

Avangate Case Study: Giant Matrix Success Stories

The Client

Company: **Giant Matrix**

Website: www.giantmatrix.com



Giant Matrix is a provider of system utilities and security software solutions for both home and corporate users. Giant Matrix strives to surpass industry standards by being a leader in customer service and a pioneer in the development process of system utilities and security software solutions. The company develops and sells the following products:

- **Anti Tracks** - Keeps users tracks permanently eliminated, identity protected, and important information secured
- **Memory Washer** - Helps users make the most of their computer's memory and system resources
- **Giant Disk Cleaner** - Safely rids PCs of obsolete, junk, duplicate files and broken shortcuts to regain valuable disk space and system performance
- **iSurfer Shield** - Helps users surf the web securely in total 'Stealth' mode without revealing their real IP address to any probable malicious websites.

The challenge

Giant Matrix started selling products online in 2004 and had been focusing exclusively on this sales channel. Part of a wider sales increase plan, the system utilities vendor was aiming to:

- expand market reach using affiliate marketing as a seamless extension of the existing direct online channel
- employ several fresh marketing actions that deliver increased product exposure and sales results

Giant Matrix selected Avangate as an eCommerce provider for online software sales and in January 2010 joined the Avangate Affiliate Network to take advantage of this supplementary channel.

Avangate had as challenge to help Giant Matrix increase online sales and manage efficiently the newly added sales channel.

Avangate put at Giant Matrix' disposal not only various specific online sales tools, such as cross-selling or discount coupon campaigns, but also consultancy on how to use the Affiliate Network and leverage Avangate's partnerships to Giant Matrix' advantage.

Moreover, Avangate delivered to the point suggestions and ideas of marketing campaigns.

Snapshot of Results

- ✓ **250%**
increase in sales in one week
- ✓ **18000+**
complete, successful giveaway installations in one single day
- ✓ **2500+**
New registered users to the company's newsletter

*“ Thanks for your help and cooperation, highly appreciated!
The ideas you mentioned are great to get started. ”*

Mahmoud Metwally
CEO
Giant Matrix

Success Stories

Giveaway of the day

Besides helping Giant Matrix with getting started on the Affiliate network, the Avangate web marketing team suggested a special promotion on Giveaway of the day as part of Giant Matrix sales increase plan.

What is Giveaway of the day?

www.giveawayoftheday.com is a website which, each day, offers a special deal on a software application.



Giveaway of the Day

So users can download for free (for one day only) a fully licensed software, with some limitations (for instance: no upgrades, no support).

Benefits of giving a product away for free? Increased visibility and future referrals.

Plus, as this case study shows, increase in sales.

Results

- On the giveaway day (March 2nd 2010), Giant Matrix got around 18,000+ complete, successful giveaway installations of memory Washer and 2500+ new registered users to the company's newsletter.
- Besides the increased product visibility, the exposure obtained via Giveaway of the day brought along actual sales, starting the very first day after the special promotion. What's more, Memory Washer sales went up 250%.

More campaigns

Following the success of the first Giveaway of the day campaign, Giant Matrix marketing team decided to run a second campaign for iSurfer Shield on April 1st 2010, with similar spectacular results.

Giant Matrix is currently running a special discount campaign for Giveaway of the day visitors for their star product **Anti Tracks**, with Giveaway of the day acting as an affiliate in the Avangate network.

“ The Giveaway of the day approach was one of the best suggested and I will personally recommend it to any other vendor. ”

“ Amazingly starting the next day to the giveaway day Memory Washer sales increased at least 250% and kept like this for at least a week, then it went down a little but it never reached the point it was before the giveaway day up to this moment!” ”

Mahmoud Metwally
CEO
Giant Matrix

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 ■