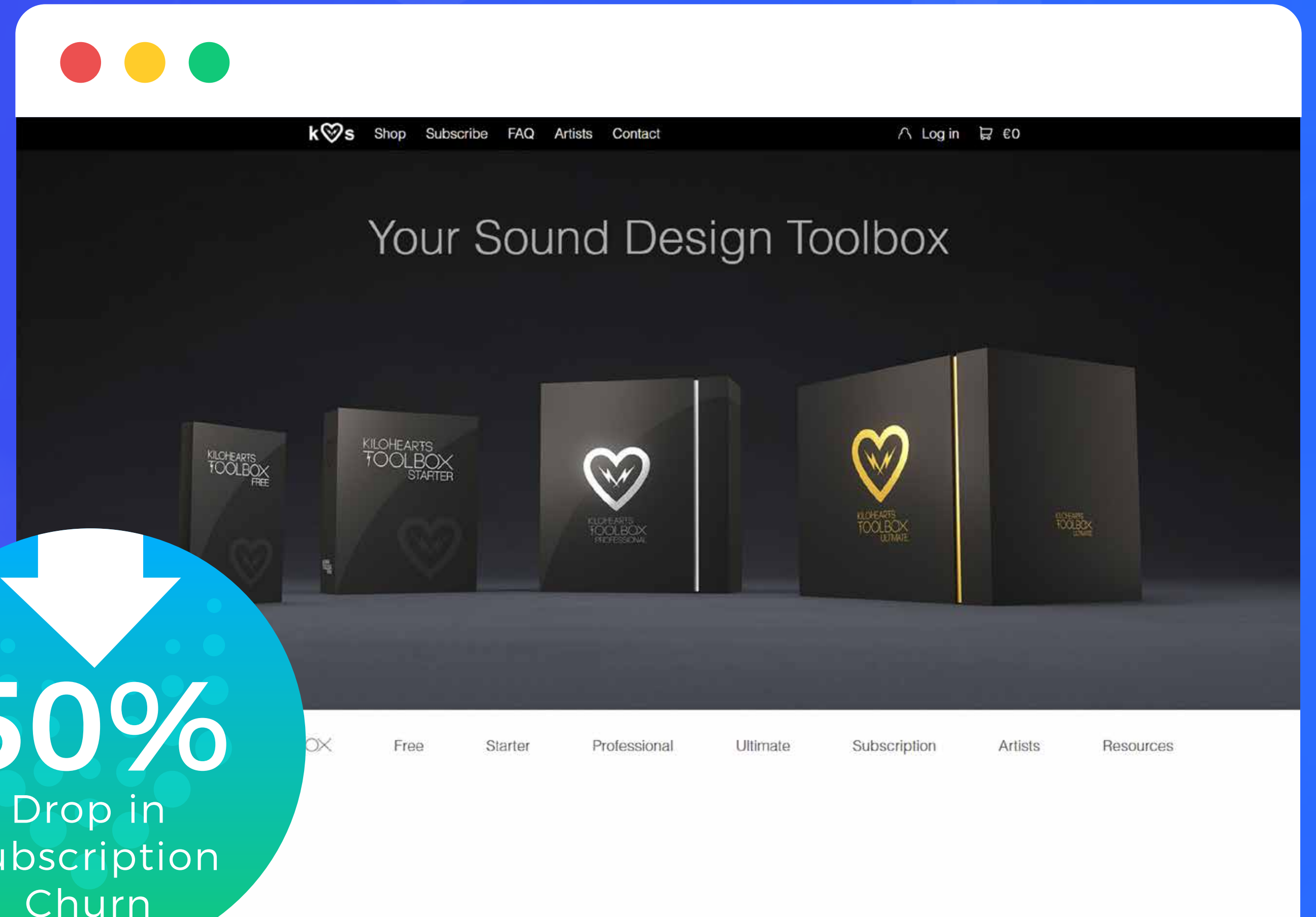




CLIENT SUCCESS STORY



Kilohearts Curbs Subscription Churn by 50% with 2Checkout



2checkout

www.2checkout.com



Per Salbark

Creative Director, Kilohearts



We used to spend a lot of time and effort on VAT regulations and other compliance issues. Since our customers are now in effect buying the products from 2Checkout, our accounting is a lot easier. More importantly, with 2Checkout's retention tools, our subscriber churn is down by about 50%, and still plummeting! ”



Customer:
Kilohearts

Vertical:
Audio-video / Development of
Software Synthesizers

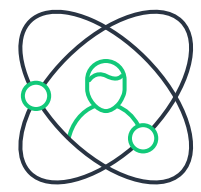
Target:
B2B, B2sB, B2C

Company Size:
SMB

2Checkout Solution:



Avangate Monetization Platform
Including the Affiliates Network | Merchant of Record Model



Context & Objectives

Kilohearts was previously working with a payments-only provider and had to figure out sales tax compliance in over 50 countries, which was time-consuming and defocusing the company from their products. A holistic purchase process optimization was not being performed.



Benefits & Results



Compliance: With 2Checkout's all-in-one monetization platform, Kilohearts does not need to worry about sales tax and VAT regulations, since 2Checkout is taking care of sales compliance at the global level, through the Merchant of Record model.



Churn reduction: Kilohearts is leveraging 2Checkout's voluntary and involuntary churn reduction tools, such as auto-renewal enrollment discounts, account updater and retry logic, and dunning management, leading to a 50% drop in subscription churn.

Order management has been improved overall with a localized cart, featuring order recovery tools, namely unfinished payment follow-ups and cart abandonment tools, among others.



Additional sales channel: The Avangate Affiliates Network partnership resulted in 5% in additional sales

About
Kilohearts



Kilohearts AB is a development studio focusing on development of software synthesizers and effects. The company's mission is to combine quality and power with ease of use, and aim to make the kHs Toolbox the most complete sound design bundle on the market. Kilohearts is based in Linköping, Sweden.

More information on <https://kilohearts.com/>.

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



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