



Avangate Case Study: IObit

Strong Affiliate Network Sales

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Keros Tudos, Affiliate Marketing Manager, IObit

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25%
growth in
affiliate driven
volumes

Background: Company & Products

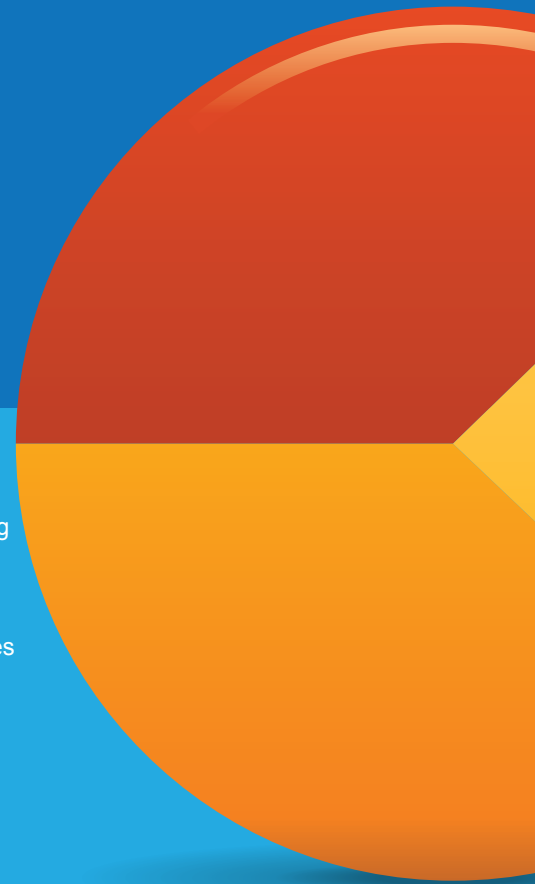
About IObit

IObit is a provider of system utilities and security software for superior PC performance and security with millions of active users worldwide. Flag-ship products are the Advanced SystemCare, Advanced SystemCare with Antivirus, Game Booster, IObit Uninstaller, and IObit Toolbox.



IObit has been working with Avangate since 2008, leveraging Avangate's ecommerce platform, a software specialized Affiliate Network as well as Avangate expert commerce and marketing services in order to sell their utility

products seamlessly on a global scale. With 10% of online software sales coming via affiliates, this channel is an important part of IObit's marketing strategy and the company is constantly investing resources into nurturing and growing it.



Affiliate Program

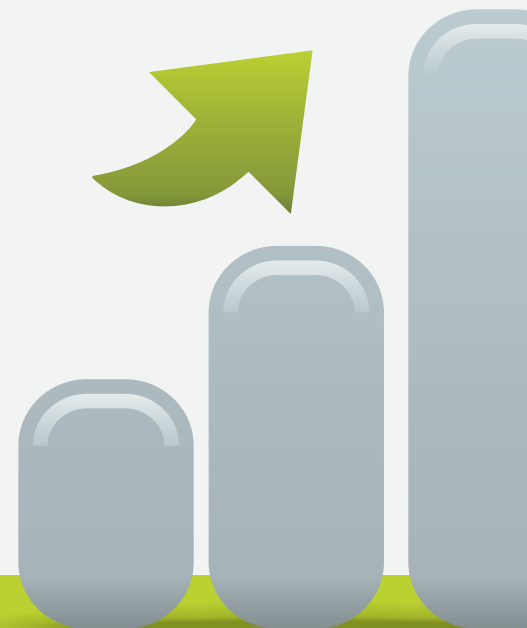
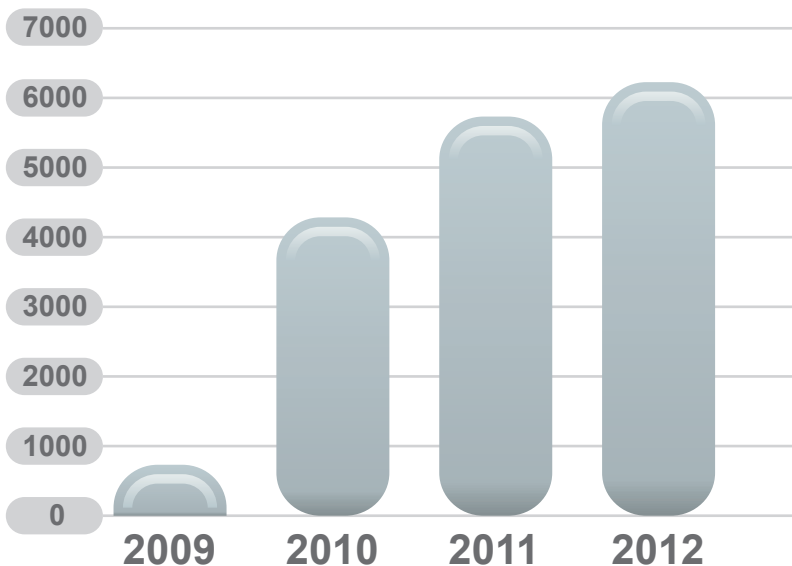
IObit, with support from the Avangate affiliate management team, has put together affiliate programs aimed at increasing awareness of IObit products and building up relationships with power and niche affiliates. Programs included: promotion within Affiliate Control Panel, newsletters sent to all Avangate affiliates subscribers, identifying power affiliates to promote IObit products and helping setup marketing campaigns.

Results

- ▶ Increase of IObit affiliate partnerships, with a significant boost in the first year of Affiliate Network usage, followed by a steady increase in subsequent years. 45% rise in active affiliates number by comparing H1 2012 to H2 2011, bringing more active exposure to IObit's products
- ▶ Steady increase in affiliate driven volumes. For example, 25% growth in H1 2012 compared to H1 2011 vs. 18% increase in direct eCommerce volumes. Accelerated development in the last months due to new power affiliate partnerships, such as: Majorgeeks.

45%
increase in
number of
active affiliates
within 6 months

IObit Affiliate Partnerships



"Affiliate marketing is a key aspect in our marketing strategy, and Avangate offers us a strong, specialized network that drives a significant portion of our online sales revenue"

Keros Tudos, Affiliate Marketing Manager at IObit.

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. IObit made good use of the Avangate Affiliate System capabilities and promoted their company and products to the affiliate community with positive results to their bottom line.

The Avangate Affiliate Network Team guides vendors from affiliate program setup to actions on growing their affiliate sales and reach.

Unlike other software affiliate networks, Avangate aims to build a personal relationship with its affiliates, through the Affiliate Doctor who advises on the right communication tools, promotional programs and campaigns, and tactics on how to engage and connect with the right partners for each business.

Follow the Affiliate Team on Twitter at [@affiliatedoc](#)
Read more about the Avangate Affiliate Network at
<http://www.avangate.com/skycommerce/affiliate-network/overview/>

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.

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