

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

Customer:

iolo technologies, LLC

Segment:

Electronic software download

Company Size:

SMB

Vertical:

Utilities

Target:

B2C

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:

Avangate Digital Commerce Enterprise Edition.
Modules: eCommerce | Affiliates | Channel Manager

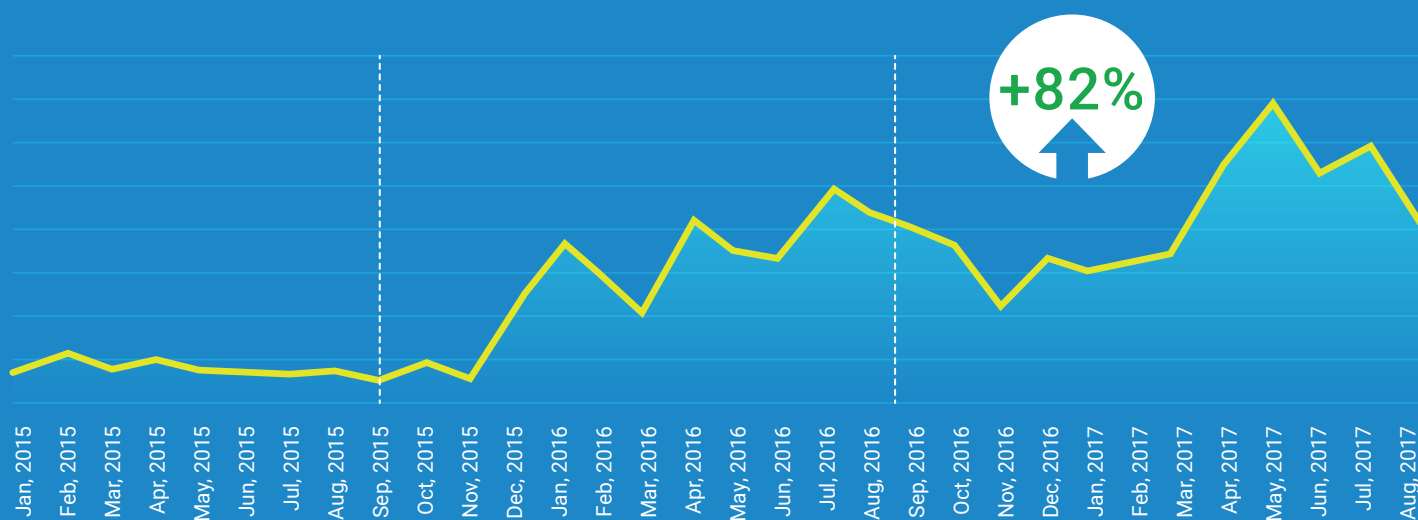
Context & Objectives

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.

Campaign Examples



Affiliate Newsletter Promoting 30 Key Vendors



Affiliate Newsletter Promoting 30 Key Security Vendors

This campaign page features a header with a globe and a chalkboard background. The text 'Get Up To... 79% Discount Coupons!' is prominent. A megaphone icon with 'BACK TO SCHOOL' and a percentage sign is also present. Below the header, there are three product cards for DriverMax, Iolo, and ManyCam, each showing commission and discount details, a campaign description, and a 'Join Program' button.

2017 Back to School Campaign

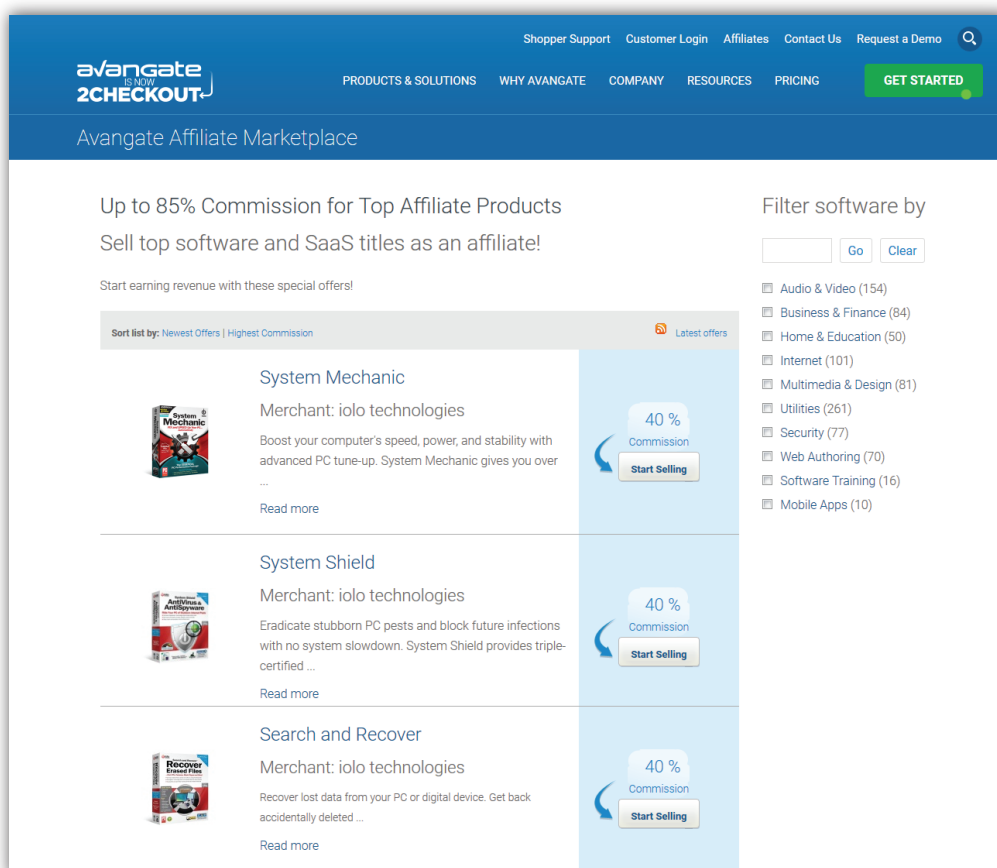
This newsletter page features a header with the text '100 TIPS for SUCCESSFUL AFFILIATE SELLING' and a 'GET YOUR FREE COPY HERE' button. Below the header, there is a section titled 'Trending Vendors' for February 2017, followed by a list of vendors and their commission rates.

Merchant	Commission
1 Norton	30%
2 Magix	20%
3 Muvvee	35%
4 VSO Software	75%
5 Creative Tim	50%
6 IOLQ technologies	40%
7 STOPzilla	40%

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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US HQ

One Alliance Center,
3500 Lenox Road, NE,
Suite 710, Atlanta,
GA 30326-4229, USA
(678) 666-2660

OHIO OFFICE

855 Grandview Avenue,
Suite 110,
Columbus,
OH 43215, USA
(614) 921-2450

EMEA HQ

Prins Hendriklaan 26 II,
1075 BD,
Amsterdam,
The Netherlands
+31 20 890 8080

OPERATIONAL OFFICE

Blvd. Dimitrie Pompei 10A,
Conect 3 Building, 3rd Floor,
020337, Bucharest
Romania
+40 31 710 1610