Mondly Grows Affiliate Sales to 90% of Business During Avangate Affiliate Sales Wars Contest

+90% sales growth
Boosting sales through 2Checkout’s Avangate Affiliate Network was easy and effective. We took advantage of the Affiliate Sales Wars Contest and increased our affiliate sales to more than 90 percent of overall sales. The positive effect of the contest continues to boost our bottom line. The tools available to us and our partners as well as the support we get from the 2Checkout team have clearly contributed to this impressive increase.

Andrei Năstasie
Affiliate Program Manager, Mondly
Context & Objectives

Combining language learning with smart technologies, Mondly is the first company in the world to make language learning with speech recognition possible in augmented reality (AR) and virtual reality (VR). A very ambitious Romanian company aiming to scale fast at global level, Mondly was looking for a way to increase sales through partners and affiliates.

Solution

2Checkout’s Avangate Affiliate Network provided a global affiliate network, powerful affiliate management tools, a great affiliate portal and special incentives to help affiliates promote Mondly products. The Avangate Affiliate Sales Wars contest (which ran Nov 2018 through January 2019) presented a perfect opportunity for Mondly to grow sales globally with special promotions such as a 50% commission for affiliates and a 20% off coupon for buyers.
Launched in 2014, Mondly has been working to create language learning experiences that stimulate people around the world to learn new languages not only out of necessity, but because they genuinely enjoy it. Mondly is the planet's #1 company to make language learning with speech recognition possible in augmented reality and virtual reality.

Right after its release, Mondly quickly became a leading app in the mobile space, reaching number one in Education in most European countries, Latin America and Asia. It became the most downloaded app in Arab countries and the number one Educational App in China. It boasts a high rating of 4.7 out of 5 stars on Google Play and App Store from over 1,000,000 user reviews.

More information on www.mondly.com

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<td>Company Size: SMB</td>
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Results

Mondly quickly grew affiliate sales from about 13% of overall sales in October 2018 to more than 30% in November 2019. Bringing more specialized affiliates into network, Mondly eventually saw a massive increase in revenue from this channel – over 90% of total sales in December and January 2019. Based on a worthwhile investment in affiliate marketing, this growth represented a huge increase in the company’s business: on average, overall revenue doubled month over month from October 2018 to January 2019.
About 2Checkout

2Checkout is the leading all-in-one monetization platform for global businesses. It was built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce like global payments, subscription billing, merchandising, taxes, compliance, and risk, so they stay focused on innovating their products and delivering exceptional customer experiences.

Get more information at www.2checkout.com