*driver easy*
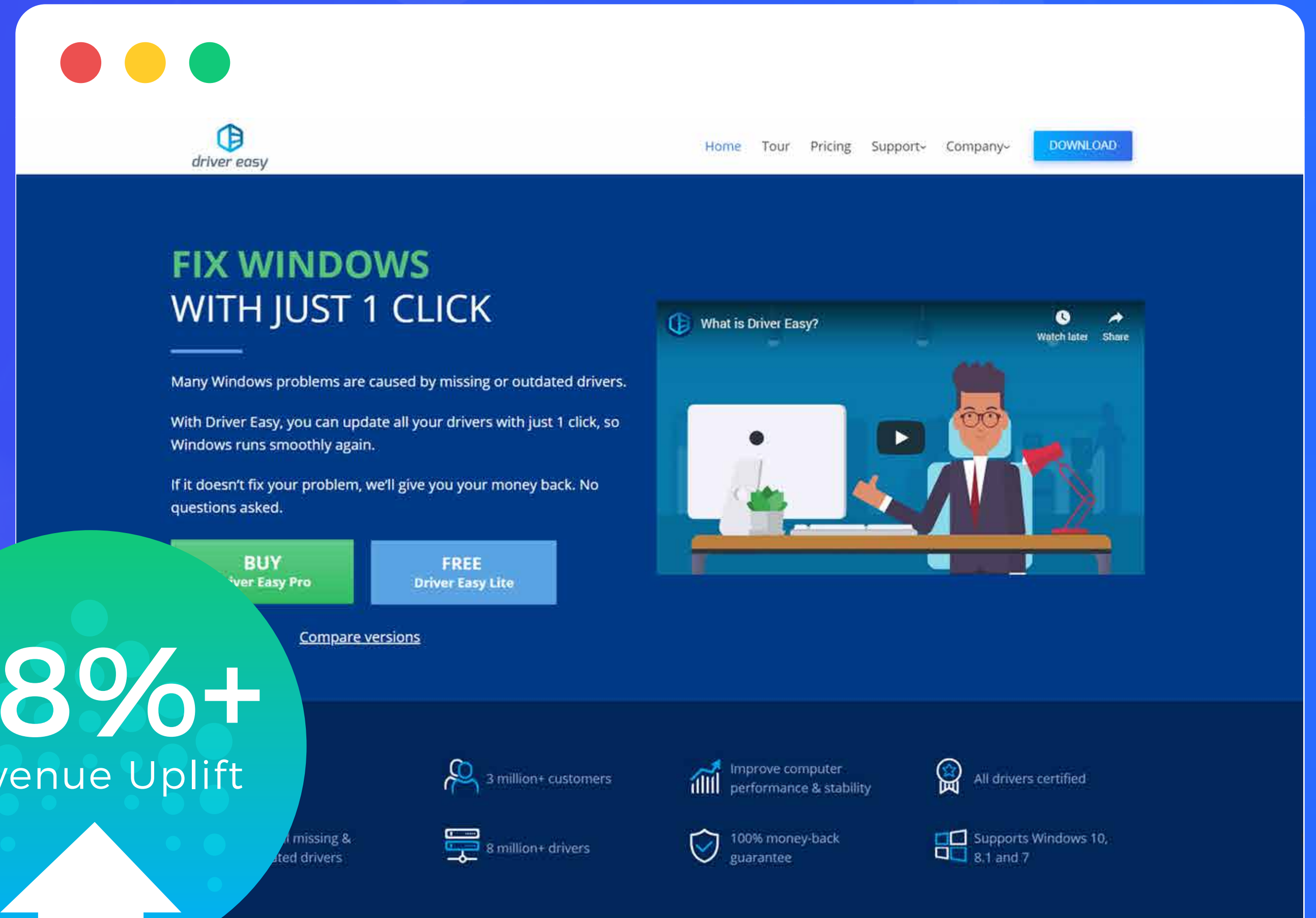
# Easeware Increases Driver Easy Online sales by 18% and Optimizes eCommerce Operations with 2Checkout



**18%+**
Revenue Uplift

**2checkout**

www.2checkout.com

**Kevin Zheng**
CEO and Founder at Easeware

" Great service! We increased our cart conversion rate by 11% using 2Checkout optimized purchasing templates and checkout flow. In addition, the strong order tracking functionality helped us obtain improved and meaningful reporting that we can leverage to make informed decisions and set future goals. With the boost also from the affiliate sales, we estimate 2Checkout has helped us improve online sales overall by more than 18%. "

**Customer:**

**Easeware,** Creator of Driver Easy

**Vertical:**
Software Utilities
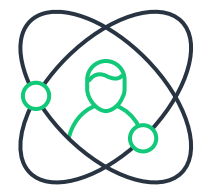
**Target:**
B2C and B2sB

**Company Size:**
SMB

**Benefits & Results:**

✓ Overall increase in online sales: 18%+

✓ 11% increase in cart conversion rate

✓ Improved order tracking, reporting and analytics

✓ Increase in affiliate sales by 31%

**2Checkout Solution:**

Avangate Monetization Platform
Merchant of Record Model

# Context & Objectives

The commerce provider that Easeware previously worked with had a poor order tracking system, making it impossible for Easeware to analyze sales results by channel. This led to mostly guesswork when it came to planning and budget allocation. The company was looking for a better system to help with this internal issue. Before switching to 2Checkout, Easeware did an A/B test on their main target market, and 2Checkout performed much better, with a conversion rate 11% higher than their existing set-up.

# Solution & Results

Compared to the previous provider, 2Checkout proved beneficial to Easeware in several areas:

**11% cart conversion rate increase** due an optimized purchase process

**Affiliate sales increased by 30%** compared with their previous provider
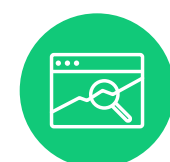
**Customer:**

**Easeware,** Creator of Driver Easy

*driver easy*

BEFORE

AFTER
+11%
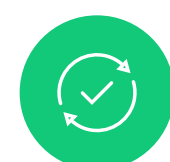increase in cart
conversion rate

## 2checkout

www.2checkout.com

**Out-of-the box integration with Google Analytics** proved extremely beneficial, as well as 2Checkout's advanced order tracking. Easeware was able to pull granular reporting down to the product version or sales channel level.

**Out-of-the box A/B testing functionality** allowed the software merchant to easily conduct optimization projects.

**Strong subscription management and billing capabilities**, which come integrated with the commerce and payments tools, were also appreciated by the software merchant.

**Easeware,** Creator of Driver Easy

Easeware is the company behind Driver Easy, a driver updater program that helps you update drivers automatically. Since its release in 2009, Driver Easy has become a well-known driver update tool that has over 3 million users around the world.

For more information, visit www.drivereasy.com .

# 18%+
## Revenue Uplift

The client estimated an 18%+ overall increase in online sales since switching to 2Checkout.

*driver easy*

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# About 2Checkout

2Checkout is the leading all-in-one monetization platform for global businesses. It was built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce like global payments, subscription billing, merchandising, taxes, compliance, and risk, so they stay focused on innovating their products and delivering exceptional customer experiences.

Get more information at www.2checkout.com

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Georgia, USA

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