

Avangate Client Success Story

Movavi

Movavi Increases Revenue by 12%+ with Avangate through Improved Acquisition and Retention

“At Movavi, we are looking to bring in new business via additional channels – the Avangate Affiliate Network is a strong and steady source of income. At the same time, we pay careful attention to client retention and customer lifetime value. Avangate’s Commerce solution provides us with clear visibility into key business metrics around renewals and with marketing tools that help us boost conversion rates and help us recover a significant portion of our revenues, which otherwise would have been lost.”



Albina Zakharenko
Head of Marketing and Sales
Movavi

Customer: Movavi

Segment: Software

Vertical: Audio-Video

Key Results:

- Expanded reach in 100+ countries
- Increased revenue by 10% from acquisitions via the Avangate Affiliate Network
- Revenue Uplift by 2.6% from improved retention

Avangate Solution:

Standard



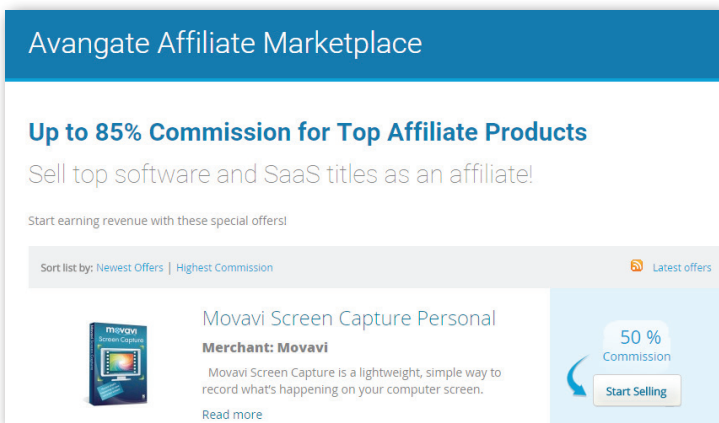
Context & Objectives

In a highly competitive market with many free products, increasing sales via additional channels as well as client retention are important elements of a sales strategy.



Solution & Results

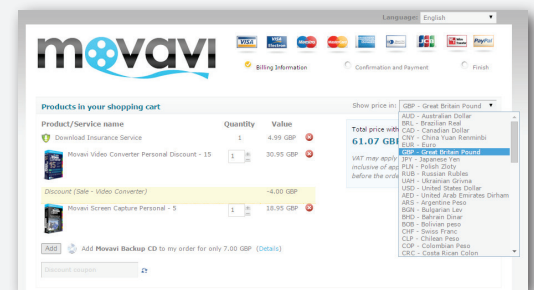
To support its online strategy, Movavi employs Avangate's commerce platform that covers both the global online direct component as well as additional sales channels such as Avangate's Affiliate Network.



Movavi also aims to constantly optimize and automate the client retention process, especially for their newly introduced subscription-based products.

By employing Avangate's solution, Movavi is able to boost revenue through (2014 data):

- Improved Acquisition:
 - **Expanded reach:** Movavi sell their applications in over 100 countries, with access to 15 currencies, 28 payment methods and 31 languages for the ordering process
 - **Revenue uplift from additional channels:** Movavi increased sales by 10% by employing the Avangate Affiliate Network of 50,000 affiliates specialized in digital goods & services
 - **Improved Average Order Value** by 5% by using marketing tools such as cross-selling in the cart
 - **Increased cart conversion** rates by utilizing Avangate's automatic tools for recovering unfinished payments (boost by 4%) and shopping cart abandons (boost by 2%)





■ Improved Retention

Increased revenue by an additional 2,6% by employing Avangate's Revenue Recovery tools such as Account Updater and Retry Logic



About Movavi

Movavi produces a wide range of multimedia programs for users to get the most from their videos, music, and photos on any platform and any device. Along with over 20 standalone applications, Movavi produces a complete multimedia suite, which includes tools for video conversion, PC screen capturing, video editing and playback, online sharing and disc burning. Established in 2004, Movavi has grown to a global business with an expanding product range for PC and Mac sold in 150 countries.

Learn more on movavi.com

About Avangate

Avangate powers modern Digital Commerce, finally solving the complexity of online commerce, subscription billing, and global payments for Software, SaaS and Online Services companies. Backed by a proven cloud platform, unmatched expertise and a depth of digital commerce services, Avangate helps digital business leaders drive the fastest path to revenue, maximize the value of every customer, and expand global reach. Over 4,000 of the most demanding digital businesses in over 180 countries trust Avangate including Absolute Software, Bitdefender, Brocade, FICO, HP Software, Kaspersky, Metaio.

Learn more about how Avangate can help your business at www.avangate.com

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