Movavi Boosts Online Sales with 2Checkout's Avangate Affiliate Network

2Checkout has been a long-term partner of ours and they continuously work with us on improving our online business, both from a growth as well as an optimization perspective. The Avangate Affiliate Network is a great acquisition channel and we are very pleased with the results obtained with the help of 2Checkout's affiliates team.
Objectives

Movavi’s objective was to grow online revenue, including through the affiliate channel and improve affiliates’ engagement.

Solution: 2Checkout’s Avangate Affiliate Network

The 2Checkout affiliates team provided solid support for campaigns as well as affiliate program management during 2017, with impressive results (2017 vs. 2016 growth). We've also managed to retain, engage and activate exiting affiliates while at the same time recruit new ones and grow the affiliates pool.

- +44% increase in affiliates sales volumes
- +13% increase in number of affiliates
- Improvement in awareness

 Movavi Listed in “Hot Picks of the Month” section

 Movavi Listed in the Avangate Monthly Affiliate Newsletter

 Avangate Marketplace Listing Example

For Your Morning Coffee
Results

Some of the actions and campaigns that helped obtain these results are:

- Network Monthly Newsletters: Top Listing; Listings under Hot picks of the month section;
- Dedicated Newsletter, 1st Sale Affiliates Newsletter, New Affiliates Newsletter sent network-wide;
- Various Network Campaigns and Contests: Spring Flash Sales, Back to School, Write A Review Campaign, Black Friday Campaign – promoted both internally and externally;
- Marketplace listings;
- Inclusion in top 30 best-selling vendors
In addition, Movavi carried out campaigns and provided special offers for affiliates that have a partnership with them. Welcome Emails to new affiliates and the Movavi Monthly Newsletter "Movavi News" further enhanced communication with affiliates and improved engagement with the Movavi brand.

Movavi Welcome Email for New Affiliates

Movavi Monthly Newsletter for Affiliates
About Movavi

Movavi produces a wide range of multimedia programs and system utilities that ensure you can have fun with your videos, music, and photos on any platform and any device. We develop easy-to-use, powerful and effective programs that inspire people to process, enhance, and share their content.

Since its establishment in 2004, Movavi has grown from a small startup run by three enthusiasts who produced and supported two products to an international business with over 200 employees and an expanding product range for PC and Mac sold in 150 countries.

Read more at: https://www.movavi.com

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

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