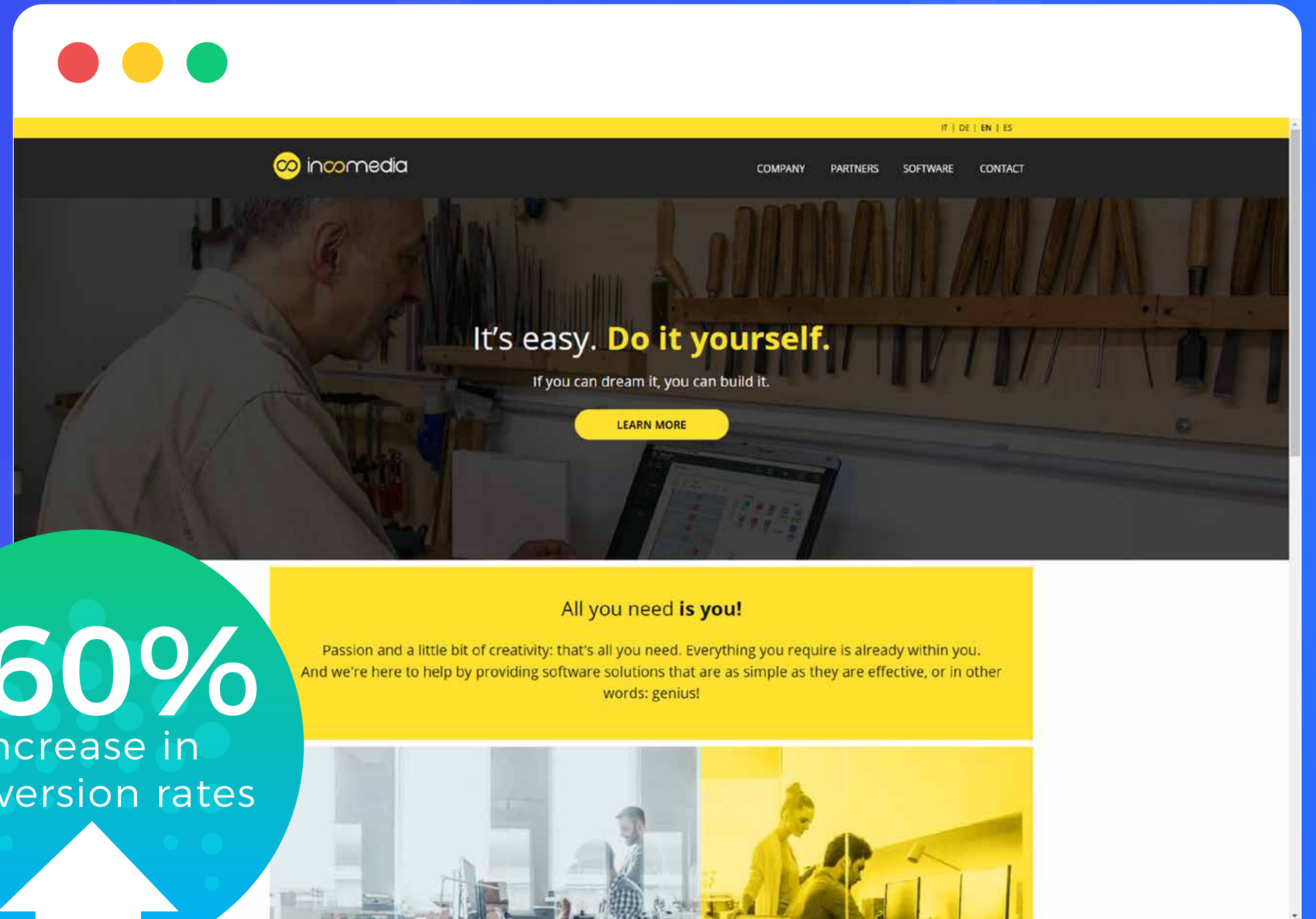




CLIENT SUCCESS STORY



Incomedia  
Consolidates Global  
Online Sales for  
Improved Efficiencies,  
Lower TCO and  
Increased Conversion



**+60%**  
increase in  
conversion rates

2checkout

www.2checkout.com



**Stefano Ranfagni**  
CEO & Founder, Incomedia

“ We switched to 2Checkout for several very specific reasons, such as bringing all global eCommerce operations under one roof, our need for deep localization capabilities in the Brazilian market and so on. We were pleased to find much more than we bargained for, in terms of improvements in conversion rate, platform management, tools and capabilities that are available off-the-shelf. The additional revenue stream brought by the affiliate network is also a big plus. Besides this, the 2Checkout team is very responsive and willing to listen to our needs and suggestions, making this a very strong and desired partnership. ”

Customer:  
**Incomedia**

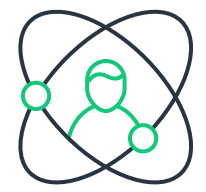


**Benefits & Results:**

- 60% increase in conversion rates
- 10% additional sales via the affiliate network
- Improvements in internal efficiencies

**2Checkout Solution:**





## Context & Challenges

Incomedia is an Italian-based software company dedicated to providing easy solutions for website building that require no coding knowledge. With global online international sales, the company was managing three separate eCommerce systems for:



**Italy**, their local market, managed in-house; a significant market for Incomedia, contributing more than 30% towards overall revenue;



**Brazil**, an important market for Incomedia, managed via a local reseller partner;



**Rest of the world**, outsourced to a third-party provider, a digital commerce platform.



The set-up required duplicate efforts to manage digital commerce operations worldwide. In particular, the third-party commerce provider used for global sales did not have adequate relationships with local payment providers in Brazil, meaning Incomedia would not be able to sell successfully in a market that prefers local methods such as cards with installments, Boleto Bancario, Elo Card or Hipercard.

In addition, Incomedia had no centralized reporting and had some inconsistencies across markets in terms of branding and go-to-market strategies. Furthermore, a new invoicing regulation introduced in Italy starting January 1, 2019, would significantly impact their in-house system. To ensure compliance, they would need to make additional investments.

## Objectives

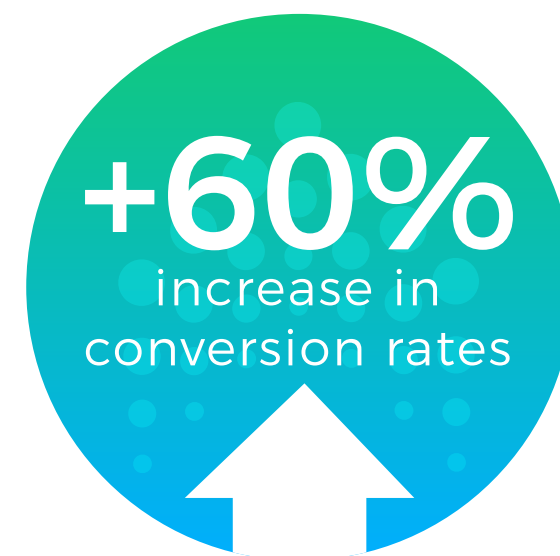
Due to these challenges, Incomedia looked for an alternative digital commerce solution that would help the company sell their products globally, including in Brazil and Italy, as well as achieve centralized reporting and consistent branding and go-to-market.

## Solution & Results

Following a rigorous selection process, Incomedia selected 2Checkout as their global digital commerce partner. 2Checkout covers more than 200 countries and territories worldwide and was able to immediately serve the Brazilian market, offering deep localization at market level, including relationships with local payment processing partners. At the same time, 2Checkout was able to cover the Italian market as well, relieving Incomedia of the additional burden related to the new e-invoicing regulations.

An all-in-one integrated solution meant also centralized reporting and improved efficiency related to day-to-day management and operations.

At the same time, Incomedia noticed a 60% increase in conversion rates with 2Checkout compared to their previous digital commerce provider.



**2checkout**

Customer:  
**Incomedia**



### Key Benefits:

- 60% improvement in conversion rates, at global level;
- Additional 10% revenue uplift via 2Checkout's Avangate Affiliates Network;
- Improved global operations and increased internal efficiencies: 20% time-savings and 50% less people dedicated to the online store since they need to manage one system instead of three;
- Deep localization capabilities for the Brazilian and Italian markets, including local payment methods, currencies and so on;
- 2Checkout handles also Italian orders, meaning Incomedia does not have to comply with the new e-invoicing regulations imposed for the Italian market.

### Additional Benefits:

- Comprehensive reporting, at a global level, with deep granularity;
- Ability to customize more items in self-service mode and additional functionalities;
- Better marketing and promotional tools, such as coupon management across channels, cross-selling.

[www.2checkout.com](http://www.2checkout.com)

Besides direct online sales, 2Checkout also came with a strong, award-winning affiliate network, which currently generates over 10% of total sales for Incomedia.

*“Having an integrated digital commerce solution that addresses all relevant markets is a game-changer for our business,”* commented **Stefano Ranfagni, CEO and Founder**, Incomedia. *“We can now sell in all of our target markets without additional effort, as well as view consolidated reporting and present seamless branding and go-to-market strategies. 2Checkout has been an invaluable partner in transforming our online sales capabilities.”*



**2checkout**

[www.2checkout.com](http://www.2checkout.com)

## About Incomedia



**Vertical:**  
Software/Website Building Tools

**Target:**  
B2sB, B2B

**Company Size:**  
SMB

Incomedia was founded in 1998, out of a passion for technology shared by two brothers, Federico and Stefano Ranfagni, and their belief that technology should always exist to serve people. The next phase started in 2000, when a friend asked, "I'm not a programmer but I want to launch a website. Can you help me?" It may have seemed crazy, but during a trip one hot summer day, the core idea for what would become WebSite X5 was born. This software, as intuitive as it is comprehensive, would allow anyone, even the inexperienced friend, to create their own website in just 5 steps.

Today, WebSite X5 is sold all around the world, and we are still excited to keep developing it and to seek new software and solutions.

More information on <https://www.incomedia.eu/> and their dedicated product sites [www.websitex5.com](http://www.websitex5.com) and [www.webanimator.com](http://www.webanimator.com).

# 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](http://www.2checkout.com)



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