

iolo Improved Global Online Revenue by at least 15% with 2Checkout



We've worked with 2Checkout's Avangate solution for a few good years and the advantages of working with them are clear, from entering new markets fast to not having to deal with fraud or payment support issues. Sales brought in by their affiliate network are steadily increasing and their revenue recovery tools for subscriptions are solid. The CRO Program has helped us increase conversion rates and revenue per visitor. Overall, we see a revenue uplift of at least 15% by working with 2Checkout,



Forrest Clark

VP of e-Commerce, iolo

Customer:

iolo technologies, LLC

Segment:

Electronic software download

Company Size:

SMB

Vertical:

Utilities

Target:

B2C

Benefits & Results:

- +15% revenue uplift generated via several services and platform capabilities: Affiliate Network, Revenue Recovery Tools, Unfinished Payments Follow-up, and others.
- 82% YoY increase in affiliate sales
- Increases in conversion rate and revenue per visitor through purchase funnel optimization projects. 7-fold ROI
- Go to market speed, on a global basis
- Increase in eCommerce operations efficiency through outsourcing

2Checkout Solution:

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

Context & Objectives

iolo's main objective was to improve their eCommerce operations. Having initially started with an in-house solution, iolo was looking for a more efficient, cost effective and scalable ecommerce solution. They wanted to be relieved of order management, fulfilment, fraud and payment related issues and – at the same time – were looking for ways to improve ecommerce, increase conversions and boost sales via additional channels.

Solution: Avangate Enterprise Digital Commerce

"We gradually moved from our in-house solution to Avangate and the numbers proved it was a smart decision. We were keeping too many resources stuck on maintaining a legacy system that wasn't cutting it anymore. 2Checkout provides tools and capabilities that help us both cut costs and increase revenue through optimization or marketing power,"

Forrest Clark, VP of e-Commerce at iolo.

Projects & Results

Affiliate Sales: 82% YoY Increase



"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.**



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 Affiliate team. Some campaign examples are below:



Affiliate Newsletter Promoting 30 Key Vendors



Affiliate Newsletter Promoting 30 Key Vendors

A promotional banner for a 'Back to School' campaign. It features a chalkboard background with a globe on the left and stacks of books on the right. The text reads 'Get Up To... 79% Discount Coupons!' and 'BACK TO SCHOOL'. Below the banner are three product cards for DriverMax, Iolo, and ManyCam, each with commission and discount details and a 'Join Program' button.

2017 Back to School Campaign

A newsletter page titled '100 TIPS for SUCCESSFUL AFFILIATE SELLING'. It includes a 'Trending Vendors' section for February 2017, listing various merchants and their commission rates.

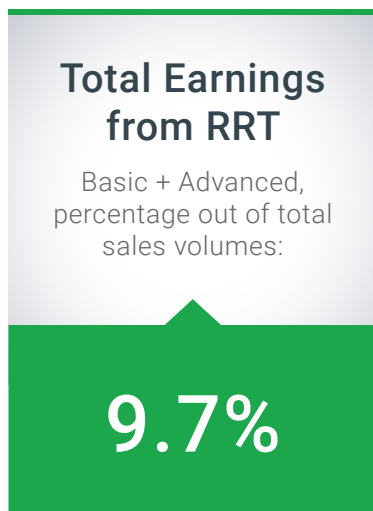
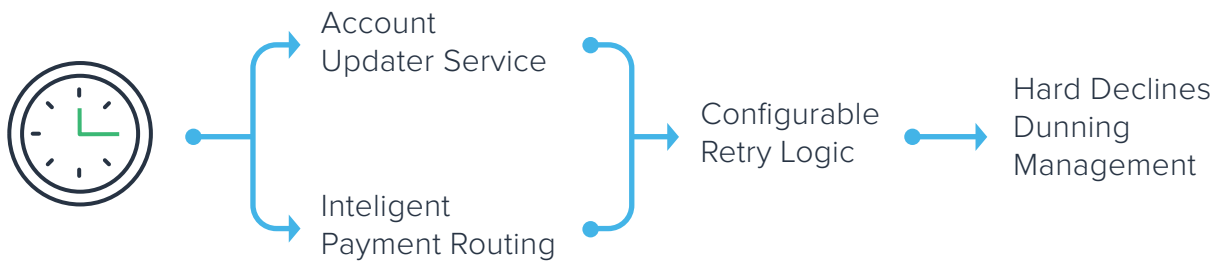
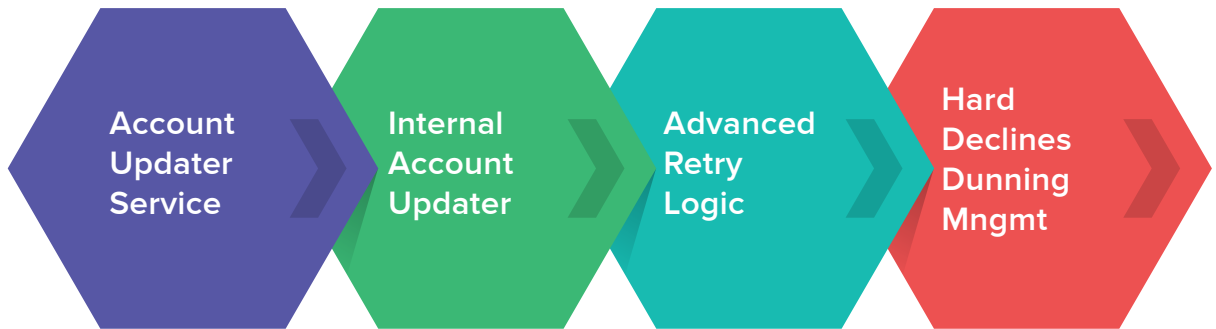
Merchant	Commission
1 Norton	30%
2 Magix	20%
3 Muvee	35%
4 VSO Software	75%
5 Creative Tim	50%
6 IOLQ technologies	40%
7 STOPzilla	40%

Dedicated Newsletter to New Affiliates

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.

Additional Revenue Uplift with 2Checkout Revenue Recovery Tools

2Checkout Revenue Recovery Tools (RRT) generate a 9.7% revenue uplift from the successful renewal of automatic subscriptions. Services utilized by iolo:



Purchase Funnel and Conversion Rate Optimization Projects: 7-Fold ROI

iolo has worked with the 2Checkout team and their partner Conversion Sciences on more than 45 tests with 150+ test variations, across multiple customer acquisition funnels:

- Landing Pages
- Home Page
- Product Pages
- Shopping Cart

Project Example: Skip the Upgrade Page - "Hybrid Cart"

The image shows two side-by-side screenshots of the 'System Mechanic' checkout process. The left screenshot, labeled 'Trial Software', features a 'Fix Now' button and a price of '\$29.95 (reg. \$49.95)'. The right screenshot, labeled 'Shopping Cart', shows a 'Secure Checkout' form with fields for name, address, and payment information, and a 'Continue' button. A large green circle with a white upward-pointing arrow and the text '+42%' is positioned between the two pages, signifying the conversion rate increase achieved by skipping the upgrade page.

42% Increase in Conversion Rate by Skipping the Upgrade Page - Snapshot from "Optimizing the Purchase Funnel for Software Subscriptions" webinar: Findings from CRO Projects

"Working with 2Checkout and Conversion Sciences has allowed iolo to grow revenue by making data-driven decisions instead of trying to guess what our customers want. We split-test everything and our customers vote with their mouse clicks and wallets. The 2Checkout CRO Program for the Avangate platform is a key part of our digital marketing strategy and achieves a high return on investment," Forrest Clark, VP of eCommerce, iolo.

CRO
PROGRAM ROI

7
Fold

iolo has generated a 7x return on their investment in the CRO program over the past 2.5 years.

Test results vary greatly; some results examples include:

- Various increases in **conversion rate** from different tests (61%, 42%, etc.),
- +12% increase in **purchase conversion rate** (Home Page Re-design project),
- +11% increase in **trial downloads**,
- +4% increase in **revenue per visitor** (Cart Abandonment Offer).

Another showed a negative impact on revenue (-15%), which enabled iolo to limit losses by split-testing instead of just rolling out a change to their website.

For more details on optimization projects, please watch the 2Checkout webinar on [Optimizing the Purchase Funnel for Software Subscriptions](#).



Other Benefits from Using 2Checkout's Avangate Platform

iolo recovers an additional 2% of its overall revenue with Avangate's in-platform follow-up mechanism for unfinished payments, without any resources being utilized from iolo's eCommerce team. Renewal notifications for manual subscriptions bring an additional 1.2%.



Recap of Results

- 82% YoY increase in affiliate sales,
- +15% revenue uplift generated via several services and platform capabilities: Revenue Recovery Tools, Affiliate Network, unfinished payments follow-up, promotions, cross-selling campaigns and localization capabilities in more than 100 countries,
- Increases in conversion rate and revenue per visitor through purchase funnel optimization projects. 7-fold ROI,
- Go to market speed, on a global basis,
- Increase in eCommerce operations efficiency through outsourcing.



Note: Affiliate sales increases are based on reports starting with 2015. Conversion optimization results are project-based, with an overall ROI estimated for all projects together. Revenue Recovery Tools and all other revenue uplift numbers are calculated for H1 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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