

# AVS4YOU Increased Affiliate Sales by 15% with the Avangate Award Winning Network and Services



**15%** Increase in Affiliate Sales

**17%** Increase in Affiliate Orders

**250+** New Affiliate Partnerships



**Irina Sanaeva**  
Head of Sales  
at Online Media  
Technologies Ltd.



*We needed a boost to our affiliate sales and decided to work together with the 2Checkout (formerly Avangate) Affiliate Network team. They put in place a well thought out program which helped us boost sales by 15% as well as helped us increase the number of affiliates we are connected to. All in all, we're very happy with the results and would recommend the Managed Affiliate Services.*



#### Customer:

Online Media Technologies Ltd,  
creator of AVS4YOU

#### Segment:

Electronic software download

#### Company Size:

SMB

#### Vertical:

Audio-Video

#### Target:

B2C & B2B

#### Main Results:

- 15% Increase in affiliate sales
- 17% Increase in affiliate orders
- 250+ New affiliate partnerships

#### 2Checkout Package:

Avangate Digital Commerce Enterprise Edition

## Context & Objectives

The overall objective was to improve revenue from the affiliate channel. The company had been working with affiliates for many years, but felt a boost in their approach was needed. As the software provider did not want to add additional headcount, they contracted a Managed Affiliate Program service (basic) from 2Checkout (formerly Avangate) in order to get support for program management, fresh ideas and expertise, as well as preferential placement for AVS4YOU products in affiliate campaigns.

## Solution: Managed Affiliate Program Service

The 2Checkout (formerly Avangate) team put into place a series of campaigns that had as goals to increase sales as well as recruit new affiliates. The campaigns were anchored around key events, such as Back to School campaigns or special Avangate contests (Heroes of Digital Marketing).

## Results

Overall, AVS4YOU was promoted in 27 campaigns throughout 2016, with the following results:

	Year over Year Increase (2016 compared to 2015)
Volumes (affiliate generated)	15%
# Completed affiliate orders	18%
Number of affiliates	7%
Conversion rates (affiliate sales)	33%

The boost in awareness towards AVS4YOU products, as well as the increase in number of affiliates engaging with AVS4YOU provide a strong foundation for future campaigns and will facilitate future sales increases.

*"We were very pleased with the results. Although we've been connected to the network since 2007, we absolutely need to have 'boost campaigns' from time to time. The quality of the service from 2Checkout (formerly Avangate) is unquestionable – besides the evident increases in sales and new affiliates recruited, we were also pleased in the increase in conversion rate for affiliate sales,"* added Irina Sanaeva, Head of Sales, Online Media Technologies.

## Campaign Examples

avangate Affiliate Network

Boost Your Sales with...  
**Up To 70% Discount Coupons!**

**Back to School**

Everybody's caught up in the Back To School frenzy and our vendors have fully prepared for this busy shopping season. Join our network now and pick the best deals for you - request partnerships with the vendors and don't hesitate to ask for help if you need any assistance here.

**movavi**

Commission: 40%    Discount Coupon: 30%

**Campaign description:**  
Movavi offers a wide range of multimedia programs that let your customers create professional-looking movies and screencasts. Get top video tools from Movavi with a limited-time 30% discount coupon!

**Products included:** Click to see all Products

**Coupon Codes:** Click to see all Codes

**Duration:** until September 30, 2016

**Contact Vendor:** Alyona Dmitrieva

[Join Program](#)

**TrackOFF**

Commission: 75%    Discount Coupon: 30%

**Campaign description:**  
Everyone needs comprehensive privacy protection. Start promoting TrackOFF Privacy Software with a 30% discount coupon!

**Products included:** Click to see all Products

**Coupon Codes:** Click to see all Codes

**Duration:** until September 30, 2016

**Contact Vendor:** Alex Seher

[Join Program](#)

**AVS4YOU**

Commission: 50%    Discount Coupon: 15%

**Campaign description:**  
AVS4YOU is offering a 15% discount coupon for Back to School. Start promoting right away and increase your revenue!

**Products included:** Click to see all Products

**Coupon Codes:** Click to see all Codes

**Duration:** until September 30, 2016

**Contact Vendor:** Tatiana Tyulyutova

[Join Program](#)

**AVS4YOU** AVS4YOU.com

Commission: 50%    Discount Coupon: 15%

**Campaign description:**  
AVS4YOU is offering a 15% discount coupon for Back to School. Start promoting right away and increase your revenue!

**Products included:** Click to see all Products

**Coupon Codes:** Click to see all Codes

**Duration:** until September 30, 2016

**Contact Vendor:** Tatiana Tyulyutova

[Join Program](#)

**Be our Digital Marketing Hero!**  
Win a Trip to Paris

**Trending Vendors**  
February, 2016

From utilities and system drivers products to audio & video tools, you will surely find attractive deals to promote from the top vendors listed below:

Merchant	Commission
1 <a href="#">Bitdefender</a>	20%
2 <a href="#">123ContactForm</a>	25%
3 <a href="#">IObit</a>	70%
4 <a href="#">VSO Software</a>	75%
5 <a href="#">AVS4YOU</a>	50%

**avangate**

Get the Avangate **GOLD PARTNER OF THE YEAR** Award!

x5 Winners  
x5 Awards

**Dear New Seller, Are You Ready?**

We're happy to see you start the activity in our network by making your first sale, registered in November - congratulations and keep up the good work!

This Winter, prepare to win big!  
Apart from our long-term partners, Bitdefender, IObit, VSO Software, ABBYY USA, **AVS4YOU** and Movavi, we have exclusive discount coupons and increased commissions from fresh vendors as the ones below:

## About Online Media Technologies

Online Media Technologies Ltd. is an IT high-tech company that specializes in developing innovative video and audio solutions for millions of end-users and professional developers worldwide. AVS4YOU is the flagship online store for Online Media Technologies Ltd. and can be found at <http://www.avs4you.com>

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## About 2Checkout (formerly Avangate)

2Checkout (formerly Avangate), a Francisco Partners portfolio company, is the digital commerce & payments provider that helps companies sell their products and services via multiple channels, acquire customers across multiple touch points, increase customer and revenue retention, leverage smarter payment options and subscription billing models, and maximize sales conversion rates. The company's clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, and many more companies across the globe.

Avangate acquired 2Checkout in March 2017. More information on the Avangate platform and services can be found on [www.avangate.com](http://www.avangate.com). More information on 2Checkout can be found on [www.2checkout.com](http://www.2checkout.com)

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

Read more about the Avangate Affiliate Network at:  
<http://www.avangate.com/products/affiliate-network/>

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