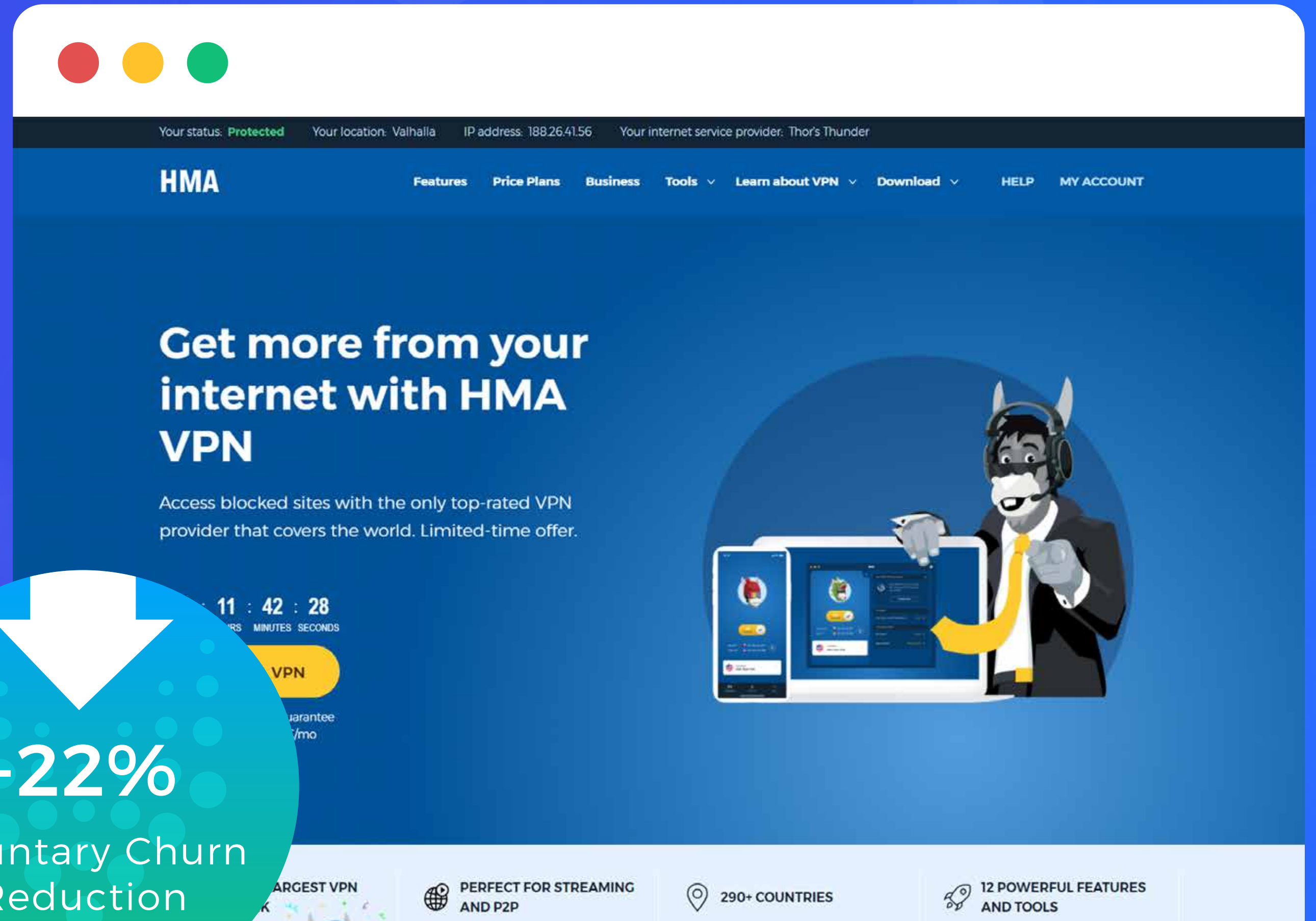




CLIENT SUCCESS STORY



Avast Boosts Retention for HMA with 2Checkout



-22%
Voluntary Churn
Reduction

2checkout
is now **Verifone**

www.2checkout.com



Vojtěch Stříbrský

Online Sales Manager at Avast



We have 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

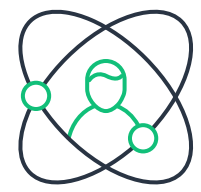
Benefits & Results:

- ✓ 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



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.



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)

Customer:
HMA by Avast



Protection that's so secure, it's classified

Military-grade encryption

Automatic connection rules

Fully encrypted servers

DDoS protection



Military-grade encryption

HMA uses only the highest encryption standard, 256-bit AES. On Windows and Android, we implement it with the OpenVPN protocol in Galois Counter Mode (AES-256-GCM), with 4096-bit RSA keys for handshakes, authenticated with SHA256. On Mac and iOS, we implement it with IKEv2/IPsec, built atop Apple's own stack, to ensure the best compatibility.



Solution & Results

(continued from previous page)



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.hidemypass.com>.

myAccount Order Lookup My Products Personal Information Payment Methods Support Contact us Logout

My Products

Display Sort by 60 records in 6 page(s) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) > >>

1 x [HMA! Pro VPN 24 mois](#) (Ref Number: [97064183 Test](#))

Activation date: May 28, 2019	Subscription status: Active	Support information
Expiration date: May 28, 2021	Auto-Renewal: <i>disabled</i>	Email: info@hidemyass.com
Ordered from: Privax LTD	Avoid service interruptions. Enable auto-renewal	URL: www.hidemypass.com
Website: www.hidemypass.com	Update credit card info	
Product history	<input checked="" type="checkbox"/> Notify me by email when the subscription is about to expire. Save	

Registration info:

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.

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



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.

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



NORTH AMERICA (HQ)

Atlanta,
Georgia, USA

NORTH AMERICA

Columbus,
Ohio, USA

WESTERN EUROPE (HQ)

Amsterdam,
The Netherlands

EASTERN EUROPE

Bucharest,
Romania