

Client: Axigen - mail server

Success Stories

Client: **axigen**

Software: Axigen Mail Server

Site: www.axigen.com

The project

In October 2005, AXIGEN was about to launch a new software product: Axigen Mail Server for Linux. Axigen is a fast, reliable and secure mail server, enabling System Administrators to have easy management and full control of the email traffic, providing SMTP / ESMTP, IMAP, POP3 and WEBmail services.

Objectives

Driving traffic and downloads from major search engines and software directories was a major objective.

The client also needed to make sure the website clearly presented the company product and allowed visitors to quickly download a free trial version and be able to easily order a fully-licensed version of the software.

Implementing an online payment solution was also one of Axigen's objectives.

The Avangate solution

- Driving traffic and downloads from major search engines and software directories

First, we looked at making the site search-engine friendly. We created a list of keywords that potential clients might search for when looking for a product like Axigen.



Oana Bornaz, CEO Axigen
Implementing Avangate's recommendations and using their submission service meant Axigen got noticed immediately online.

We advised our client how to analyze the potential of each keyword (key phrase) and how to optimize the content and the structure of the website.

Avangate also provided full assistance on how to implement these recommendations.

In the meantime we started to implement a linking strategy to increase the link popularity of the website and the product visibility on the internet in order to achieve a top ranking in Google, Yahoo and MSN.

Key issues

- Web exposure
Increased website and product visibility on the Internet
- Downloads and free trial versions
Increased awareness of the product
- Accepting credit card payments online
Secure payment gateway and fast product delivery

The challenge

Outlining the benefits of the Axigen Linux mail server looked a difficult task, with so many mail servers freely available. Also, the website and the product were both new launches.

In brief - the Avangate solution for Axigen

- e-Commerce platform, including online order & payment solution and electronic software delivery
- Search Engine Optimization
- Software Submission
- Website Usability

The Avangate solution continued...

Achieving a ranking among the "top ten" results in the search engines requires very high link popularity based on the number of external Web pages linked to a page.

In order to ensure Axigen's presence in very targeted sites such as main shareware/ trialware archives, we developed the software PAD file, a mandatory request for almost any directory.

We also made the first submissions to software archives on behalf of our client.

- Online payment system for visitors to quickly and easily purchase Axigen

When the commercial version of the software was launched, we implemented the Avangate online payment and fraud prevention solution which allows our client to safely accept credit card payments online.

We also provided specific recommendations on how to improve the Axigen website usability, for visitors to easily find and download the exact product they needed.

From Axigen's launch date in October 2005 we have been providing regular reports on orders, search engine position and shareware directory listing, search engine optimization, Internet marketing plans and tools designed to help our client better manage and drive their business online.

Results



After six months, sales had increased by a staggering 500%.

Axigen is present in the most important software and shareware directories. In a short period of time they achieved a good web presence which is increasing every day.

- Running a search on Google, the most popular search-engine, brings up a large number of pages referencing the name of the product, and shows it posted in all major software directories and catalogs on the internet.
- Even though the software has been recently launched (6 months before this study was drafted), our efforts to make the product visible all over the web were effective and we continue to increase their online visibility daily.
- Increased traffic and exposure generated sales, partnerships and downloads from customers World wide. After six months, sales had increased by a staggering 500%!"

Client feedback

"We were preparing the launch of the Axigen mail server and wanted to implement an online payment system right from the start. Working with Avangate made us understand how essential it is to prepare the website not only to accept credit card payments, but also to sell well; good product quality alone is not enough. Implementing Avangate's recommendations and using their submission service meant Axigen got noticed immediately online. A significant part of our marketing strategy now includes web marketing and we intend to keep it that way."

Oana Bornaz, CEO Axigen

How Avangate can help you

Avangate is an e-Commerce platform for electronic software distribution, providing all the tools and expertise you need to accept payments online, optimize the sales process and increase your visibility on the World Wide Web.

For more information visit our website at www.avangate.com, email us at info@avangate.com or call +31 20 890 8080.

Avangate
Van Heuven Goedhartlaan 937
1181 LD Amstelveen
Amsterdam Metropolitan Area
The Netherlands

Tel: +31 20 890 8080

Fax: +31 20 203 1309

info@avangate.com

www.avangate.com

avangate
generate e-sales ■■