2Checkout – The 2018 Q1 Digital Commerce Benchmark

Trends in Global Software, SaaS & Online Services Sales Shopper Behavior & Payments

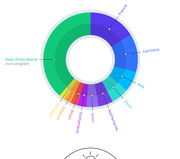
Top 10 Countries - Overall Sales

Software, SaaS, Online Services – 2018 Q1 Overall Sales

1	United States of America	6	Australia
2	United Kingdom	7	Italy
3	France	8	Japan
4	Germany	9	Netherlands
5	Canada	10	Spain

Top 10 Non-English Speaking Countries

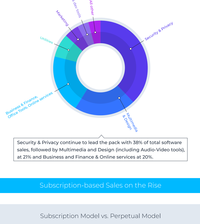
22% of Total Global Software, SaaS & Online Services Sales



Interesting Highlights

Average Order Value for Software, SaaS, Online Services Sales

Top Software Products Sold Online



Security & Privacy continue to lead the pack with 38% of total software sales, followed by Multimedia and Design (including Audio-Video tools), at 21% and Business and Finance & Online services at 20%.

Subscription-based Sales on the Rise

2012 > 49% of sales volumes are for subscription-based products & services

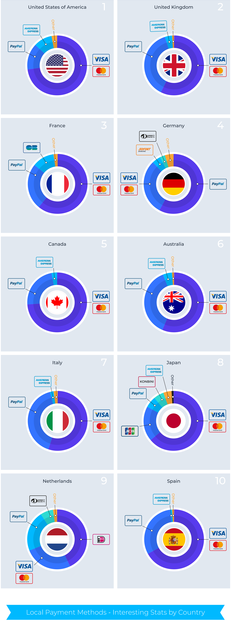
2017 > 75% of sales volumes are for subscription-based products & services

2018 Q1 > 78% of sales volumes are for subscription-based products & services

Top Payment Methods Worldwide

1	VISA, MasterCard	68%	4	INCOMM	1%
2	PayPal	19%	5	All others	4%
3	ACHWEB	7%			

Most Popular Payment Methods in Top 10 Countries



Local Payment Methods - Interesting Stats by Country

Netherlands	iDEAL	43%	SEPA	7%			
China	UnionPay	42%	Alipay	3.3%	Tenpay	2.5%	
Brazil	Local Credit Cards with installments	29%	Boleto	12%			
Turkey	Local Credit Cards with installments	17%	Bank Transfer	1%			
France	carte bleue	12%					
Japan	KONBINI	5.5%					
Russia	Yandex	3%	webmoney	2%			
Finland	Nordea	3%					
Denmark	DankortVisa	3.8%					

Software Sales - Additional Revenue Sources

Affiliate Sales

24%

Generating on average 24% of revenue (analysis performed on vendors connected to the Affiliate Network and having at least one sale).

Promotions

33%

Promotional sales bring, on average, 32.5% of revenues for vendors utilizing this marketing tool.

Cross-selling

5.5%

Vendors get, on average, 5.5% of revenue from utilizing cross-selling tactics.

Up-selling

7%

Vendors get, on average, 7% of revenue from utilizing up-selling tactics.

The Digital Commerce Benchmark is based on a sample of hundreds of thousands of worldwide transactions moving through 2Checkout's Avangate platform between January 2017 and March 2018. 2Checkout continuously tracks fluctuations in sales, empowering software and digital goods providers worldwide to make smarter decisions.

Get More Insights into Global Commerce

For more in-depth info, strategies, tips & tricks, tools to use when growing your eCommerce business at a global level, check out our Resources Page

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