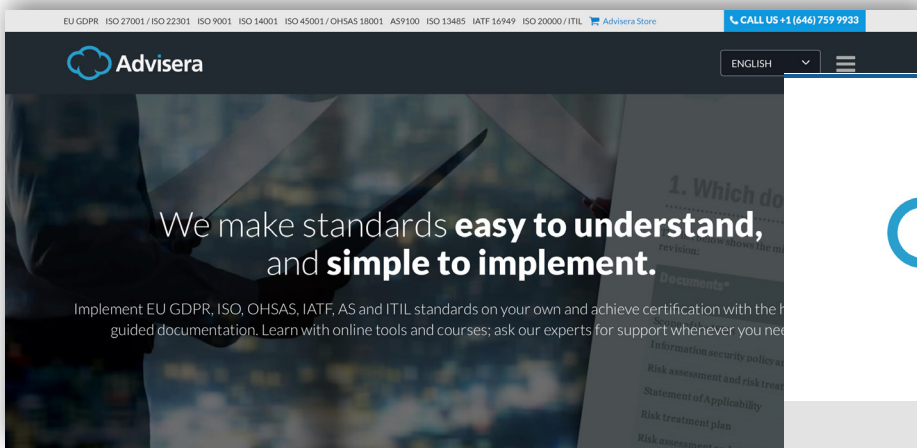


# Advisera Improved Online Revenue and eCommerce Operations with 2Checkout's Avangate Monetization Platform



**Dejan Kosutic**  
CEO  
Advisera



*We have switched to 2Checkout's Avangate Monetization Platform after carrying out a thorough selection process. They showed they cared from our first interactions and we have since built a strong partnership. We appreciate the flexibility and depth of the platform, the great results we've seen, and we certainly love the team, their willingness and proactivity in supporting our digital commerce needs.*



### Customer:

Advisera Expert Solutions Ltd

### Segment:

B2B digital products

### Company Size:

SMB

### Vertical:

Consultancy related to industry standards

### Target:

B2sB, B2B

### Benefits & Results:

- Improved cart & platform functionality
- Enhanced operational efficiency
- Better sales tax compliance

### 2Checkout Solution:

Avangate Monetization Platform

### Context

Advisera offers specialized guidance, tools, trainings, books, professional expertise, and complete documentation regarding regulations and industry standards such as GDPR, ISO 27001, ISO 9001, ITIL and others. It is selling to a global market.

### Objectives

With an overall goal of improving global sales, Advisera was looking to improve cart conversion rates, enhance the purchasing experience for their clients in every country and improve the ecommerce team's efficiency.

### Solution

#### Avangate Monetization Platform

By working with 2Checkout and utilizing the Avangate Monetization platform, Advisera has seen a series of benefits:



Highly configurable, more intuitive cart, which helped increase conversion rates.



User friendly interface with easy navigation; access to a wide variety of eCommerce tools that the ecommerce team can activate and fine tune on the fly, including notifications for unfinished payments, cross-selling campaigns, promotion campaigns and more.



Superior client support, via the dedicated Client Success Manager as well as vendor support team.



Comprehensive sales tax compliance, especially related to the fragmented European space.



Rich subscription management capabilities and the flexibility to support multiple business models from the same platform, for current and future needs.



A better affiliates management platform, with a better interface that is facilitating improved relationship management with affiliate partners.



Co-marketing activities which have helped increase awareness of Advisera and their services, especially related to the topic of GDPR.

*"Advisera has increased revenues by 150% since switching to 2Checkout. We've enjoyed some amazing support from the 2Checkout team, which has clearly contributed to this growth. We look forward to continuing to leverage the platform, and utilize even more capabilities, especially as we embark on launching subscription-based products and looking to optimize our ecommerce operations even further,"*

**Dejan Kosutic, CEO of Advisera.**

### About Advisera



Advisera Expert Solutions Ltd seeks to make standards easy to understand and simple to implement. Advisera helps customers Implement ISO, OHSAS, IATF, AS and ITIL standards on their own and achieve certification with the help of guided documentation. Over 5000 companies from more than 100 countries have passed audits and achieved certifications with the help of Advisera's online education courses, certification exams, tools, documentation toolkits, and standard expert assistance. Advisera has grown to become the world's leading provider of online training, tutorials and documentation for ISO 27001, ISO 22301, ISO 9001, OHSAS 18001, ISO 14001, AS9100, IATF 16949, ISO 20000, and ITIL.

More information on [www.advisera.com](http://www.advisera.com)

### About 2Checkout

2Checkout is the leading all-in-one monetization platform for global businesses. It was built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce like global payments, subscription billing, merchandising, taxes, compliance and risk, so they stay focused on innovating their products and delivering exceptional customer experiences.

Get more information at [www.2checkout.com](http://www.2checkout.com).

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