



Avangate Client Success Story

123ContactForm

19% Revenue Uplift from Acquisition and Retention Optimization Activities

"123ContactForm has been growing at a high pace and with this came the need to scale operations efficiently. Avangate has been instrumental in helping us scale online sales globally and in making sure that we do not leak revenue at various moments of the client lifecycle, but instead obtain revenue uplifts through optimization projects. We have seen great results from employing Avangate's in-platform marketing and revenue recovery tools and we'll continue our optimization efforts in order to maximize ROI and offer our clients a frictionless online experience, from the first acquisition or upgrade, to subscription management and renewal."



Florin Cornianu
CEO
123ContactForm

Customer: **123ContactForm**

Segment: SaaS

Vertical: Web Tools: Form Builder

Target: B2B & B2Gov/ Edu

Project: Acquisition and Retention Optimization

Benefits & Results:

19% revenue uplift

Avangate Solution: Enterprise Edition

Context

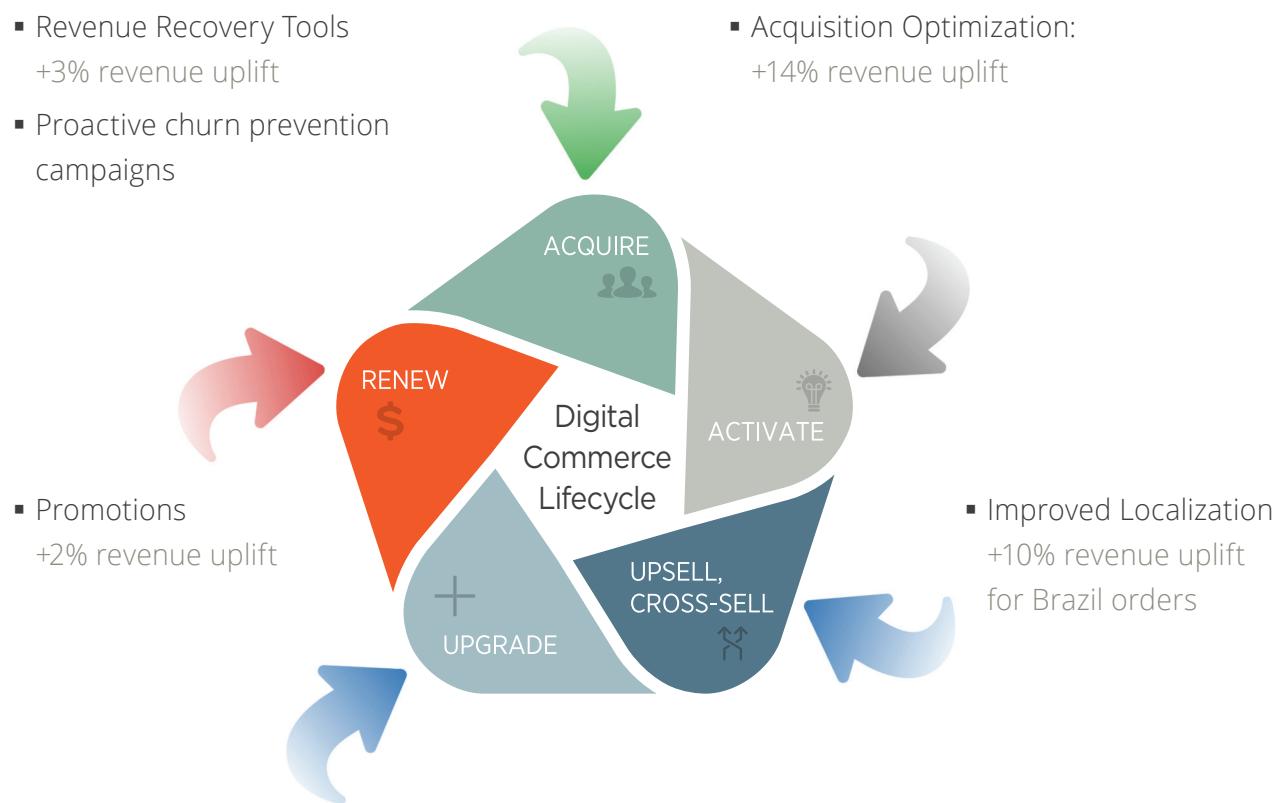
123ContactForm is a SaaS provider of web forms and surveys for businesses and NGOs, government and educational institutions. In the context of a crowded market, with many free tools available, the company was looking to optimize their commerce operations and go-to-market approach.

Objectives

Increase revenue by optimizing acquisition and implementing churn prevention actions.

Solution

Together with their commerce provider Avangate, 123ContactForm carried out several programs aimed to increase conversion and retention, ultimately improving customer experience and driving additional revenue uplift, across all stages of the customer lifecycle. Focus was on optimization as opposed to increased acquisition investment.





Acquisition Optimization: 14% Revenue Uplift

123ContactForm carried out an acquisition optimization project looking at improving conversion rates on acquisition. Avangate's in-platform A/B testing tool was used to compare shopping cart layouts and flows.

Test 1 - Compact shopping cart fields

The first test aimed to make the cart more compact by reducing the number of fields in the Billing Information and Payment Option sections.

- Pages Tested: Checkout page
- Target Audience: All Visitors, all products
- KPIs: Conversions, Revenue, AOV
- Test duration: 8 weeks

Order Page

Language: English Show price in: RON - Romanian Leu

123ContactForm Gold Plan - monthly subscription 57.76 RON

Total price: 71.82 RON Total VAT (24%): 13.86 RON

Billing Information

Licensed to: Person Company
First name*: Last name*: Address*: City*: Zip or postal code*: Country*: State or province*: Email*: Confirm email*: MONEY BACK GUARANTEE

Payment Options

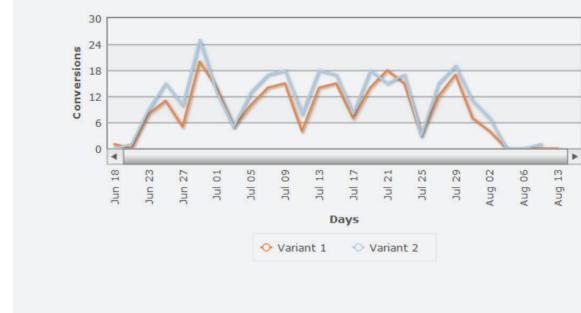
Payment Options*: Visa/MasterCard Billing currency*: RON - Romanian Leu Card number*: Card expiration date*: Month Year CVV2/CVC2 code*: Card holder name*: McAfee SECURE

Submit Order

Need assistance? Check out our Customer Support for more information on online payment related issues, order status and transactions. For prompt service, please state the order number from your confirmation email as a reference. We are happy to answer any questions you might have on the ordering process. Avangate is the authorized reseller and merchant of the products and services offered within this store. Order processed by Avangate, authorized reseller and merchant of the products and services offered within this store. Avangate BV | Pijnst Hendriklaan 26 II, 1075 BD, Amsterdam, Netherlands. Privacy Policy | Terms and Conditions | Refund Policy

Control: Original Checkout page

Avangate's in-platform A/B testing tool is an easy way to test and measure optimizations to customer experiences and identify the right enhancements based on data-backed decisions. Easy to follow charts are automatically generated.



Order Page

Language: English Show price in: RON - Romanian Leu

123ContactForm Platinum Plan - monthly subscription 115.72 RON

Total price: 143.49 RON Total VAT (24%): 27.77 RON

Billing Information

Licensed to: Person Company
Full name*: Romania
Country*: Please select... Email*: oana.raveica@avangate.com

Payment Options

Payment Options*: Visa/MasterCard Billing currency*: RON - Romanian Leu McAfee SECURE

Submit Order

Verified by VISA MasterCard SecureCode

Compact shopping cart fields:
Billing Information and Payment Options

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Challenger: New Checkout page with simplified form



Test 2 – Simplified ordering process for high value orders

The second test aimed to simplify and speed up the ordering process by reducing the number of steps necessary for placing an order – from 2 to 1.

- Pages Tested: Checkout page
- Target Audience: high AOV client segment (yearly subscriptions)
- KPIs: Conversions, Revenue, AOV
- Test duration: 8 weeks

A/B Testing Conclusions

Test 1: Challenger version, with compact cart fields, won with 8% improvement in conversion rate over the Control, resulting in 2% revenue uplift*.

Test 2: Challenger version, with less steps in the ordering process, won, bringing a 63% increase in conversion rates for high AOV products. This translated in a 12% revenue uplift*.

**) based on estimated forecasted yearly revenue.*

Order Page

Billing Information

Language: English Show price in: RON - Romanian Leu

123ContactForm Platinum Plan - monthly subscription 115.72 RON

Total price: 143.49 RON Total VAT (24%): 27.76 RON

Payment Options

Payment Options: Visa/MasterCard Billing currency: RON - Romanian Leu

Submit Order

Verified by VISA MasterCard SecureCode

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Control: 2 page checkout process
(winner of the first experiment)

Order Page

Billing Information

Language: English Show price in: RON - Romanian Leu

123ContactForm Gold Plan - monthly subscription 57.76 RON

Total price: 71.62 RON Total VAT (24%): 13.86 RON

Billing Information

Licensed to: Person / Company

Full name*: Romania

Country*: Please select...

State or province*: Please select...

Email*: dana.raveca@avangate.com

Payment Options

Payment Options: Visa/MasterCard

Card number: Card expiration date: Month Year

CVC2/CV2 code: Card holder name: You will be charged 71.62 RON

By placing this order you agree to the Terms and Conditions

Place order

McAfee SECURE 10169467

Verified by VISA MasterCard SecureCode

Need assistance? Check out our Customer Support for more information on online payment related issues, order status and transactions. For prompt service, please state the order number from your confirmation email as a reference. We are happy to answer any questions you might have on the ordering process. Avangate is the authorized reseller and merchant of the products and services offered within this store. Order processed by Avangate, authorized reseller and merchant of the products and services offered within this store. Avangate BV | Prins Hendriklaan 26 B, 1075 BD, Amsterdam, Netherlands Privacy Policy | Terms and Conditions | Refund Policy

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Challenger: 1 page checkout process



Revenue Recovery Tools in Action: 3% Revenue Uplift

Involuntary Churn Prevention

123ContactForm switched on Avangate's Industry-leading Revenue Recovery Tools (RRT) in order to combat involuntary churn and maximize recurring revenues.

Essentially, RRT:

- Prevent payment failures before they happen;
- Ensure billing continuity for active subscriptions and increase authorization rates for expired cards;
- Minimize failures and increase recovery rate

The authorization dashboard helps monitor and optimize retention strategies to recover more revenue.

RRT is available to all Avangate customers.

123ContactForm opted for the Advanced RRT service that includes: Account updater, Basic retry logic, Avangate advanced updater, Advanced retry logic, Dunning management.

"Avangate's Revenue Recovery Tools are also revenue share, so if they don't recover anything extra, we don't pay anything on top of the regular commission. With a threefold return on investment and a safe bet, switching on this service proved to be a great decision."

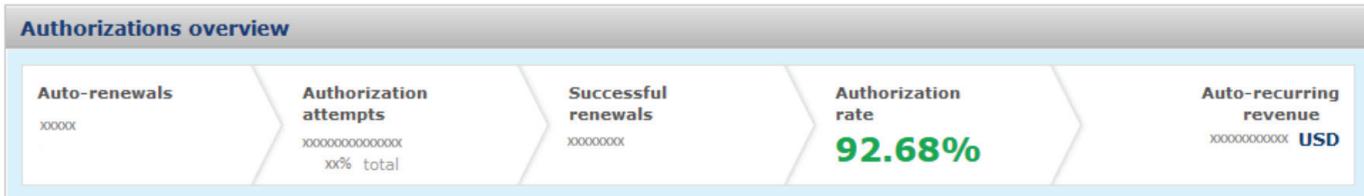
123ContactForm's target market is primarily of businesses and NGOs, meaning authorization rates are already high for these segments. In spite of that, Avangate was able to improve their authorization rates by a further 1.3%, which resulted in an additional revenue uplift of 3%.

The software provider obtained a threefold ROI on the Advanced RRT fees (revenue share model, based on actual processed orders).

1.3% increase in authorization rates

3% revenue uplift

3 fold ROI



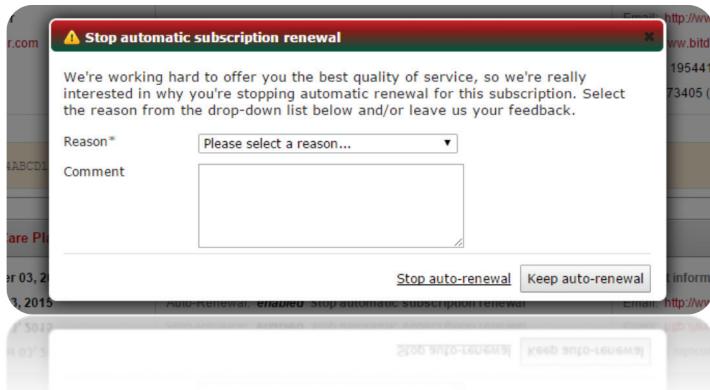


Proactive Churn Prevention

123ContactForm also activated feedback collection tools for the myAccount Area to gain insight on cancellations. Next step: implement proactive churn prevention campaigns available out of the box in the Avangate platform.

Step 1: Gather feedback on cancellation reasons.

Step 2: Implement more effective churn prevention campaigns (discounts for Churn Prevention, seamless one click upgrades, retargeting campaigns).



Other Revenue Uplift & Optimization Examples

Promotions: 2% Revenue Uplift

A classic tool for e-commerce, Avangate's in-platform promotion management tool helped 123ContactForm drive a further 2% overall revenue uplift.

Improved Localization:

10% Revenue Uplift for the Local Market

Additional Payment methods such as credit cards with installments were introduced for the Brazil market. The client saw a 10% revenue uplift for Brazil orders and 12% increase in AOV (12% increase in authorization rates).



Summary of Results

- 14% revenue uplift from improved conversion rates on new acquisitions (Avangate's A/B testing tool employed for testing)
- 3% revenue uplift from advanced Revenue Recovery Tools on renewals
- Promotions generate an additional 2% revenue uplift
- Further revenue uplifts from localized payment methods with recurring capabilities

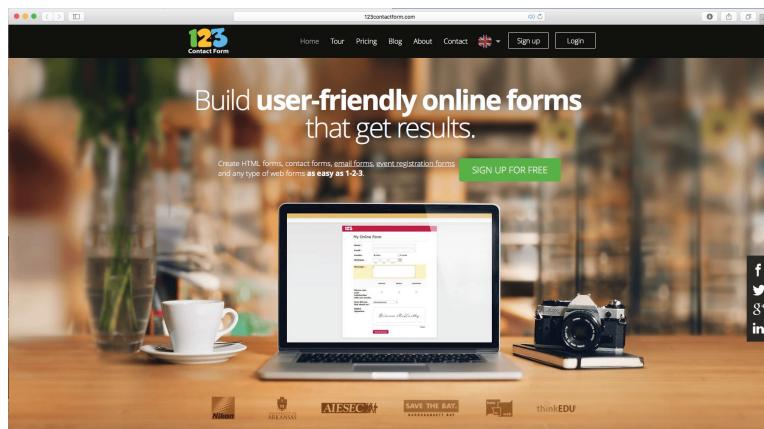
Note: This case study presents results of recent optimization projects. A previous case study, examining why 123ContactForm selected Avangate and immediate benefits obtained as a result of the switch (renewal rates improved by 15-20% / expanded global outreach from 50+ to 100+ countries; 50% faster go to market) are presented in [a previous case study](#).



About 123ContactForm

123ContactForm is a trustworthy and user-friendly web form builder that allows organizations to easily and securely build and customize forms or surveys without programming skills. With 123ContactForm anyone can create from simple to complex forms or surveys and start collecting data within minutes. It is the right tool for individuals, but also for small businesses and large enterprises. It integrates with many third party apps, such as Google Drive, SalesForce, MailChimp, PayPal, Stripe and many more.

Founded in 2008, 123ContactForm is among the 5 top form builders in the world used by a wide diversity of businesses and institutions. For more information, visit 123contactform.com



About Avangate

Avangate is the modern Digital Commerce provider that enables the New Services Economy, helping Software, SaaS and Online Services companies sell their products and services via any channel, acquire customers across touchpoints, increase retention, leverage smarter payments, experiment on the fly and optimize their business in order to increase overall revenue. Avangate's clients include ABBYY, Absolute, Bitdefender, Brocade, FICO, HP Software, Kaspersky, Metaio, Telestream and many more companies across the globe.

Learn more about how Avangate can help your business at www.avangate.com