



Avangate Case Study: Bitdefender Strong Affiliates Network Sales

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With the shift into online intensifying in the software market, we felt the need to sharpen our affiliate channel and not only to broaden its reach but also to increase its efficiency, with the ultimate goal to increase revenue. Avangate has been a great driver for this, helping us streamline our affiliate campaigns as well getting Bitdefender in front of the right power affiliates

Marius Motohon, Bitdefender Affiliate Manager

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Avangate Case Study: Bitdefender

Strong Affiliates Network Sales

95%

increase in
affiliate-generated
revenue

Background: Company & Products

About Bitdefender

Bitdefender is the creator of one of the world's fastest and most effective lines of internet security software. The vendor's technology secures the digital experience of around 400 million home and corporate users across the globe.

More information on bitdefender.com.



Traditionally selling on-premise downloadable software, the company is now also offering cloud security solutions. Both models are sold direct as well as via channel partners. With the massive shift into online purchasing, Bitdefender intensified their web-based activities,

including affiliate marketing. Already working with Avangate's eCommerce and partner management solutions, Bitdefender expanded its sales by plugging into the Avangate network of 33,000 software and SaaS affiliates.



Challenge

The security provider's main challenge related to affiliate marketing was to not only increase revenue from this channel but also improve efficiency and widen its worldwide reach.

Solution

Avangate provided Bitdefender with affiliate managed services, improving affiliate-vendor matching and raising awareness about Bitdefender products among affiliates.

"Business partner match is not easy. It takes time to find the right partners and then you need to communicate with them on a constant basis. Automation and mass campaigns have their value, but the larger the deals, the more important it is to have one-to-one relationships, and this is what Avangate facilitated for Bitdefender. We totally value the constant communication between our teams and the support that Avangate provides." **Marius Motohon, Bitdefender Affiliate Manager**

As part of the managed services program, Avangate carried out email marketing campaigns both to all Avangate affiliates and to internal Bitdefender affiliates, and intensified the process of matching Bitdefender with top Avangate affiliates.

46%
increase in
awareness

27%
more affiliates
promoting
Bitdefender
products

avangate generate e-sales ■■ **Bitdefender**

35% COMMISSION **Bitdefender** **New Bitdefender 2013 Product Line**
Start selling now and get 35% payout

Promote Now

New 2013 Security Product Line Available from Bitdefender

Bitdefender launched their 2013 line of security apps to be available for Avangate Affiliate Network members with audiences in US, UK and Australia. The new products prove once again (according to reviews and independent test labs) that they use the #1 antivirus technology available on the market.

As an affiliate promoting their products online, you will get 35% payout per sale for Bitdefender Antivirus Plus / Internet Security / Total Security 2013. Check out this [comparison chart](#) for Bitdefender's new products and start selling their award-winning products online.

Already a Bitdefender affiliate? Please update the products you promote. You can find banner creatives in the Avangate Affiliate Control Panel.

Featured Title: Bitdefender Total Security 2013

Bitdefender Total Security 2013 builds on #1 ranked anti-malware technology to secure online transactions, protect mobile devices from loss/theft, automatically back up files, and Tune-Up PCs.

35% COMMISSION **Start selling!**

Join Bitdefender's Affiliate Program with Avangate

Promote Bitdefender products on your website and start earning 35% commission per sale for the #1 antivirus solution, trusted by millions of users.

You can choose to sell Bitdefender products for US audience, UK audience or to users from Australia. Be sure to sign-up with the corresponding merchant accounts from the Avangate Control Panel for affiliates.

Additionally, because Bitdefender uses several affiliate networks for affiliate sales, Avangate helped Bitdefender implement an external order tracking solution that allowed the accurate tracking of all affiliate sales referred by the Avangate Affiliate Network. This resulted in increased affiliate satisfaction and retention, generating 5% more revenue for Bitdefender.

Results

- ▶ **95% increase in affiliate-generated revenue within 6 months**
- ▶ **46% increase in the number of clicks generated by affiliates, resulting in increased product awareness**
- ▶ **27% extra affiliate partnerships**
- ▶ **5% additional revenue for Bitdefender from correct affiliate sales tracking and increased affiliate retention**

The results listed above demonstrate the efficiency of the affiliate management programs put in place by Avangate. While the number of partnerships increased by 27%, overall affiliate sales increased by a staggering 95% within 6 months, mostly due to coupon-based campaigns. Avangate also formulated further program recommendations, including running special awareness campaigns with product bundles, dedicated holiday campaigns, and a greater focus on additional markets through regional campaigns.

Conclusions

Affiliate networks require day-to-day management and support in order to be successful. With the right tools, counseling, and guidance, the effectiveness of the affiliate channel is increased. The Avangate Affiliate Network Team guides vendors from affiliate program setup to concrete recommendations for growing their affiliate sales and reach.

Unlike other software affiliate networks, Avangate aims to build a personal relationship with all affiliates through the Affiliate Doctor, who provides advice on the right communication tools, promotional programs and campaigns, and effective tactics for engaging and connecting with the right partners for each business, producing positive results for the bottom line.

Follow the Affiliate Team on Twitter at [@affiliatedoc](#)

Read more about the Avangate Affiliates Network at

<http://www.avangate.com/skycommerce/affiliate-network/overview/>

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How Avangate Can Help You

Designed for selling more software through any channel, using any model, Avangate is an integrated platform providing a full-featured, modular eCommerce solution, a partner order & revenue management system, and a global affiliate network, together with professional services.

Want to find out how we can help your company sell software successfully worldwide?

✉ Contact us today. Full details below.

