Avangate Client Success Story
Absolute Software

Affiliate-Driven Sales Increased by 84% with Avangate

"*We're really pleased to see that proactive efforts to boost Absolute Software's affiliate program resulted in a clear and immediate 84% revenue increase. Working closely together with our partners Avangate and iAffiliate Management, we looked at very specific metrics around acquisition – and improved not only our overall reach, but also the efficiency and quality of our leads, resulting in increases in conversion rates and average order value. We over-achieved our target, with acquisition revenue exceeding the set goal by 16%.*"

Derrick Maloney
eCommerce Manager
Absolute Software

Customer: Absolute Software

Segment: Software
Vertical: Security

Key Results:
- Affiliate-generated revenue for new acquisitions increased by 84% YoY
- Grew AOV by 25%
- Increased conversions by 70%

Avangate Solution:
Unlimited Edition | Managed Affiliates Service

www.avangate.com

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Context

Like many companies in the security software space, Absolute Software was experiencing a market shift. Customers were moving away from one-time purchases and toward lower cost of entry subscription products and services. In this context, Absolute wanted to expand its reach via additional marketing channels, their affiliate program being one of them.

Challenges

A crowded marketplace, with many free options, was a challenge for Absolute Software. Additionally, seasonality affects Absolute's business significantly, meaning a careful coordination of timing and execution was paramount.

Objectives

With an affiliate program already in place, Absolute software was looking to strengthen the program and boost its efficiency and reach in order to ultimately improve revenue, with a set revenue target.

Solution & Results

Absolute Software worked with Avangate Managed Affiliate Services and its agency partner iAffiliate Management, a leading outsourced affiliate program management partner.

As a result of the program that Avangate and iAffiliate put together for Absolute, the software vendor's affiliate-generated **revenue increased by 84% year over year** when comparing Q3 2014 revenue from Avangate with Q3 2013 revenue from other affiliate networks.

This was achieved by **improving acquisition** through:

Expanded Reach

- An expanded footprint within the loyalty vertical, by partnering with Ebates & FatWallet
- Developing and executing successful campaigns with leading flash sale partners such as Bits Du Jour
- Increased PPC exposure on brand and keywords, increasing visibility over competitors
- Maximizing revenue during peak season

Absolute Software affiliate generated revenue increased by 84% with Avangate compared to other affiliate networks.

Improved Conversion and Average Order Value

- Improved lead quality and conversion by 70% 2014 conversion among active affiliates was 7.05%, compared to 2.9% in 2013
- Improved Average Order Value year over year by 25%
- Launched a strategic affiliate partnership with UpSellit, a leading pay-for-performance cart abandonment solution

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About Absolute Software

Absolute Software is the leader in data protection and theft recovery with a proven solution that locates stolen devices and returns them to their rightful owners. Their patented Absolute Persistence Technology can survive a factory reset, allowing the Absolute Investigations Team to locate and retrieve stolen laptops, tablets or smartphones, or to wipe the data remotely to prevent identity theft.

More information on absolute.com
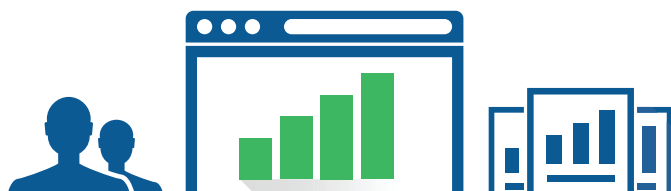
About iAffiliate Management

iAffiliate Management is a full-service affiliate management agency that helps consumer technology and internet retail brands increase revenue through strategic affiliate partnerships and improve the Return on Ad Spend across their affiliate channel. Headquartered in Minneapolis, Minnesota iAffiliate Management is a recognized leader in outsourced program management and is considered a strategic marketing partner for companys looking to increase sales of technology products and services online.

More information on iaffiliatemanagement.com

About Avangate

Avangate powers modern Digital Commerce, finally solving the complexity of online commerce, subscription billing, and global payments for Software, SaaS and Online Services companies. Backed by a proven cloud platform, unmatched expertise and a depth of digital commerce services, Avangate helps digital business leaders drive the fastest path to revenue, maximize the value of every customer, and expand global reach. Over 4,000 of the most demanding digital businesses in over 180 countries trust Avangate including Absolute Software, Bitdefender, Brocade, FICO, HP Software, Kaspersky, Metaio.

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

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