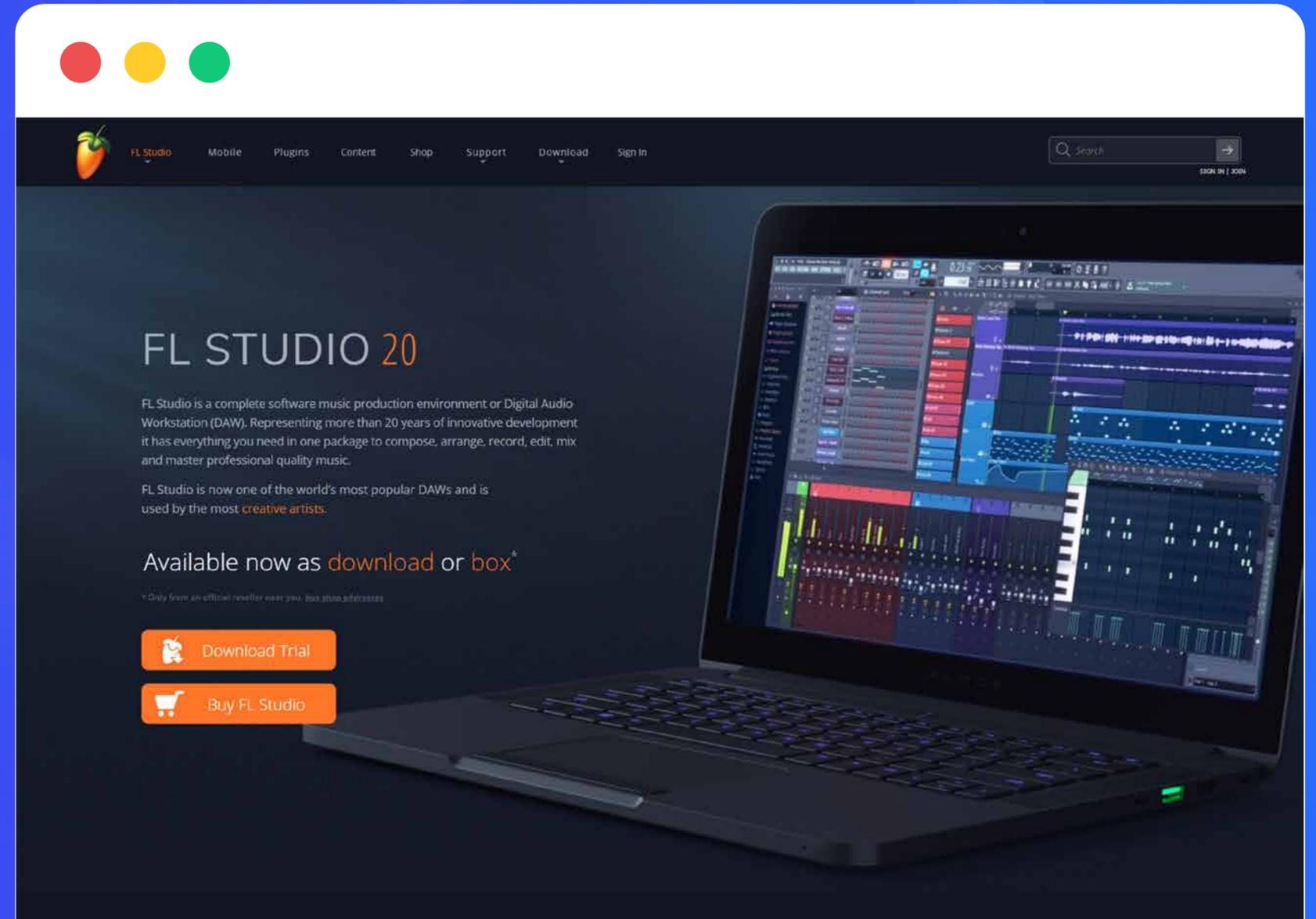




CLIENT SUCCESS STORY



# Image-Line Expands International Sales via Multiple Channels with 2Checkout



2checkout

www.2checkout.com



**Kim De Meyst**

Executive Management, Image-Line



We are dealing with international markets and there's simply too much regulation and compliance related to payments, sales taxation, VAT and so on, that we'd need to stay up to date with. We don't want to spread ourselves thin, so outsourcing all payment and order processing to 2Checkout is a big advantage.

They are not only helping us stay compliant in all the markets that we are selling into; they are also helping us optimize the purchase funnel, improving shopper experience.

Another big plus is managing all sales channel from within the same platform: online direct, resellers and distributors, as well as both digital and physical goods. ”



**Customer:**  
Image-Line

**Vertical:**  
Audio-video / Development of software music production environment or Digital Audio Workstation (DAW)

**Target:**  
B2B, B2sB, B2C

**Company Size:**  
SMB

**Selling:**  
Software - electronic software downloads and boxed

**2Checkout Solution:**



Avangate Monetization Platform  
Including Channel Manager | 2Monetize with MOR Model

## Context & Objectives

Image-Line is selling their renowned FL Studio product worldwide in more than 100 countries, with the US the most important market (more than 50% of sales), followed by traditionally top markets such as Canada, Germany, UK, as well as emerging markets such as China, Russia and Brazil.

**Key challenges** related to international sales:

-  **Risk & compliance** and being up to date with sales taxation in each country
-  **Localized order processing**, with different payment options
-  **Managing multiple sales channels** – direct online, in-app and via 50+ distributors and resellers.

Customer  
Image-Line



## Benefits & Results

In order to eliminate these challenges and focus on their customers and competitive differentiation, Image-Line outsourced their online payments and order process to 2Checkout's all-in-one monetization platform.

**Main benefits** include:

-  **Compliance related to sales taxation and payment processing**
-  **Purchase funnel optimization**
-  **Refund and chargeback management**
-  **Decrease in drop-out rate**
-  **Fast support** related to all aspects of digital commerce or payments
-  **Internal efficiencies from managing multiple sales channel within the same platform**

### About Image-Line



Image-Line is the creator of FL Studio, a complete software music production environment or Digital Audio Workstation (DAW). Representing more than 20 years of innovative development, it has everything you need in one package to compose, arrange, record, edit, mix and master professional quality music. FL Studio is now one of the world's most popular DAWs and is used by the most creative artists.

More information on <https://www.image-line.com/flstudio/>.

# 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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