

Kaspersky Lab grew revenue per visitor by 63% and improved internal efficiency with the Avangate localized marketplaces

Avangate Client Success Story

“At Kaspersky Lab, we are continually optimizing the customer experience we provide. With the marketplace project, Avangate helped us improve certain key elements. For example, we have simplified the user journey which resulted in a significant increase in conversion rates and revenue. In fact, in one geography, we increased revenue per visitor by 63%. Internally, we obtained an improvement in resource efficiency. Plus, the projects are easily scalable,”



Kamilo Tomas,
Senior Online Sales Manager - Eastern Europe
Kaspersky Lab

Customer: Kaspersky Lab

Segment: ESD

Vertical: : Endpoint protection / security

Target: B2C & B2B

Project: Localized marketplaces

Benefits & Results:
Improved user experience and increase in revenue from local markets

Avangate Solution:
Marketplace offering, together with the digital commerce platform



Context

With revenue over \$600 million, Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions and one of the fastest growing IT security vendors worldwide. Since its founding in 1997, Kaspersky Lab has remained an innovator in IT security and provides effective digital security solutions for over 400 million users and 270,000 corporate clients.

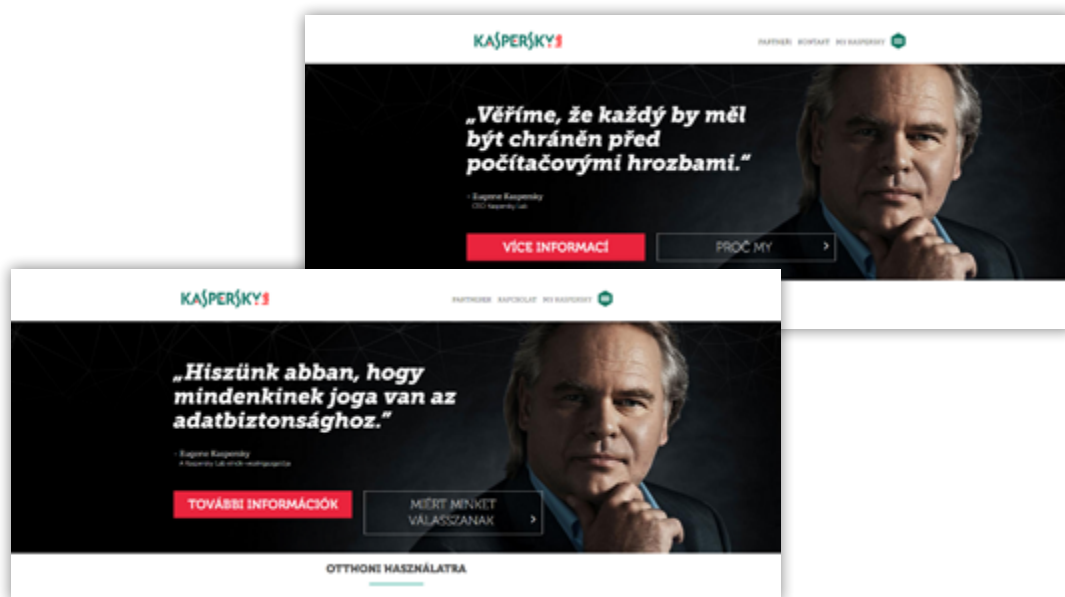
Since 2011, Avangate has provided Kaspersky Lab with local e-stores that are fully tailored to specific markets, including custom currencies, payment methods, languages, support numbers, taxation, invoicing regulations and more.

Avangate has always been a trusted partner for Kaspersky Lab, recognized by the security provider for rapid speed of deployment and for playing a significant role in shaping Kaspersky Lab's online shopping experience in emerging markets.

As part of Kaspersky Lab's effort to continually optimize the customer experience, Kaspersky Lab decided to migrate existing stores in several Eastern European countries to Avangate localized marketplaces.

Solution

Avangate developed and implemented localized marketplaces for the majority of Eastern European markets, including the Czech Republic and Slovakia, Hungary, Greece, Romania, Serbia and Ukraine.



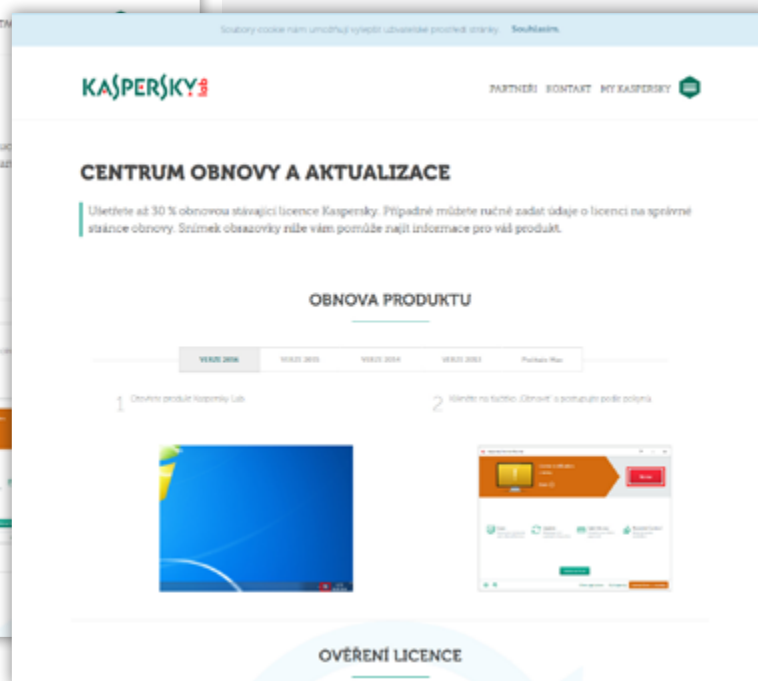
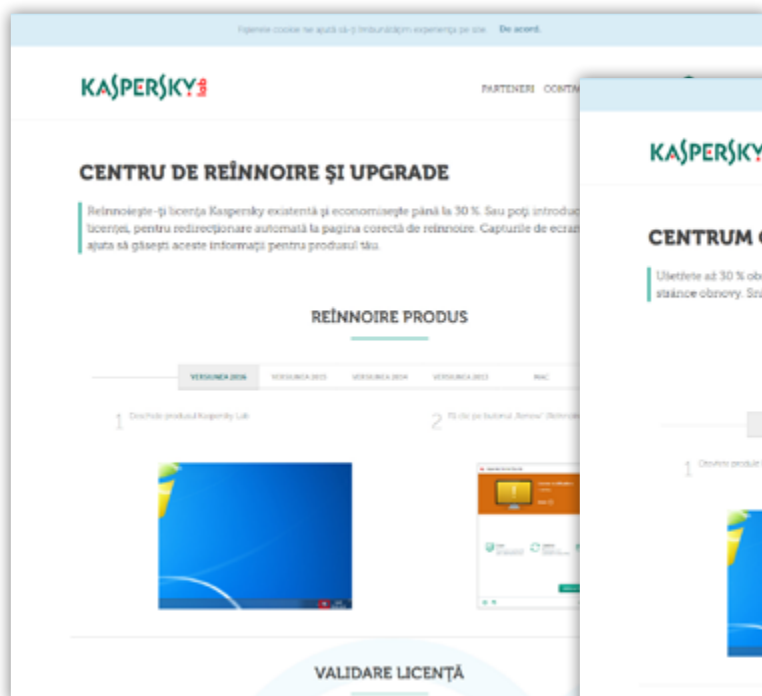
Benefits and improvements over the previous system

Customer-facing benefits:

- ✓ Simplified user journey, with a shorter average time per visit;
- ✓ Faster page loading;
- ✓ Maintains a superior user experience, from the localized site and purchasing experience through overall brand trust;
- ✓ Improved retention flows: the license renewal center, replicated from the previous localized websites, helps clients better understand the benefits of renewal and provides multiple options for upgrades.

“Avangate was also chosen for this implementation for the speed of delivery. The first marketplace went live one month after the contract was signed. We’re talking about the full marketplace, including all product information and connections to existing systems, not just the bare structure. This is a timeframe that we were very pleased with,”

Kamilo Tomas,
Senior Online Sales Manager, Eastern Europe
Kaspersky Lab





Internal benefits for Kaspersky Lab:

- ✓ Significant increases in conversion rates and sales for each individual market. For some geographies, increases of up to 63% in RpV (revenue per visitor);
- ✓ Works in line with the Kaspersky Lab NextGen web solution launched globally;
- ✓ Fits lifecycle management tool and in-product purchase;
- ✓ Improved internal efficiency and faster synchronization with the Avangate platform. A simpler structure makes the website easier to maintain;
- ✓ Scalability – product and merchandising changes are easily replicated from one localized website to the other.

“The ecommerce team is able to handle updates independently, without help from developers or any other department.”





About Kaspersky Lab

Kaspersky Lab is a global cybersecurity company founded in 1997. Kaspersky Lab's deep threat intelligence and security expertise is constantly transforming into security solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. The company's comprehensive security portfolio includes leading endpoint protection and a number of specialized security solutions and services to fight sophisticated and evolving digital threats. Over 400 million users are protected by Kaspersky Lab technologies and we help 270,000 corporate clients protect what matters most to them.

Learn more on www.kaspersky.com

About Avangate

Avangate, a Francisco Partners portfolio company, is the digital commerce provider that helps Software, SaaS and digital solution providers to sell their products and services via multiple channels, to acquire customers across multiple touch points, to increase customer and revenue retention, to leverage smarter payment options, and to maximize sales conversion rates. Avangate's clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, Telestream and many more companies across the globe.

Learn more about how Avangate can help your business at www.avangate.com



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