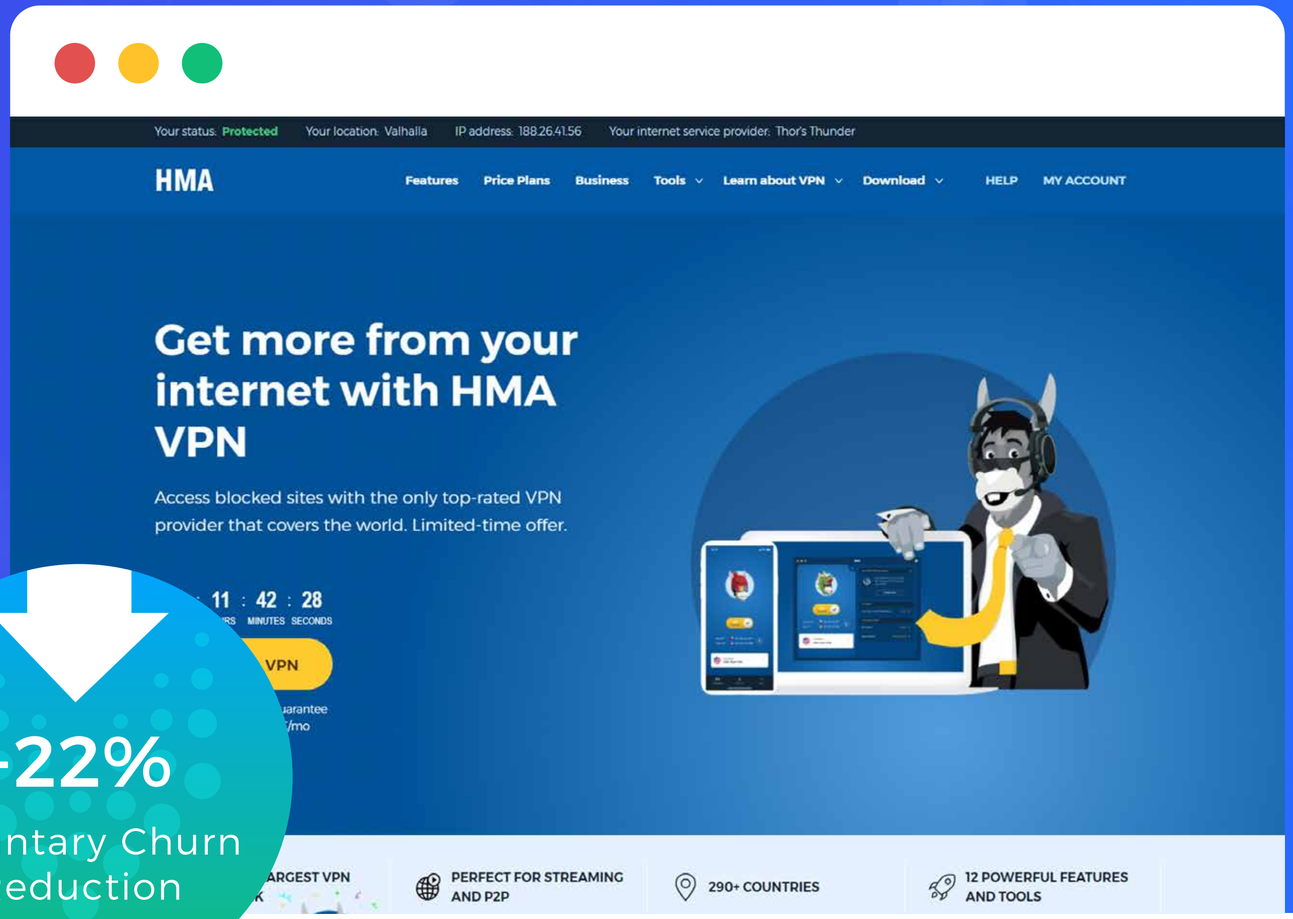
CLIENT SUCCESS STORY

HMA

# Avast Boosts Retention for HMA with 2Checkout




**-22%**
Voluntary Churn Reduction

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www.2checkout.com

**Vojtěch Stříbrský**
Online Sales Manager at Avast

> We heve been working with 2Checkout (now Verifone) on our HMA brand for several years and we are very pleased with the richness of the platform and continuous improvement and innovation. One key area is client retention – so important for a subscription-based business. We have recently tried on new churn reduction tools available in the platform and have seen significant improvements.

Customer:
HMA by Avast

Vertical:
Software | VPN service

Target:
B2C

Company Size:
Enterprise

Website:
www.hidemyass.com

Benefits & Results:

- 22% voluntary churn recovery rate (out of cancellation attempts)
- 7% conversion rate on unfinished payments recovery campaign on auto-recurring charges
- 5% conversion rate on auto-renewal enrollment

2Checkout Solution:

Avangate Monetization Platform
Reseller Model

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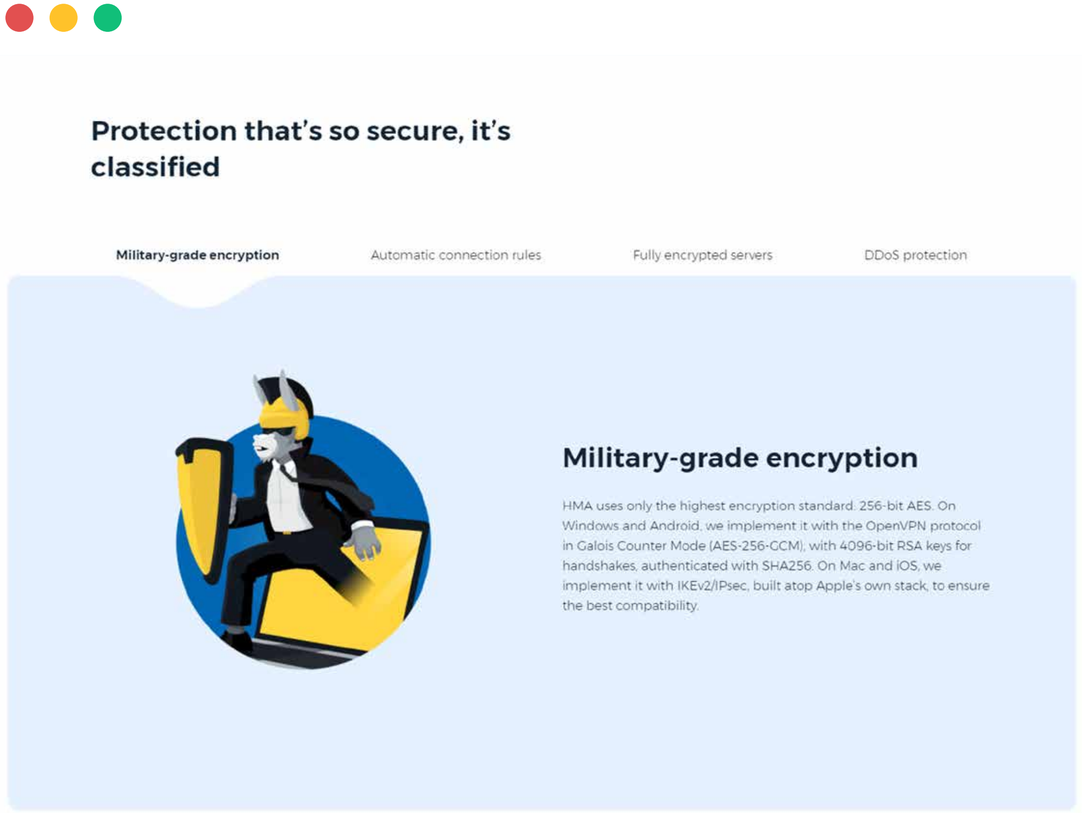
## Context & Objectives

Operating in a very competitive industry, HMA was looking to improve client retention. For this purpose, amongst other tactics, they employed several churn reduction tools available in the 2Checkout digital commerce platform.

Customer:
HMA by Avast

HMA




## Solution & Results

### Voluntary churn prevention campaign results:

- ✓ On longer plans: **22% recovery rate** (out of cancellation attempts)
- ✓ On monthly plans: **8% recovery rate** (out of cancellation attempts)

### Unfinished payments recovery campaign

- ✓ **7% conversion rate** on auto-recurring charges: (translates into 4% recovered revenue)

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# Solution & Results

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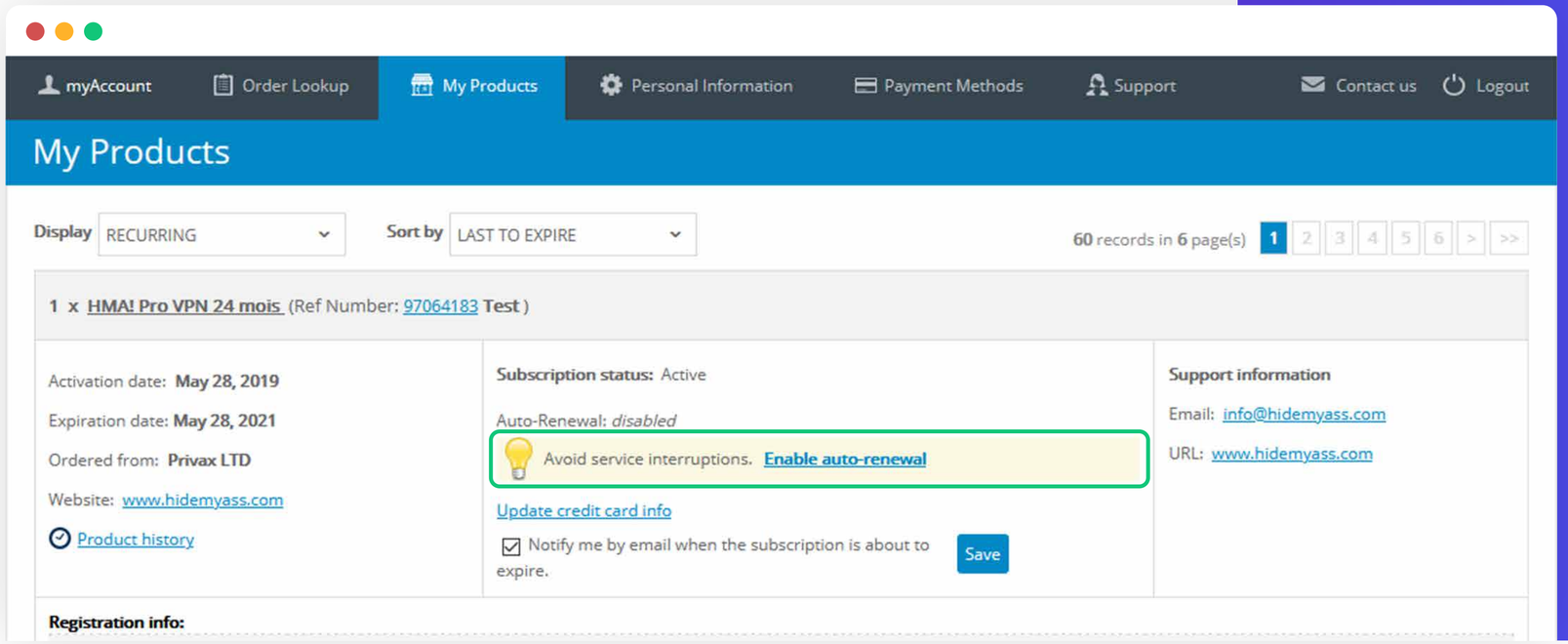
### Auto-renewal enrollment campaigns

- ✓ Switch to auto-renewal from manual renewals – **5% conversion rate** (on longer plans).




## About
HMA by Avast

HMA (formerly HideMyAss!) is a virtual private network (VPN) provider founded in 2005 in the United Kingdom. It has been a subsidiary of the Czech cybersecurity company Avast since 2016.

More information at https://www.hidemyass.com.

# Ready to Sell Worldwide, Hassle-Free?

2Checkout's all-in-one monetization platform maximizes your revenue and makes global digital sales easier. Compare plans and choose the package most suited to your business and go-to-market needs.

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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

## 4ENTERPRISE

All-in-one commerce solution for businesses that want to scale up

## 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.

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# About 2Checkout

2Checkout (now Verifone) is the leading all-in-one monetization platform for global businesses built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce. 2Checkout's digital services, including global payments, subscription billing, merchandising, taxes, compliance and risk, help clients stay focused on innovating their products while delivering exceptional customer experiences.

In August 2020, leading global payments solution provider Verifone acquired 2Checkout, further solidifying its commitment to providing seamless and frictionless experiences to customers globally through innovative and next-generation hardware and cloud services. 2Checkout will become Verifone, and the unified company will enable omnichannel commerce wherever and whenever clients shop.

Get more information at www.2checkout.com

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