CLIENT SUCCESS STORY

iolo Increased Affiliate Sales by 82% YoY with the Avangate Network from 2Checkout

"iolo is pleased with the evolution of the affiliate sales generated by the Avangate network. Our revenues from affiliates have gradually improved and it is clear to us that this will be an increasingly important channel going forward,"

Forrest Clark
VP of e-Commerce, iolo

Benefits & Results:
- 82% YoY increase in affiliate sales
- The affiliates contribution to iolo’s global online revenue increased from 0.4% in 2015, to 2.4% in 2017.

2Checkout Solution:
Modules: eCommerce | Affiliates | Channel Manager

www.avangate.com | www.2checkout.com
Context & Objectives

iolo’s objective was to improve revenue via the Avangate Affiliate Network and increase this channel’s contribution to the company’s overall global sales.

Solution: Avangate Affiliate Network

iolo have worked with the 2Checkout team in order to boost affiliate sales via the Avangate network. A series of campaigns was put into place 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 part of the regular communication with affiliates via monthly newsletters.

Affiliates Orders - Evolution

Looking at year over year figures, the increase is at an 82% level (Sept 1, 2016 – Aug 31, 2017 compared to Sept 1, 2015 – Aug 31, 2016), mostly due to:

- Improved communication with affiliates
- Campaigns and special offers that are carried out regularly together with the Avangate Affiliates team. Some campaign examples are on the next page.
Client Success Story

Campaign Examples

Affiliate Newsletter Promoting 30 Key Vendors

Affiliate Newsletter Promoting 30 Key Security Vendors

2017 Back to School Campaign

Dedicated Newsletter to New Affiliates
"Affiliate sales are important and we are just beginning to really tap into this promising revenue source. Thanks to 2Checkout, we have promoted our products consistently to their network and results have started to show. We are surely going to continue to invest more in this area," Jorge Caicedo, Senior Manager - Campaigns, Marketing, iolo.

Avangate Affiliate Marketplace Promoting iolo Products

From a level of 0.4% of overall global sales in 2015, revenue generated by affiliates is now at a 2.4% level. The boost in awareness regarding iolo products, as well as the increase in number of affiliates engaging with iolo provide a strong foundation for future campaigns and will facilitate future sales increases.

Note: Affiliate sales increases are based on reports from 2015, 2016 and up to Aug 2017.
About iolo

iolo technologies, LLC develops patented technology and award-winning software that repairs, optimizes, and protects computers and digital devices, enabling users to enjoy their full computing potential by keeping devices running fast and reliably. With a global sales presence in 33 countries and products in 11 languages, tens of millions of people have used iolo’s products for their PC optimization, security, and data recovery needs since 1998. Today, iolo is widely recognized by both consumers and industry experts as a worldwide leader in the system utility software market.

Founded in 1998 and headquartered in Los Angeles, California, iolo is a wholly owned subsidiary of Phoenix Technologies Ltd.

More information on http://www.iolo.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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