

AVS4YOU Increased Affiliate Sales by 15% with the Avangate Award Winning Network and Services





Irina Sanaeva
Head of Sales
at Online Media
Technologies Ltd.

We needed a boost to our affiliate sales and decided to work together with the 2Checkout (formerly Avangate) Affiliate Network team. They put in place a well thought out program which helped us boost sales by 15% as well as helped us increase the number of affiliates we are connected to. All in all, we're very happy with the results and would recommend the Managed Affiliate Services.



Customer:

Online Media Technologies Ltd, creator of AVS4YOU

Segment:

Electronic software download

Company Size:

SMB

Vertical:

Audio-Video

Target:

B2C & B2B

Main Results:

- 15% Increase in affiliate sales
- 17% Increase in affiliate orders
- 250+ New affiliate partnerships

2Checkout Package:

Avangate Digital Commerce Enterprise Edition



Context & Objectives

The overall objective was to improve revenue from the affiliate channel. The company had been working with affiliates for many years, but felt a boost in their approach was needed. As the software provider did not want to add additional headcount, they contracted a Managed Affiliate Program service (basic) from 2Checkout (formerly Avangate) in order to get support for program management, fresh ideas and expertise, as well as preferential placement for AVS4YOU products in affiliate campaigns.

Solution: Managed Affiliate Program Service

The 2Checkout (formerly Avangate) team put into place a series of campaigns that had as goals to increase sales as well as recruit new affiliates. The campaigns were anchored around key events, such as Back to School campaigns or special Avangate contests (Heroes of Digital Marketing).

Results

Overall, AVS4YOU was promoted in 27 campaigns throughout 2016, with the following results:

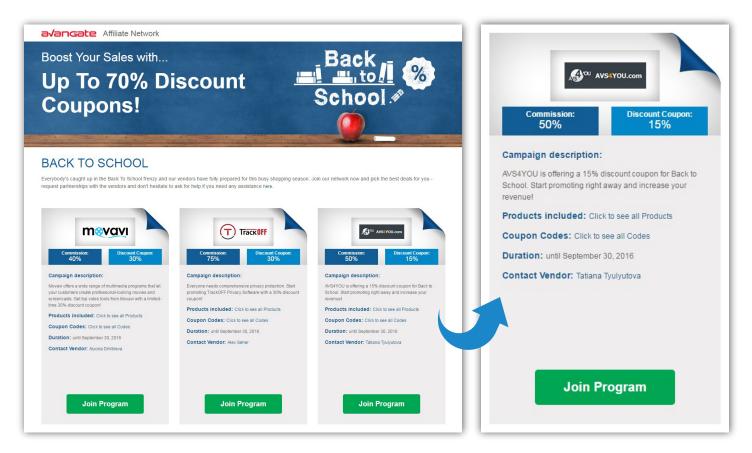
| | Year over Year Increase (2016 compared to 2015) |
|------------------------------------|--|
| Volumes (affiliate generated) | 15% |
| # Completed affiliate orders | 18% |
| Number of affiliates | 7% |
| Conversion rates (affiliate sales) | 33% |

The boost in awareness towards AVS4YOU products, as well as the increase in number of affiliates engaging with AVS4YOU provide a strong foundation for future campaigns and will facilitate future sales increases.

"We were very pleased with the results. Although we've been connected to the network since 2007, we absolutely need to have 'boost campaigns' from time to time. The quality of the service from 2Checkout (formerly Avangate) is unquestionable – besides the evident increases in sales and new affiliates recruited, we were also pleased in the increase in conversion rate for affiliate sales," added Irina Sanaeva, Head of Sales, Online Media Technologies.



Campaign Examples









About Online Media Technologies

Online Media Technologies Ltd. is an IT high-tech company that specializes in developing innovative video and audio solutions for millions of end-users and professional developers worldwide. AVS4YOU is the flagship online store for Online Media Technologies Ltd. and can be found at http://www.avs4you.com

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About 2Checkout (formerly Avangate)

2Checkout (formerly Avangate), a Francisco Partners portfolio company, is the digital commerce & payments provider that helps companies sell their products and services via multiple channels, acquire customers across multiple touch points, increase customer and revenue retention, leverage smarter payment options and subscription billing models, and maximize sales conversion rates. The company's clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, and many more companies across the globe.

Avangate acquired 2Checkout in March 2017. More information on the Avangate platform and services can be found on www.avangate.com. More information on 2Checkout can be found on www.2checkout.com

Follow the Affiliate Team on Twitter at @AvangateAff

Read more about the Avangate Affiliate Network at: http://www.avangate.com/products/affiliate-network/

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