

Avangate Customer Success Story

Bitdefender

One-Click API Increased Conversion Rate from 4.8% to 14% and Boosted Average Order Value by 12%

About Bitdefender

Bitdefender is the creator of one of the world's fastest and most effective lines of internationally certified end-point security software. The company is an industry pioneer, developing award-winning protection since 2001. Today, Bitdefender technology secures the digital experience of 500 million home and corporate users across the globe.

Learn more at bitdefender.com.

The Context

The end-point security market is highly competitive, leaving providers to constantly strive to bring better products – and, increasingly, services – to market as well as offer an outstanding customer experience before, during and after purchase.

Challenges

Bitdefender has been working with Avangate, their commerce provider on chosen regions, to **constantly improve and optimize the full purchasing process**, with the goal to increase revenue as well as improve the buyer's experience.

The challenge is to look at the buyer's experience holistically, taking into account usability, the relevance of the content shown to buyers, and "behind the scenes" flows and processes.

Bitdefender also wants to **minimize internal resources allocated to optimization projects** where possible.

Solution

Avangate automation and API calls create a seamless buying experience by supporting single-click purchases, renewals, and upgrades. Bitdefender started using the “One-Click API” from Avangate in February 2013, which offers a smooth cross mechanism on the Thank-You Page after the purchase process has been completed. Relevant information on the purchased product helps determine behind the scenes which product is presented for the cross.

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"The reps were extremely helpful, knowledgeable and very polite. I haven't had a better experience with any other tech support." James

*96% of customers were very satisfied with this service

“ The flexibility of the Avangate platform and the constant feature enhancements such as improved API functionality are making our job easier. We constantly look to optimize the online buying process and improve our clients’ experience throughout the customer lifecycle, beyond just accepting payments online. The APIs are key to improving flows, speed, and processes throughout the trial, purchase and usage processes. Using the APIs boosts the customer experience as well, as shown by the increase in conversion rate and AOV ”



Ioana Barbu

Conversion Optimization Manager at Bitdefender



Results

Conversion Rate Increased from 4.8% to 14%

Average Order Value Increased by 12%



Presenting a relevant offer on the Thank You Page, combined with the improved usability and ease of use in the purchasing process, helped Bitdefender **more than double conversion rates on cross, from 4.8% to 10% and even 14%.**

The Average Order Value also increased by an average of 12%.

After initial results, the cross conversion rate was incrementally optimized with continual testing and tweaking over the course of 18 months, eventually achieving a **conversion rate of 14%.**