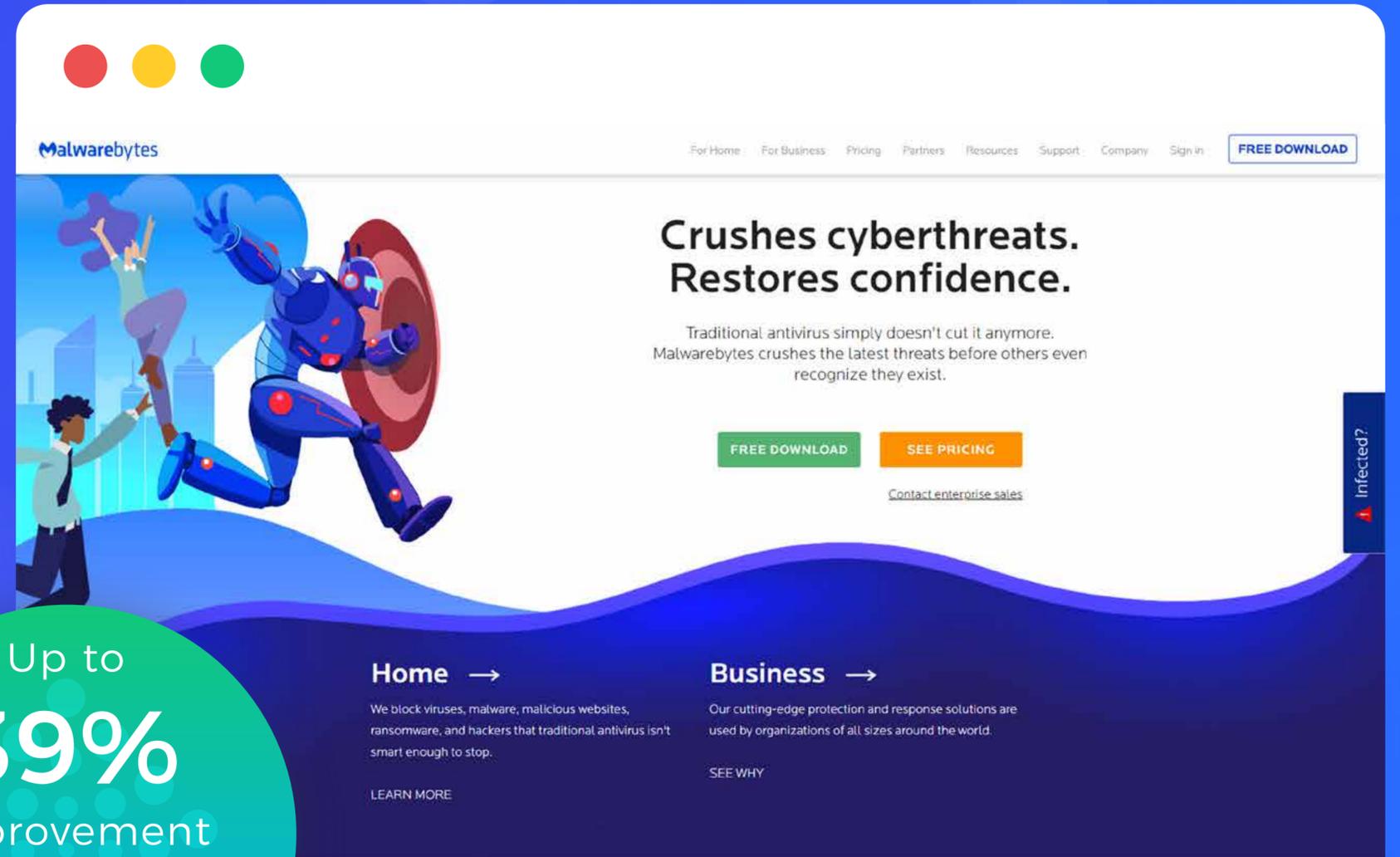




CLIENT SUCCESS STORY



Malwarebytes
Increases Conversion
Rates by up to 39%
in Top Countries
with 2Checkout



Up to
39%
Improvement
in CR





Erik Hansen

Sr. Director, Growth Product, Malwarebytes



Malwarebytes is focused on healthy growth, so we're constantly optimizing the user experience, including the purchase process, from initial acquisition to renewal. Partnering with 2Checkout to split-test our shopping carts has increased our conversion rate by up to 39% in our top markets. These are great results, and are a strong incentive to continue optimizing. ”

Customer:
Malwarebytes



Vertical:
Endpoint Security

Target:
B2C, B2B

Company Size:
SMB

Benefits & Results:

Split-testing the number of pages in the purchase funnel provided a 12-39% increase in cart conversion rates in top countries



Avangate Monetization Platform
CRO Services



Context & Objectives

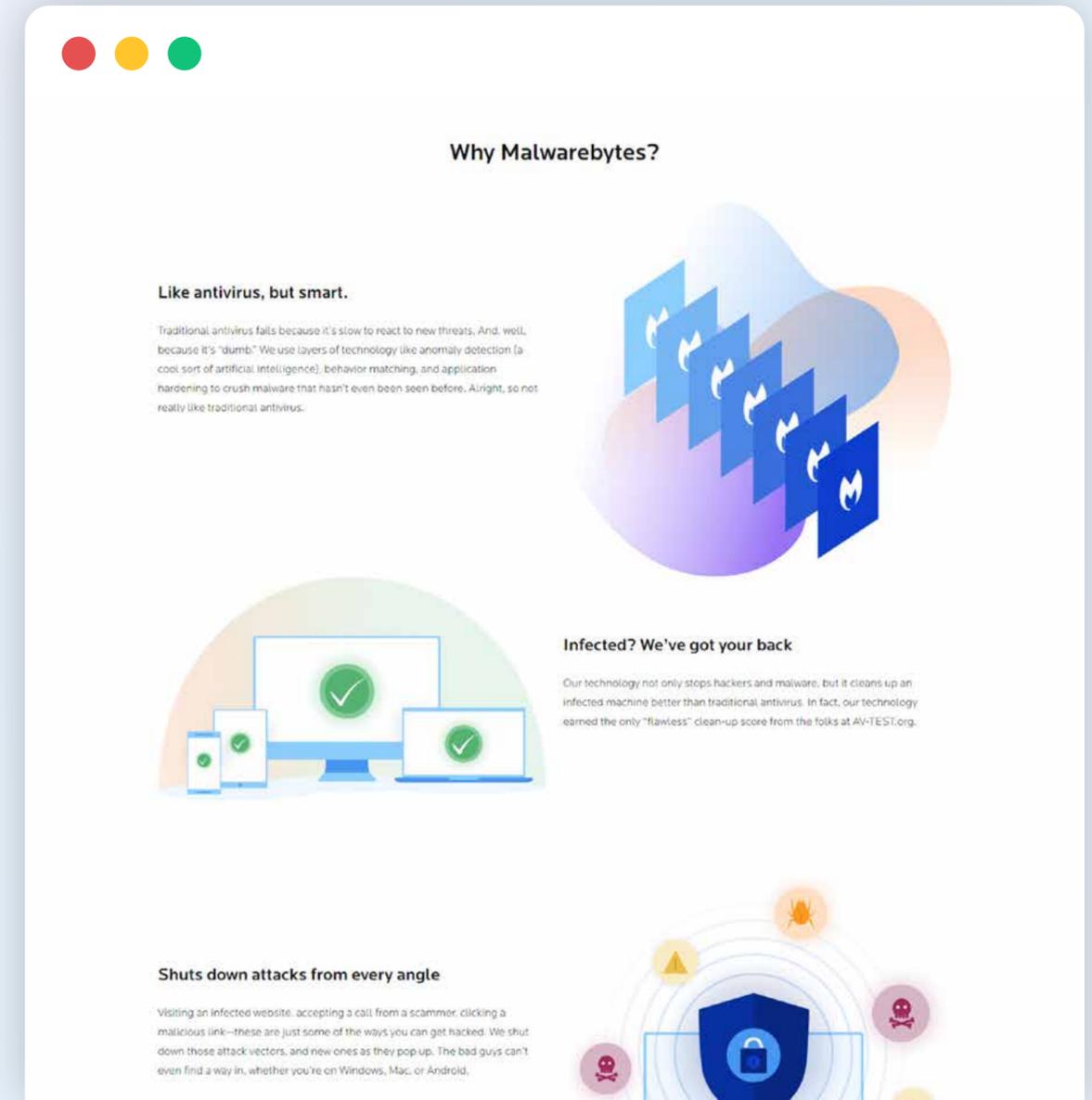
Shoppers prefer a shorter or longer cart flow based on best practices and cultural norms in their country. One of the biggest factors in optimizing cart flow is the total length of the purchase funnel, or the total number of pages that the user must click through before completing their order.

Malwarebytes uses a different shopping cart template on their website and inside their free trial application. The number of steps in the purchase funnel and the behavior of shoppers is different in each use case.

2Checkout platform data showed that shoppers in some countries prefer a different cart flow than what Malwarebytes was previously using. Malwarebytes partnered with 2Checkout's CRO Services to answer the question: which cart flow will maximize revenue in top countries for Malwarebytes website and trial software?

Test Strategy

We developed two separate tests in order to optimize the cart conversion rate of both the website shopping cart and the cart used inside the trial software. The test ran in Malwarebytes' top countries, and involved split-testing cart flow to determine if a **shorter cart flow (without review page)** or a **longer cart flow (with review page)** would maximize the cart conversion rate.



Project 1

Optimizing the Website Shopping Cart

Malwarebytes was using a shorter purchase funnel, a **one-page checkout without review page**, in most of their top countries for their website shopping cart.

2Checkout platform data indicated that shoppers may prefer a longer purchase flow, so we decided to a/b test.

Malwarebytes

The screenshot shows the Malwarebytes Premium checkout page. At the top, there's a navigation bar with the Malwarebytes logo, a '60 MONEY BACK DAY GUARANTEE' badge, and a language dropdown set to 'English'. Below this is the 'Secure Shopping Cart' section, which displays the Malwarebytes Premium logo and details: '1 Year Subscription, 1 Device' for a price of '\$39.99 (per year)'. It also lists supported operating systems: 'Microsoft® Windows®, Mac OS®, Android™'. Underneath, there are two license options: '1 Year Subscription' (selected) for '\$39.99 for 12 months' and '2 Year Subscription' for '\$69.98 for 24 months (Save 25% on the 2nd year!)'. A 'Total price: \$39.99' is shown at the bottom right of the cart. Below the cart, there are payment logos for VISA, Mastercard, Discover, American Express, and PayPal. The payment form includes fields for 'Email:', 'First and last name:', 'Country:' (set to 'United States of America'), 'Zip code:', 'Card number:', 'Card expiration date:' (with 'Month' and 'Year' dropdowns), and 'Security code:'. A green 'BUY NOW' button with a lock icon is positioned below the form. At the bottom of the page, there's a note: 'Your payment is securely processed by our partner 2checkout.' and several certification logos including '60 MONEY BACK DAY GUARANTEE', 'ACCREDITED BUSINESS', and 'PCI DSS'.

BEFORE

Control - Shorter Purchase Funnel

2checkout

www.2checkout.com

Test Variation: Longer Purchase Funnel in Web Cart



We tested a longer purchase funnel on the website, one-page checkout with review page in each of Malwarebytes top countries. The shopper completes their payment information on the first page, then has an opportunity to review their order on the second page. Example country: Canada.

The screenshot shows the 'Secure Shopping Cart' page. At the top, there's a navigation bar with the Malwarebytes logo, a '60 DAY MONEY BACK GUARANTEE' badge, and currency/language settings (CAD, English). Below the navigation is a progress indicator with three steps: '1 Secure checkout', '2 Review order', and '3 Finish'. The main content area displays the product 'Malwarebytes Premium' with a '1 Device' dropdown and a price of 'CAD \$51.99 (per year)'. It offers two license terms: '1 Year Subscription' (selected) for 'CAD \$ 51.99 for 12 months' and '2 Year Subscription' for 'CAD \$ 90.99 for 24 months (Save 25% on the 2nd year!)'. The total price is 'CAD \$51.99'. Below the product details are payment options for VISA, Mastercard, American Express, and PayPal. A form contains fields for Email, First and last name, Country (Canada), Province (British Columbia), Card number, Card expiration date (Month and Year), and Security code. A green 'NEXT' button with a lock icon is at the bottom. A footer note states 'Your payment is securely processed by our partner 2checkout'.

Test Variation: Checkout Page

The screenshot shows the 'Review Your Order' page. It features the same navigation bar and progress indicator as the checkout page. The product details are summarized: 'Malwarebytes Premium' for 'CAD \$51.99 (per year)'. The total price is 'CAD \$51.99'. Below this, there are two sections: 'Billing Address (Edit)' and 'Payment Information (Edit)'. The billing address is 'Shannon Pelz, British Columbia, Canada, Email: smacleod@converslongeek.com, Payment method: Visa/MasterCard'. The payment information includes 'Card number: *****7506', 'Card expiration date: 10/2022', 'Security code: ***', and 'Card holder name: Shannon Pelz'. A green 'PLACE ORDER' button with a lock icon is prominent. A footer note states 'Your payment is securely processed by our partner 2checkout'. At the bottom, there are logos for '60 DAY MONEY BACK GUARANTEE', 'BBB ACCREDITED BUSINESS', and 'PCI DSS COMPLIANT'.

Test Variation: Review Page

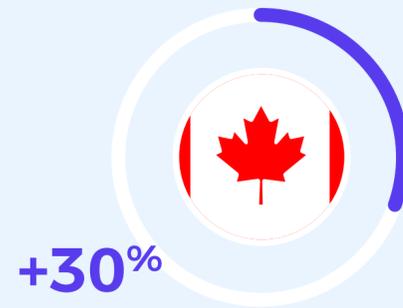


Results

With Malwarebytes website traffic, all countries tested preferred the longer cart flow with a review page. Here are some examples:



UK website shoppers preferred a longer cart flow with review page. The cart conversion rate increased by 12%



In **Canada**, the cart conversion rate for the website increased by 30% by adding a review page



Australian website shoppers preferred the cart flow with review page. The cart conversion rate increased by 39%



Split-testing confirmed that shoppers in Germany, France, Brazil, Spain, Italy, Poland and Netherlands also preferred a review page.

Project 2

Optimizing the Trial Shopping Cart

Inside their free software app, Malwarebytes was using a different shopping cart template with a short purchase funnel, a **one-page checkout without review page**.

We wanted to compare the behavior of users who had downloaded the application and were upgrading to a paid license, with shoppers who were purchasing the software from the website.

Malwarebytes

The screenshot shows a checkout page with the following elements:

- Number of devices to protect:** License valid for Windows®, Mac® or Android™. A dropdown menu is set to "1 Device".
- Choose your License Term:** Radio buttons for "1 Year Subscription" (selected) and "2 Year Subscription".
- Total price:** CAD \$51.99.
- Payment options:** Logos for VISA, Mastercard, American Express, and Discover. A PayPal logo is also present.
- Card details:** Fields for Card number, Month, Year, and Security code.
- Customer information:** Fields for Email, First and last name, Country (Canada), and Province (British Columbia).
- Continue button:** A prominent green button labeled "CONTINUE".
- Trust badges:** BBB ACCREDITED BUSINESS, PCI DSS COMPLIANT, and 60 DAY MONEY BACK GUARANTEE.
- Footer:** Privacy Policy | Terms and Conditions | Refund Policy. Customer Support (888) 247-1614. Order processed by 2Checkout, authorized reseller and merchant of the products and services offered within this store. Avangate BV dba 2Checkout | De Cuserstraat 93, 1st floor, 1081 CN, Amsterdam, Netherlands.

BEFORE

Control - Shorter Purchase Funnel

2checkout

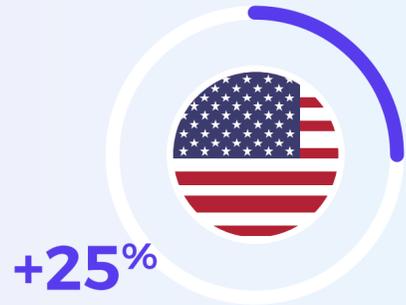
www.2checkout.com

Test Variation: Longer Purchase Funnel in Trial Shopping Cart



We also tested a longer purchase funnel inside the trial software, **one-page checkout with review page**. The shopper completes their payment information on the first page, then has an opportunity to review their order on the second page.

Results



In the **US**, trial users preferred a longer purchase funnel within the trial application. The cart conversion rate within the Malwarebytes software increased by 25% when adding a review page.

Summary

With these insights from split-testing, Malwarebytes is now geo-segmenting their traffic to optimize for cart flow and maximize revenue. The double-digit increase in cart conversion rate in all of their top markets has generated a substantial return on their investment.

About Malwarebytes



Malwarebytes proactively protects people and businesses against dangerous threats such as malware, ransomware and exploits that escape detection by traditional antivirus solutions. Malwarebytes completely replaces antivirus with artificial intelligence-powered technology that stops cyberattacks before they can compromise home computers and business endpoints. More than 60,000 businesses and millions of people worldwide trust and recommend Malwarebytes solutions. Our team of threat researchers and security experts process emerging and established threats every day, from all over the globe. Founded in 2008, the company is headquartered in California, with offices in Europe and Asia.

For more information, please visit us at www.malwarebytes.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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