

Avangate Case Study: RSJoomla Success Stories

The Client

Company: RSJoomla

Software: Adds-ons for Joomla!, an open source content management system platform for publishing content on the web



RSJoomla! is a young and dynamic software company, founded in 2007. Their goal is to create valuable resources for the Joomla! Community and their philosophy is simple RS = Really Simple. Apart from the leading product RSForm!, RSJoomla! offers a whole suite of Joomla! Extensions. See client website: www.rsjoomla.com

Objective

- ✓ Increase online sales without increasing marketing spend.

Results

- ✓ 25% increase in sales through shopping cart optimization.

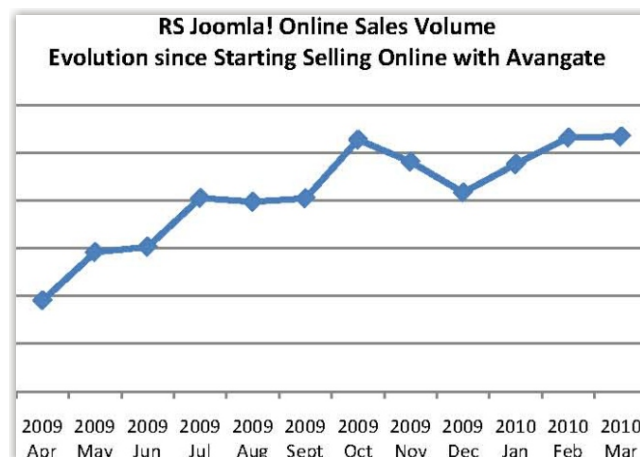
Background

In April 2009, RSJoomla! chose Avangate as partner for online sales. Besides a full featured eCommerce platform, Avangate provided added value through custom advice and support on software sales and platform utilization for the client to fully leverage Avangate's capabilities and services.

Results did not take long to show up. RSJoomla! online sales constantly grew since the client started selling software with Avangate.

The Challenge

The Avangate Account Development Team set as target to help RSJoomla! maximize ROI even further by increasing online sales without raising marketing budgets.



Solution: Shopping cart optimization

An optimization project on RSJoomla!'s shopping cart was initiated by Avangate in January 2010.

Based on results of previous research, the RSJoomla! shopping cart was set on a one page check-out flow. Plus, several design enhancements were made, in line with the look and feel of the RSJoomla! Website:

Display of ordering steps	<div> Billing Information Confirmation and Payment Finish </div>
Product image in cart	
Billing form accommodates separate fields for individual / company information at the click of a button	<input checked="" type="checkbox"/> Check this box if you are a company Company Name: <input type="text"/> VAT ID: <input type="text"/> (Details) <small>(only for European Union VAT-registered customers, if available)</small>

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Next, using A/B testing, a new optimization campaign was started in February 2010, aiming to test the new layout with two additional elements:

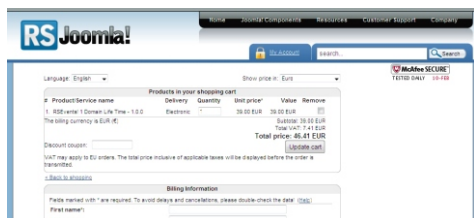
- ➔ The Avangate widget
- ➔ A customer testimonial

The Avangate widget answers a very simple question - “Who is Avangate?”.

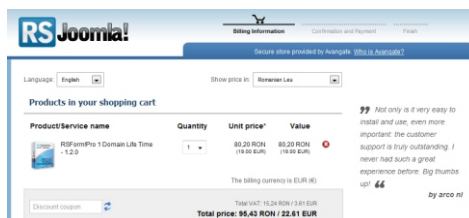
The purpose of this widget is to let people know, without having to leave the shopping cart, that they are buying from a secure third party. The information is shown only to users interested in learning about Avangate (they click on the link), while the rest of them are not being disturbed from the buying process.

The Avangate team introduced and tested the Avangate widget for the first time in a live environment.

The customer testimonial had not been yet displayed in the RSJoomla! cart and the A/B testing campaign was the right time to try it. RSJoomla! had plenty of Joomla! aficionados who had provided positive comments about the company's products, it was just a matter of introducing some extra code.



Initial cart template



Winning template:
18% increase in sales conversion.

Results

Campaign results were impressive: both the Avangate widget and the shopper testimonial had a positive impact on the buying process.

Following optimization, the RSJoomla! shopping cart conversion rate grew from 40.4% to 47.7%, which translated into an 18% increase in sales conversion and, more importantly, into a 25% increase in actual sales (based on average monthly figures).

Benefits

- 25% increase in sales
- Improved customer satisfaction:
 - Who is Avangate widget assures customers of security issues
 - Customer testimonials boost credibility
- No financial effort: increase in sales and customer satisfaction obtained without raising marketing budgets; consultancy and implementation done by Avangate

Wrapping up

- ⊙ Besides the value of layout and general design of the shopping cart, the project shows how shopper testimonials and additional security explanations can have a major impact on conversion rates and sales.
- ⊙ Avangate offers advanced shopping cart customization and optimization capabilities and services, allowing vendors to increase online sales and control their business.

“ The team of professionals behind Avangate really helped our business grow.

Their marketing experts analyzed our website and worked with us to change certain things in the checkout process through A/B Testing. The conversion rate on the tested template was 47.7% compared to the initial one of 40.4 % and they deserve all the credit for it! Great job guys!”



Alexandru Lamba,
CEO
RSJoomla!

Winning template:
18% increase in sales conversion.

- ✓ Improved design & layout
- ✓ Two main new elements:
 - ⊙ “Who is Avangate?” Widget
 - ⊙ Customer testimonial

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

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