



Avangate Case Study: Soft32

Strong Affiliate Network Sales

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40%

increase in
orders in just
one month

Background: Company & Products

About Soft32

Soft32 is a Power Affiliate in the Avangate Affiliate Network and the winner of the 2012 Avangate Affiliate Sales Contest. Soft32 generates over 10 million downloads each month. This case study showcases Soft32's successful vendor campaigns in the Avangate Affiliate Network as a result of the close collaboration with Avangate.



Soft32 was established in 2001 and today is one of the biggest software download portals, reaching a community of users who make over 10 million downloads per month.

With more than 150,000 software products across Windows, Mac or Mobile apps, Soft32 is the place to find them. Editor and user reviews help users make the best choice around their software purchases.



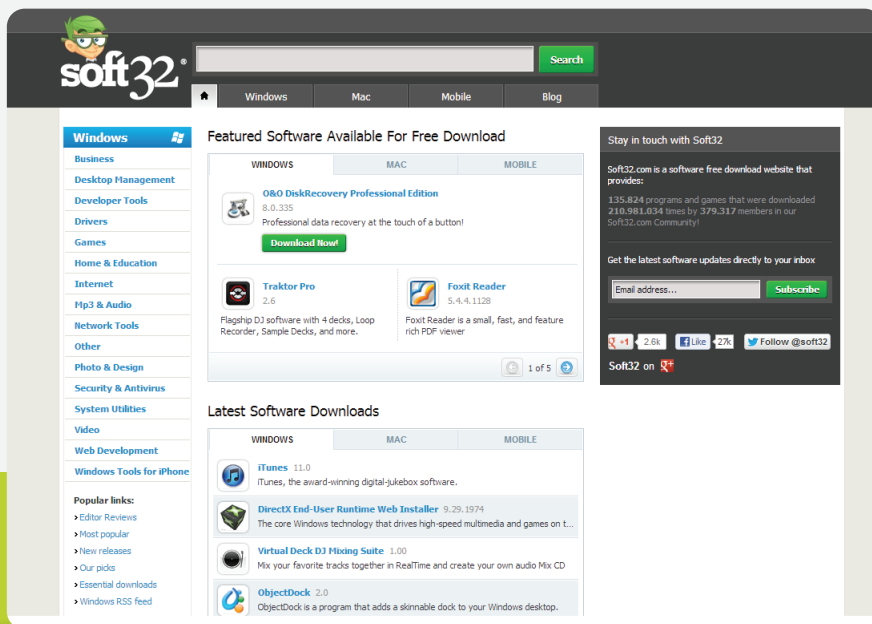
Context

In March 2012, Soft32 started a sustained promotion of products from Avangate's top performing-merchants. Soft32's efforts rapidly increased the traffic and software sales volumes for those selected merchants.

The Avangate Affiliate Team was instrumental in making these campaigns happen. In today's tech world, all affiliate platforms are pretty equal (more or less) and really the thing that makes a difference is the direct relationship between people. These campaigns were a success thanks to Avangate's help in recommending the best-converting merchants and especially working together to get special commercial terms such as exclusive commissions for purchases, discounts," said Lucian Todea, Founder, Soft32.

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Sales volumes
increased
5X
within 6 months



Results

- ▶ **40% increase** in the number of orders compared with the previous month, making Soft32 the top Avangate affiliate in May 2012
- ▶ **5 fold growth** in Avangate network sales volumes in 6 months, between March and August 2012.
- ▶ **83% increase** in affiliate conversion rates within the same 6 month interval
- ▶ **300% increase** in online sales for participating software vendors
- ▶ **Soft32 won the Avangate yearly Affiliate Sales Contest for 2012** and participated with Avangate at Affiliate Summit East 2012 in New York, USA.

Conclusions

We are continuing to add more vendors to the special promo program, taking more time to understand the products, target market and the right messages. Getting the right balance for commissions and discounts clearly pays off in the end. What is really motivating in the Avangate network is that they encourage their vendors to reward affiliates even for renewals. This is only fair, with revenue models shifting from one-off purchase to subscriptions,” commented Lucian Todea, Founder, Soft32.

The number of partners working with Soft32 in the Avangate Affiliate Network is on the rise, following the company’s upgrade to Power Affiliate status in the Avangate System.

The success of Soft32 is evidence that close collaboration between vendors and affiliates can drive increased sales for both parties. The Avangate Affiliate Network and Power Affiliate program focus on building relationships and providing information that enhance sales across the entire affiliate ecosystem.

Follow the Affiliate Team on Twitter at @affiliatedoc

Read more about the Avangate Affiliates Network at

<http://www.avangate.com/skycommerce/affiliate-network/overview/>

How Avangate Can Help You

Designed for selling more software through any channel, using any model, Avangate is an integrated platform providing a full-featured, modular eCommerce solution, a partner order & revenue management system, and a global affiliate network, together with professional services.

Want to find out how we can help your company sell software successfully worldwide?

✉ Contact us today. Full details below.

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