

Mondly Boosts Cart Conversions with 2Checkout's ConvertPlus

Client Success Story



Conversion
Rate Increase

7.62%



Revenue per
Visitor Increase

12.96%



Return on
Investment

31x ROI



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Patxi Gadanon

Audience Engagement Team Lead

“We partnered with 2Checkout because we needed a payment platform that could support our global business while helping us continuously improve the checkout experience. 2Checkout gave us both: solid payment infrastructure and a team genuinely invested in optimization.

Like most subscription businesses, we were looking for ways to reduce checkout friction, improve conversion rates, and better understand where customers were dropping off in the purchase journey.

Collaborating on A/B testing and cart improvements has helped us make data-driven decisions and improve conversion. The team consistently brings new ideas and insights, so it feels like an ongoing partnership rather than a one-off project.

What we value most is the collaborative approach. Everyone has been proactive, responsive, and genuinely invested in our results. It feels more like working with a partner than a vendor.”



Customer

Mondly by Pearson



Vertical

Educational/Language Learning software

Target

B2B & B2C

Website

<https://www.mondly.com/>

Company Size

Enterprise

About

As part of Pearson, the world’s leading learning company, Mondly is one of the world’s most popular language learning platforms, with over 150 million users across 190 countries.

The app offers courses in 41 languages and is the first-ever to make language learning with speech recognition possible in virtual and augmented reality.

Mondly was named "Best New App" by Apple, "App of the Year" by Facebook, and is consistently ranked among the top educational apps globally.

More information on [mondly.com](https://www.mondly.com/).

www.2checkout.com



Context & Objectives



A Growing Language Learning Platform Demands a Better Checkout Experience

Mondly, one of the world's fastest-growing language learning apps with over 100 million learners globally, depends on a seamless digital purchase experience to convert its engaged user base into paying subscribers. With a product loved worldwide, every friction point in the checkout journey directly translates to lost revenue, making checkout performance a top strategic priority.



Exploring the Next Generation of Checkout Technology

Mondly teamed up with 2Checkout to explore whether migrating from their Legacy 3-column checkout to ConvertPlus, 2Checkout's latest single-page checkout technology, could meaningfully improve conversion rates and revenue per visitor. The goals of the project were clear:

- **Improve the shopper experience** with a modern, intuitive single-page checkout flow;
- **Drive measurable conversion and revenue uplift** to accelerate Mondly's growth;
- **Validate ConvertPlus as a scalable checkout platform** for large digital merchants moving away from Legacy infrastructure.

To answer these questions rigorously, 2Checkout designed and ran a structured A/B test comparing the existing Legacy 3-column checkout (control) against a custom-built ConvertPlus 2-column template (variation).





Solution & Results



Before

Control Page

After

2-Column ConvertPlus



Solution & Results



A Custom ConvertPlus 2-Column Template Built for Mondly

2Checkout's team designed a tailored checkout experience on ConvertPlus. A modern, single-page application checkout, that presented billing details and payment options side by side in an intuitive 2-column layout. The design uses the Mondly brand elements, it emphasizes clarity, trust signals, and provides a streamlined flow to guide shoppers from intent to purchase with minimal friction.



A Rigorous A/B Test, Clear, Statistically Significant Results

The new ConvertPlus template was tested against the Legacy checkout in a controlled A/B test. The results were unambiguous:

- **+7.62% uplift in Conversion Rate (CR)** - more Mondly shoppers completed their purchase with the new checkout;
- **+12.96% uplift in Revenue per Visitor (RPV)** - each visitor to the checkout page generated more revenue;
- **31x Return on Investment** - exceptional ROI that validated the business case for migration.





Solution & Results



A Better Experience, Not Just Better Numbers

The performance gains reflect a genuine improvement in the shopper journey. ConvertPlus's single-page architecture eliminates the page transitions and visual complexity of the Legacy 3-column layout, presenting a cleaner, more reassuring checkout experience. For Mondly's global learners, many of whom shop on mobile, the streamlined interface makes the checkout feel simpler and less overwhelming and reduces abandonment at the critical moment of purchase.



Paving the Way for Full Migration

Following the success of the A/B test, Mondly completed its full migration to ConvertPlus. The rollout deployed the 2-column template globally across all buy links and introduced regional price display customization, including tax-exclusive pricing for the US and Canada, and tax-inclusive pricing for all other markets. Early post-migration data is already confirming the uplift seen during testing, reinforcing the case for ConvertPlus as Mondly's long-term checkout platform.

This project also establishes a blueprint for other large 2Checkout merchants, demonstrating how ConvertPlus can be adopted at scale with clear, measurable commercial impact.

Benefits & Results

- +7.62% uplift in Conversion Rate
- +12.95% increase in Revenue per Visitor
- 31x Return on Investment

Ready for similar results? Explore the platform.

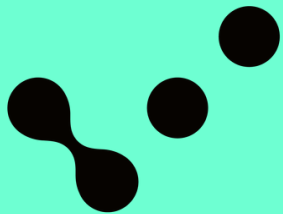
[2Checkout Digital Commerce Solution](#)



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www.2checkout.com



Verifone's 2Checkout platform is an all-in-one digital sales optimization solution that drives sales growth across online channels while managing the sales process from end-to-end to allow clients to focus on innovation and delivering exceptional customer experiences.

Learn more at www.2checkout.com

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