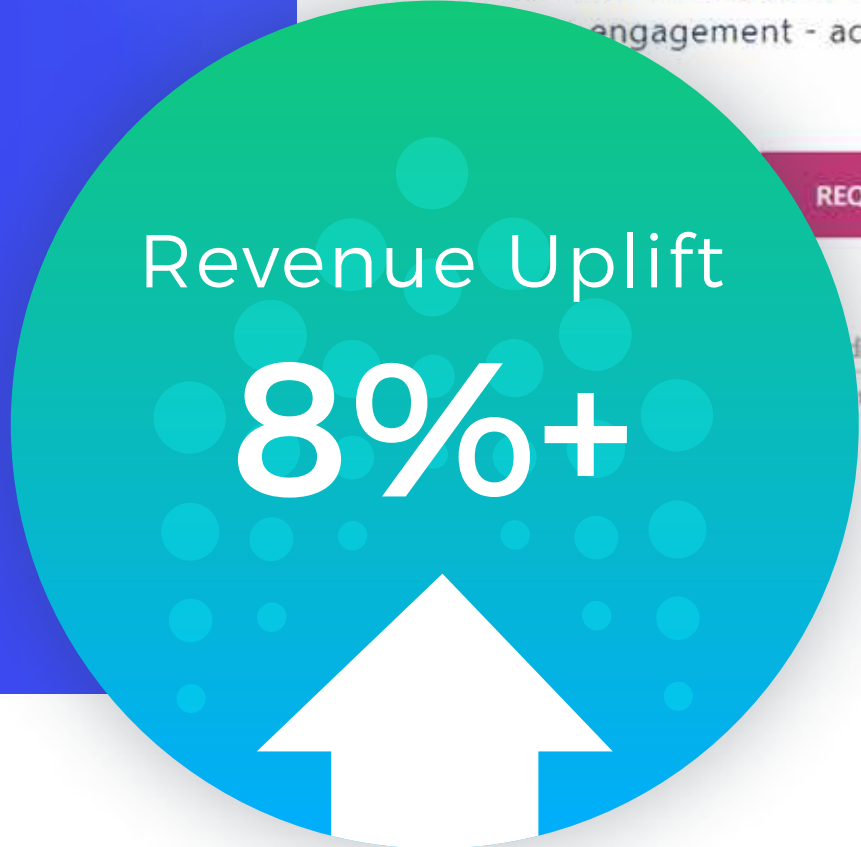
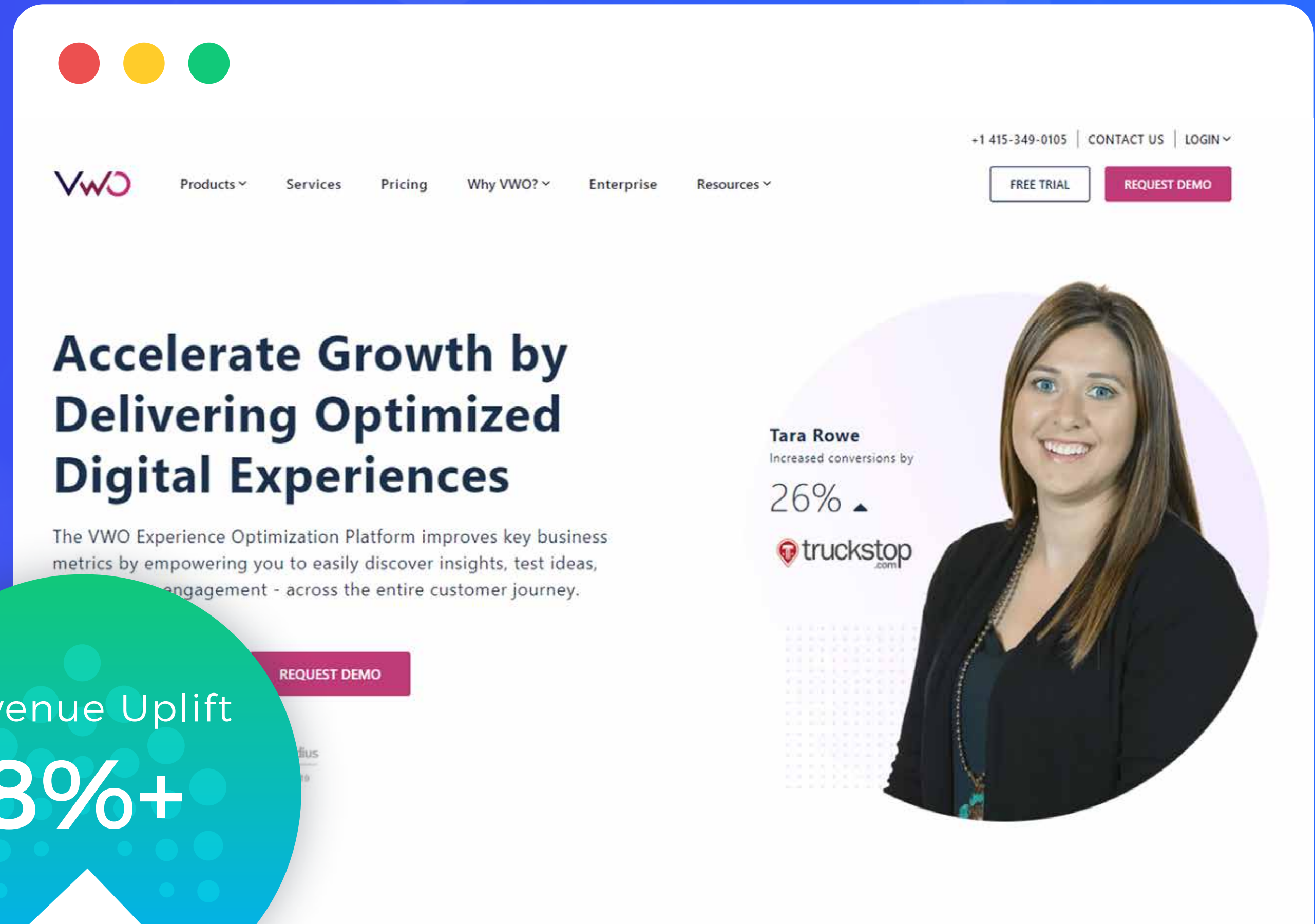




CLIENT SUCCESS STORY



# VWO Boosts Revenue by 8% with 2Checkout





**Alekh Agarwal**

Director, Finance & Accounts at VWO

“ When you work with a provider and see they are really committed to the relationship and they bring real benefits, both in terms of revenue uplifts as well as resource savings, then you know you’re in a long-term partnership. 2Checkout is like that for us. We love the team!” ”



**Customer:**  
VWO

**Vertical:**  
Software, Experience  
Optimization Platform

**Target:**  
B2B, B2sB

**Company Size:**  
SMB

**Benefits & Results**

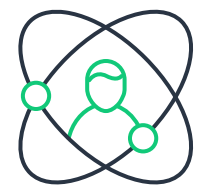
- ✓ 8%+ overall revenue uplift from recovery tools;
- ✓ 8%+ of automatic renewals revenue recovered with 2Checkout’s Revenue Recovery Tools;
- ✓ 6% improvement in authorization rates;
- ✓ 9% of new acquisitions revenue recovered with follow-ups on unfinished payments;
- ✓ eCommerce operations optimization.

**2Checkout Solution:**



Avangate Monetization Platform

Merchant of Record Model | Package: 2Monetize



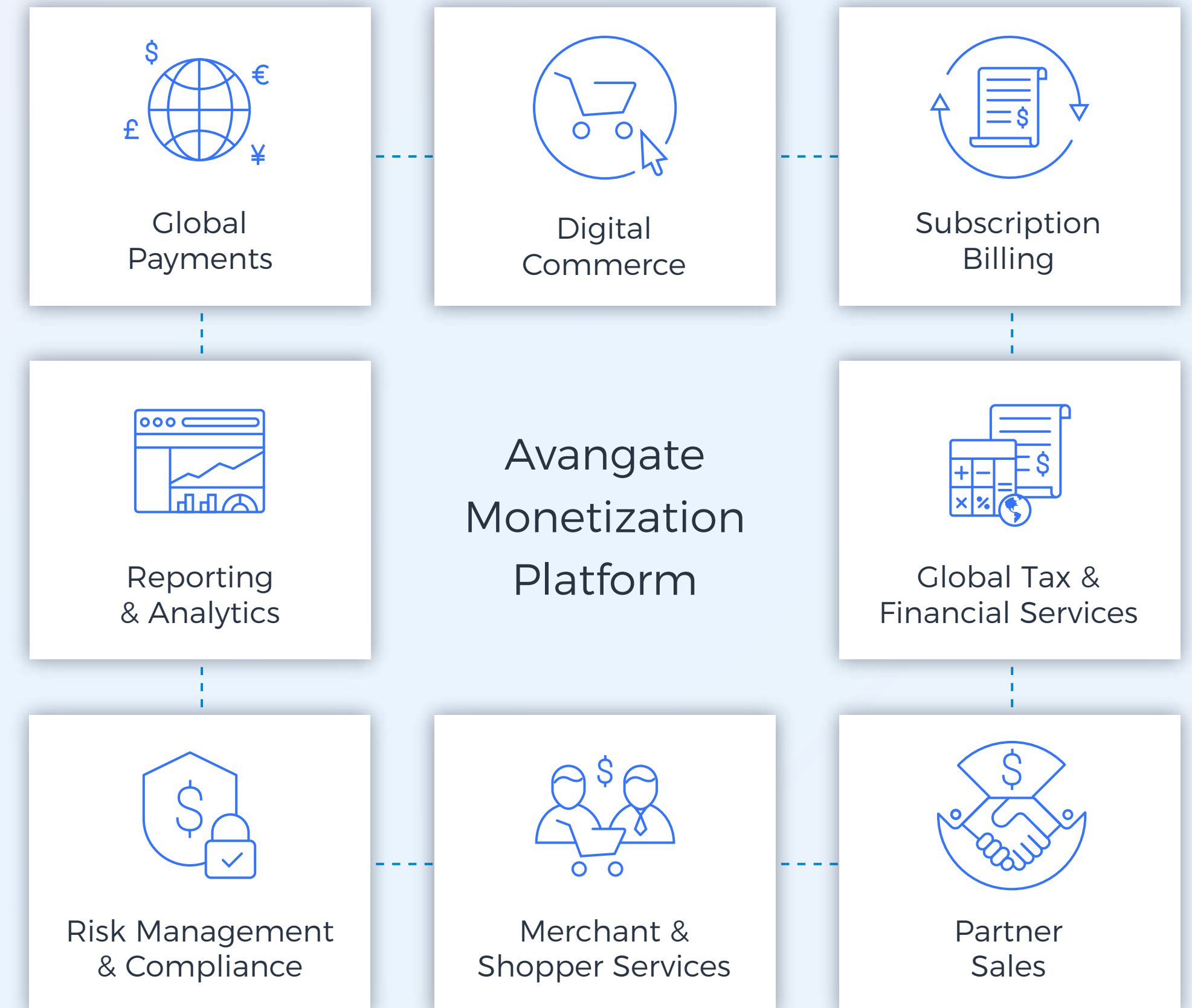
## Context & Objectives

Before working with 2Checkout, Wingify (parent company of VWO) had two payment providers selling their VWO and VWO Engage (previously PushCrew) products online: the legacy 2Checkout payments platform and a third-party provider. With both, they were working with a payments service provider model, meaning the VWO team was left to deal with sales tax management, invoicing, and compliance at a global level. Besides resources being allocated to back-office work and compliance issues, dealing with two vendors translated into disparate reporting and doubling of operational efforts.

Following the Avangate acquisition of 2Checkout, VWO reconsidered their online sales strategy and decided to switch both new acquisitions and renewals to the new 2Checkout offering, the Avangate Monetization Platform, using the Merchant of Record model.

Through this set-up, 2Checkout takes care of payment processing, sales tax management, invoicing, compliance, and more, on behalf of VWO.

Customer:  
VWO





## Solution & Results

Since working with 2Checkout's Avangate Monetization Platform, VWO has experienced an immediate improvement in digital commerce operations across multiple areas (based on results measured for a period of six months):



**8%+ overall revenue uplift** obtained by activating recovery tools for both new acquisitions and renewals:

- ✓ 8% of automatic renewals revenue recovered specifically with 2Checkout's award-winning Revenue Recovery Tools, **representing 5% overall revenue uplift**;
- ✓ 9% of new acquisitions revenue recovered with follow-ups on unfinished payments, **representing 3% overall revenue uplift**.



**eCommerce operation optimization:** resource savings from outsourcing back-office operations (sales tax management collection, remittance, and compliance, as well as invoice management).



**6% increase in authorization rates**



**Consolidated and customizable reporting**, enabling the finance team to improve operational efficiency.

## Revenue Recovery Tools for Subscriptions Follow-ups on Unfinished Payments





**Alekh Agarwal**

Director, Finance & Accounts at VWO



We were 2Checkout clients for a while, so we wanted to understand what the Avangate acquisition would bring to us. When we saw the breadth and depth of the platform, especially in terms of subscription management and billing capabilities, we were eager to make the switch. We couldn't be happier with the result. ”

## About VWO



VWO is a full-funnel A/B testing platform that helps businesses improve their key business metrics by empowering them to discover insights, test ideas, and improve engagement.

More information on [www.vwo.com](http://www.vwo.com).

**VWO**  
Experience  
Optimization Platform





# Ready to Sell Worldwide, Hassle-Free?

Our digital commerce capabilities are available to all 2Checkout customers. Choose your product based on your business model and go-to-market needs. For more details, compare plans and choose the best commerce solution for you:

## 2SELL

Accept mobile and online payments from buyers worldwide



## 2SUBSCRIBE

Subscription management solution to maximize recurring revenue



## 2MONETIZE

Full commerce solution built for digital goods sales



## ADD-ONS

Additional services to boost online sales



For businesses that want to scale to their maximum potential, we offer dedicated support with premium onboarding, custom integrations, professional services and an affiliate network. [Contact our sales team](#) to find the best solution for your needs.



# 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)



## NORTH AMERICA (HQ)

Atlanta,  
Georgia, USA

## NORTH AMERICA

Columbus,  
Ohio, USA

## WESTERN EUROPE (HQ)

Amsterdam,  
The Netherlands

## EASTERN EUROPE

Bucharest,  
Romania