sales globally with special promotions. For example, in September, which was the second month of the contest, they saw a 73% increase in affiliate sales from their sales in June.

[www.2checkout.com](http://www.2checkout.com)



## Solution & Results (continued)



**Sales tax and compliance:** Based on country-specific rules and regulations, taxes are automatically calculated, collected, and remitted.



**Decreased fraud and chargeback rates,** reducing the burden on support staff as well as associated costs



**Easy to manage multiple websites and products,** under one centralized account, a unique feature offered by Verifone

FlipBuilder 60 DAY MONEY BACK GUARANTEE English USD

**Secure Checkout**

**Flip PDF Plus Pro for Windows** (Volume discount prices) **\$399.00**

Powerful flipbook maker with a multimedia editor, which allows you to fully customize digital publications with multimedia like YouTube videos, images, and hyperlinks.

I have a discount coupon **Total price: \$399.00**  
Total TAX/VAT : \$0.00

VISA MasterCard AMEX JCB DISCOVER PayPal WIRE TRANSFER Select other methods

About:  
FlipBuilder



FlipBuilder is an innovative and professional digital publishing platform, providing the best solution to convert static PDF files into wonderful online flipbooks. The team takes time and effort to improve the intrinsic functions and introduce new powerful features to Flip PDF series. They are always dedicated to offering customers specific and cost-effective solutions.

For more information, visit [www.flipbuilder.com](http://www.flipbuilder.com).

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[www.2checkout.com](http://www.2checkout.com)

# About 2Checkout (now Verifone)

Verifone is omnipresent in omnichannel - no matter where you are in the world, no matter where you are with your customer journey. We revolutionize commerce. We make it happen. Simply. Everywhere.

Our leading all-in-one monetization platform allows businesses to quickly expand internationally and optimize recurring revenue streams across channels, by simplifying the back-end complexities that modern digital commerce creates.

Get more information at [www.2checkout.com](http://www.2checkout.com)



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Georgia, USA

## NORTH AMERICA

Columbus,  
Ohio, USA

## WESTERN EUROPE (HQ)

Amsterdam,  
The Netherlands

## EASTERN EUROPE

Bucharest,  
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