

Movavi Boosts Online Sales with 2Checkout's Avangate Affiliate Network



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“

2Checkout has been a long-term partner of ours and they continuously work with us on improving our online business, both from a growth as well as an optimization perspective. The Avangate Affiliate Network is a great acquisition channel and we are very pleased with the results obtained with the help of 2Checkout's affiliates team.

”



Customer:

Movavi

Segment:

Electronic software download

Company Size:

SMB

Vertical:

Audio-video/ multimedia

Target:

B2C & B2sB

Benefits & Results:

- +44% increase in affiliates sales volumes
- +13% in number of affiliates
- Improved affiliates engagement & awareness

2Checkout Solution:

Avangate Digital Commerce Enterprise Edition

Modules:

eCommerce | Affiliates

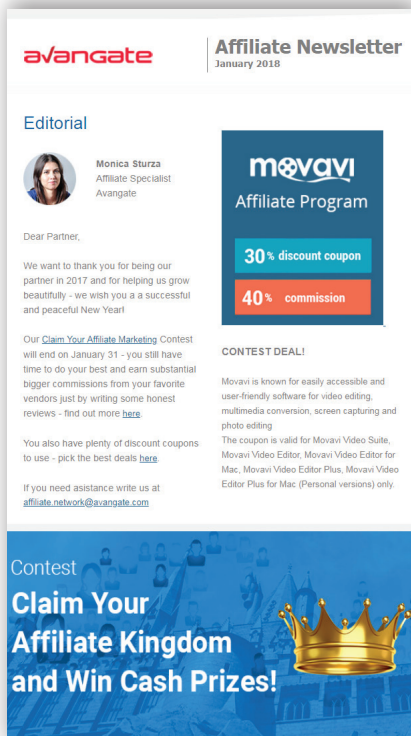
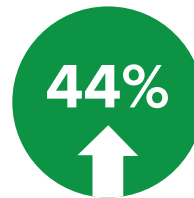
Objectives

Movavi's objective was to grow online revenue, including through the affiliate channel and improve affiliates' engagement.

Solution: 2Checkout's Avangate Affiliate Network

The 2Checkout affiliates team provided solid support for campaigns as well as affiliate program management during 2017, with impressive results (2017 vs. 2016 growth). We've also managed to retain, engage and activate exiting affiliates while at the same time recruit new ones and grow the affiliates pool.

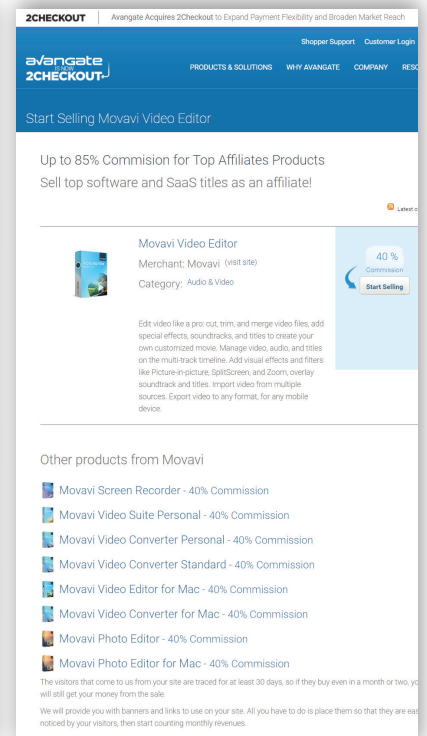
- +44% increase in affiliates sales volumes
- +13% increase in number of affiliates
- Improvement in awareness



Top listing for Movavi in the Avangate Monthly Affiliate Newsletter



Movavi listed in "Hot Picks of the Month" section



Avangate Marketplace Listing Example

Results

Some of the actions and campaigns that helped obtain these results are:

- Network Monthly Newsletters: Top Listing; Listings under Hot picks of the month section;
- Dedicated Newsletter, 1st Sale Affiliates Newsletter, New Affiliates Newsletter sent network-wide;
- Various Network Campaigns and Contests: Spring Flash Sales, Back to School, Write A Review Campaign, Black Friday Campaign – promoted both internally and externally;
- Marketplace listings;
- Inclusion in top 30 best-selling vendors

Avangate - Spring Flash Sales Example

Avangate - Back to School Campaign Example

Join Movavi Affiliate Program with Avangate and Get 30% Discount and 40% Commission!

Movavi is known for easily accessible and user-friendly software for video editing, multimedia conversion, screen capturing and photo editing. Available in more than 150 countries around the world, Movavi programs guarantee great performance and enable users to create and share their content in any format.

Join now and you'll get:

- High-quality multimedia software to promote
- Affiliate commission starting at 40%
- Bonuses for top affiliates
- Discount coupons for all products
- 120-day session cookies
- Marketing kit for every product: box images, short descriptions, and screenshots
- Special deals if you distribute software to non-profit organizations or sell in large quantities

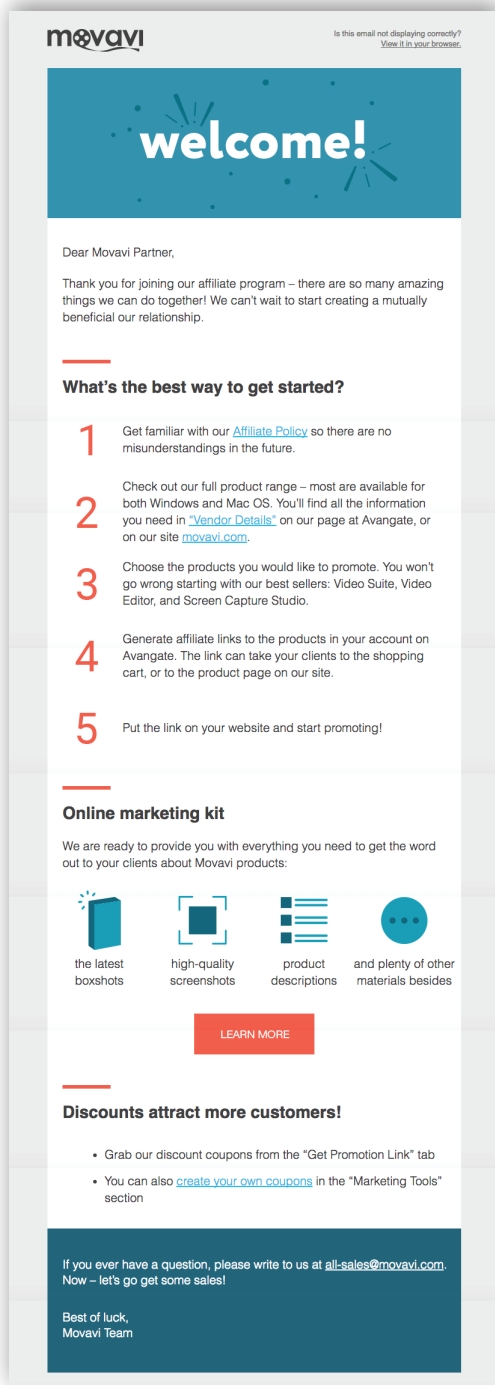
Movavi Video Suite
All-in-one multimedia editing package: easy video maker, powerful video converter, convenient app for screen capturing, and much more.

30% Discount Coupons valid till July 31

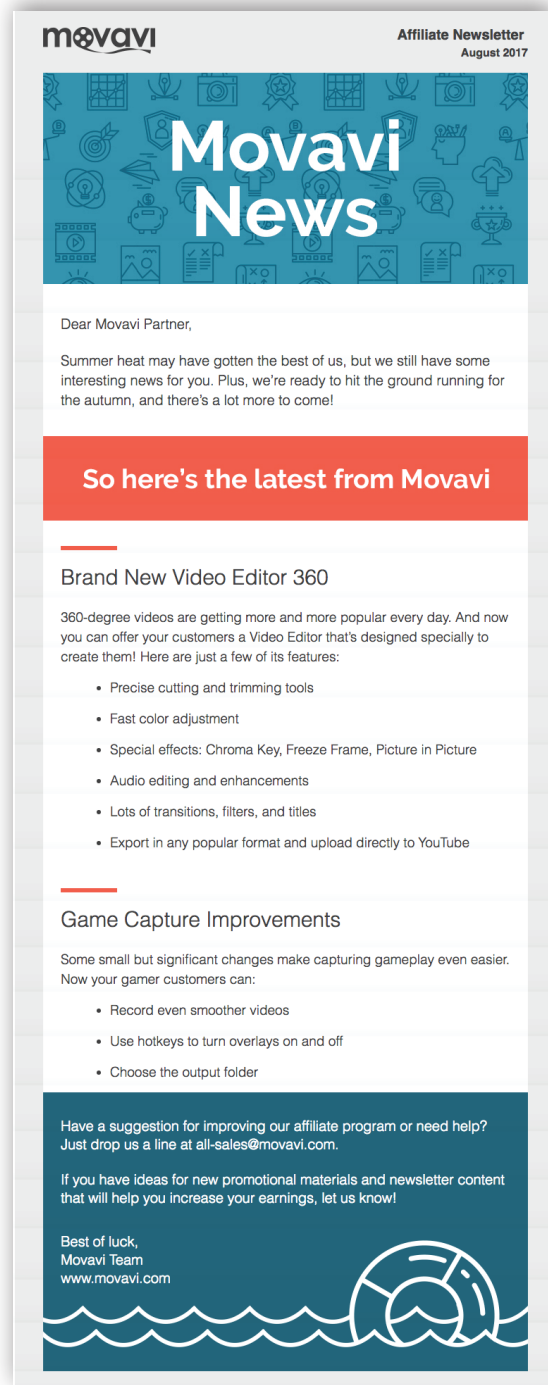
Movavi gives you an opportunity to increase your profits even more! Offer your customers a 30% discount for any of these Windows programs: Video Suite, Video Editor, Screen Capture, or Screen Capture Studio. The coupon is valid June 1 - July 31 2017 only.

Avangate - Dedicated Newsletter for Movavi

In addition, Movavi carried out campaigns and provided special offers for affiliates that have a partnership with them. **Welcome Emails** to new affiliates and the **Movavi Monthly Newsletter** “**Movavi News**” further enhanced communication with affiliates and improved engagement with the Movavi brand.



Movavi Welcome Email for New Affiliates



Movavi Monthly Newsletter for Affiliates

About Movavi



Movavi produces a wide range of multimedia programs and system utilities that ensure you can have fun with your videos, music, and photos on any platform and any device. We develop easy-to-use, powerful and effective programs that inspire people to process, enhance, and share their content.

Since its establishment in 2004, Movavi has grown from a small startup run by three enthusiasts who produced and supported two products to an international business with over 200 employees and an expanding product range for PC and Mac sold in 150 countries.

Read more at: <https://www.movavi.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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