

Avangate Case Study: DVD Fab Success Stories

The Client

Company: Fengtao Software
Software: DVD to DVDR/PSP/iPod
copying/burning software
Website: www.dvdfab.com



On the multimedia market since 2001, Fengtao Software provides DVD Fab - a full array of copying and burning products to cater for all needs, from beginners to advanced users. DVD Fab products are being constantly

Updated to support various formats and the latest burning technology.

Fengtao Software sells DVD Fab online with Avangate since Oct 2006.

Snapshot of Results

✓ **3.94%**

increase in conversion rates

Sales and marketing support

Selling exclusively via the Internet, Fengtao Software requires that their online actions are flexible and effective. Avangate sales and marketing teams are working closely and constantly with Fengtao Software' marketing department and make sure eCommerce platform capabilities fully support Fengtao Software' online strategy.

Shopping cart optimization

In March 2009 Avangate web marketing department initiated an optimization campaign on Fengtao Software' shopping cart.

Optimization included:

- Improved template implementation: graphical elements (buttons, headlines, security logos), design, position, color, size and dynamic discount options.
- An A/B testing campaign, aiming to increase the shopping cart conversion rate. Several buy page templates were compared, including different scenarios for extra options to increase average order value such as Back up CD and Download Insurance Service.

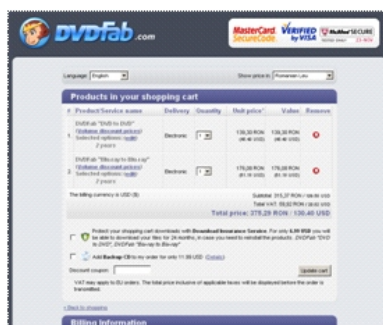
The winning template of the A/B testing campaign generated a **conversion rate of 3.94% higher** than the initial template.

Key points

- Strong working relationship
- Conversion Optimization campaigns
- Services and tools for supporting online marketing



Initial template

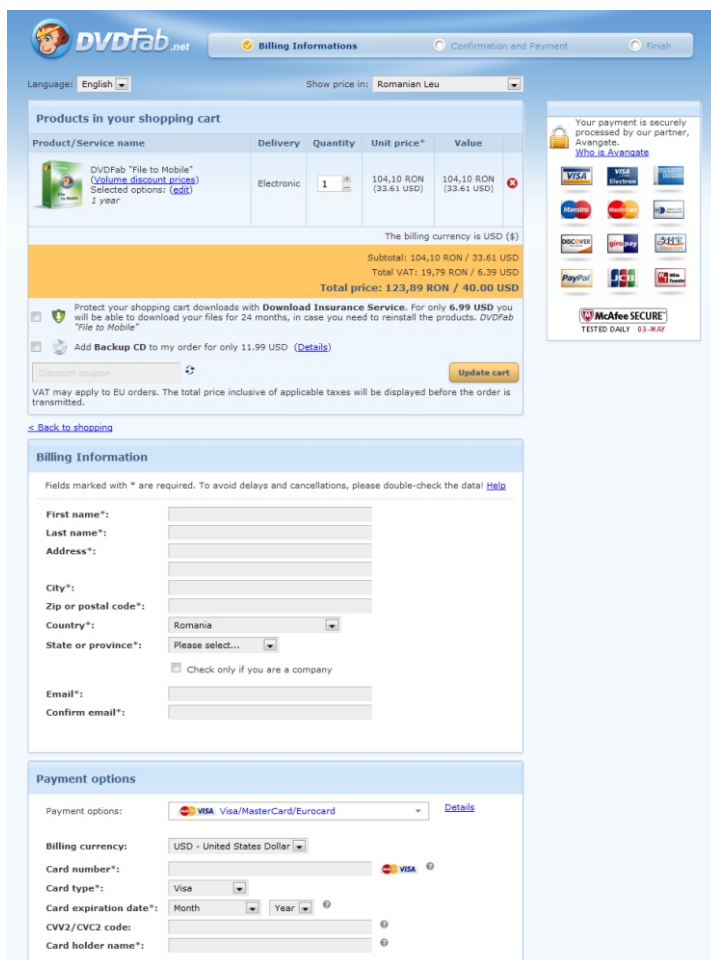


Winning template

Success Stories

April 2010 Update:

Fengtao Software changed the design of the dvdfab.net website, which required a change in the design of the shopping cart. In addition, Avangate suggested a new optimization campaign, involving A/B testing between different ordering flows: *Checkout with Cart Functionalities* vs. the newly introduced *One Page Checkout*.



“ Our DVD Fab sales went up overall in 2009 - especially in the last quarter. Thanks to Avangate’s sharing of know-how in online marketing and continuous platform feature development, we have been able to implement more substantial marketing and cross-selling campaigns. These worked well for us and supported brilliantly the latest new product introductions such as the Blu-ray to Blu-ray copying and burning software. ”

Ellen Zhang,
Marketing Manager at
Fengtao Software

How Avangate Can Help You

Avangate provides solutions for electronic software distribution and reseller management, assisting software companies worldwide in successfully selling their products online and at the same time efficiently managing a distribution network. More information can be found on the corporate website, at www.avangate.com.

avangate
generate e-sales

Bottom line

Since starting to sell DVD Fab products via the Avangate eCommerce platform, Fengtao Software has noticed a steady increase in sales, due to sustained marketing campaigns carried out by DVD Fab, as well as due to Avangate’s constant one-to-one vendor support regarding online sales.