



Avangate Case Study: DEVONtechnologies

Mac Focused Strategic Affiliate Outreach.
Introduction of Marketing Campaigns and
Promotions

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Avangate helped us grow **a strong base of affiliates and increase network sales** and also delivered a solid online shop/fulfillment system with a rich set of great marketing and sales tools. Bottom line is that Avangate's solution frees us from the tedious, day-to-day operational activities, enabling us to focus on our customers and develop new products for the Mac marketplace.

Eric Boehnisch-Volkman
President, DEVONtechnologies



DEVON
technologies

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Mac Focused Strategic Affiliate Outreach

162%

Increase in
Global Affiliate
Revenues

Background: Company & Products

About DEVONtechnologies

DEVONtechnologies creates end-user and server applications for the Mac and iOS platforms that enhance productivity, organization, and user experience with unique artificial intelligence technology. Headquartered in the US.



Objective - Grow Affiliates Revenue

Avangate provided DEVONtechnologies with a total commerce solution including shopping cart localization and optimization, back-end support – fulfillment, product management, reporting, shopper support, as well as access to the Avangate Affiliates Network.

DEVONtechnologies were looking to jumpstart their online initiatives, and, specifically, leverage Avangate's expertise to acquire more top-performing Mac-centric affiliates and put in place a strategy to grow revenues through the Affiliates network.

Context - Case of the Missing Mac

While Apple computers are wildly popular with consumers, selling software for the platform is still mainly a niche affair. With its Mac-centric products and focus, DEVONtechnologies requires a distinctive ecosystem of partners to help it reach and grow its global customer base.

Challenges - Low Mac Emphasis & Resources

- ▶ Small number of quality affiliates specializing in Mac software sales. DEVONtechnologies was challenged to identify affiliates with a Mac section or emphasis.
- ▶ Average order value sold through affiliates was lower than desired, due also to the quality of existing relationships.
- ▶ Lacked internal resources to focus on additional marketing activities. Needed to update online store, ensure brand consistency across all channels and automate and manage promotional programs

162%

Increase in
Global Affiliate
Revenues

131%

Increase in order
numbers

237%

Increase in quality
traffic referred
from affiliates



Solution - Mac Focused MAS

For DEVONtechnologies, as part of the dedicated three-month Managed Affiliates Services (MAS), Avangate put together an integrated approach to help grow global online presence and revenues by executing specific promotional campaigns and expanding their network of quality Mac-focused affiliates.

Also, our team of affiliate management experts helped DEVONtechnologies to reach out on a one-on-one basis to new, top-performing Mac-focused affiliates. We then provided them with the resources and guidance – promotional and marketing tools and expertise – to nurture the relationships and grow order value and revenues over time.

- ▶ **Sales Volumes grew by 162% over a three month period**
- ▶ **Increased the number of orders by 131%**
- ▶ **Increased quality traffic referred from affiliates by 237% - Aggressive recruitment of Mac-oriented affiliates netted 118+ new partners over a three month period.**
- ▶ **14% increase in AOV - Introduction of bundled products plus promotional coupon campaign for higher priced items.**
- ▶ **Share of online revenue from the affiliate channel grew from 3.5% to approx. 9% of the total online revenue**

Follow the Affiliate Team on Twitter at [@affiliatedoc](https://twitter.com/affiliatedoc)

Read more about the Avangate Affiliates Network at

<http://www.avangate.com/skycommerce/affiliate-network/overview/>

How Avangate Can Help You

Avangate helps Software and Cloud services companies increase their online sales across touchpoints and business models, as well as profitably scale and enter new markets.

Avangate's solutions include a full-featured, modular and secure Commerce platform, which integrates online eCommerce, a partner order and revenue management solution, as well as a constantly expanding worldwide affiliate network.

✉ Contact us today. Full details below.

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