

SysTools Gets 7% Additional Revenue Driven by the Avangate Affiliate Network

2checkout















Chirag Arora Digital Marketing Manager, SysTools Software

Since working with 2Checkout's Avangate Affiliate Network, we have started seeing great results from this channel. ROI on the affiliates channel is not only positive, but also much bigger than that of other marketing initiatives, such as PPC advertising. For example, after only three months of active program engagement, affiliate network sales are 35% higher than sales resulted from PPC campaigns. We have started shifting priorities and resources to the channels and initiatives that make better sense for our business. We didn't have this flexibility until we started working with 2Checkout.

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SysTools Software



Software - Data Recovery, Cloud Backup, Cloud Migration, and Digital Forensics

B2C and B2sB SMB



Benefits & Results:

7%+ additional revenue driven by the Affiliate Network

Avangate Monetization Platform (including Avangate Affiliates Network)



Before working with 2Checkout, SysTools was focusing their inbound marketing efforts on PPC campaigns. One of the reasons for the switch from their previous commerce provider to 2Checkout was the Avangate Affiliate Network and management tools, which represented a promising marketing channel for the software company.



Since working with 2Checkout's Avangate Monetization Platform, SysTools also started working with 2Checkout's affiliate management team in order to expand SysTools' affiliate relationships and revenue and make the best use of the Avangate Affiliate Network.





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Customer: SysTools Software



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For managing the affiliates channel, SysTools benefited from:



An affiliate management module that is easy to set up and use;



A performance marketing-oriented platform, where the SysTools team could set up campaigns, manage relationships, communicate easily with affiliates and understand how the program is performing through real-time reporting.

Results:



More than 7% additional revenue driven by the Affiliate Network



Affiliate network sales are 35% higher than sales resulted from PPC campaigns, which was the main acquisition channel prior to working with 2Checkout.



Overachieving their partnership goal – within three months, SysTools achieved almost 50% of their yearly goal regarding affiliate partnerships

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a√angate Back to school Special Offers BigMIND SysTools movavi up to 50% **Campaign description** Campaign description: Campaign description Make the new action year fun & easy with Movavi Durbess. Get the Best offers only here as 'SysTools'. Celebrate this Ervey 60% off on BigMIND products. summer season with "SysToors" Get 20% Off on all seliers for video editing, screen recording, and photo editing, Products included: Click to see all Products plus two packs of cool effects and stickers - all with 30% Software: HURRY UPT AND GRAS THIS GOLDEN OPPORTUNIT Coupon Codes: Click to see all Codes Products included: Click to see all Products Products included: Click to see all Products Duration: August 1st - September 15th 2019 Coupon Codes: Dick to see all Codes Coupon Code Offers Available to account Duration: August 1st - Sectember 30th 2019 Duration: August 1st - September 30th 2019 Join Program Join Program Join Program 100 wondershare **Campaign** description Campaign description Campaign descriptio Campaign example: Back to School 2019



Chirag Arora Digital Marketing Manager, SysTools Software

We were unsure about affiliates as a channel, as we hadn't had much success with this in the past. However, the quality of the network that 2Checkout is providing with their Avangate Affiliate Network, and the affiliate management tools at our disposal made a huge difference and we could see significant results from this channel immediately.

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SysTools Software



SysTools is a digital forensics company that offers result-oriented support for businesses and consumers. SysTools will not only simplify your security operations and minimize risks, they will help protect your most crucial data, and effectively reduce the cost and complexity of your enterprise's security infrastructure. SysTools is known for its products' exceptional features and their premier expertise in data recovery and elimination of corrupted data, risk management, business compliance solutions, and email server management. Among SysTools' recent breakthrough developments is MailXaminer, a signature email forensics software that has emerged as one of the leading global products in digital forensics.

For more information, please visit www.systoolsgroup.com/ and



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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