

# How Kaspersky Lab Increased Sales by over 20% with In-App Purchasing

Avangate Client Success Story: Kaspersky Lab

*“At Kaspersky Lab we are always looking for ways to improve the shopping experience and to provide our customers frictionless sales mechanisms. The introduction of in-app purchasing with Avangate was a very successful project that targeted renewal customers and improved retention significantly,”*



**Madina Mukhamedova,**  
Online Sales Manager,  
Kaspersky Lab

**Customer: Kaspersky Lab**

**Segment:** ESD

**Vertical:** : Endpoint protection / security

**Target:** B2C & B2B

**Project:** Touchpoint Optimization

**Benefits & Results:**  
Over 20% sales increase through in-app purchasing

**Avangate Solution:**  
Enterprise Edition

## Context

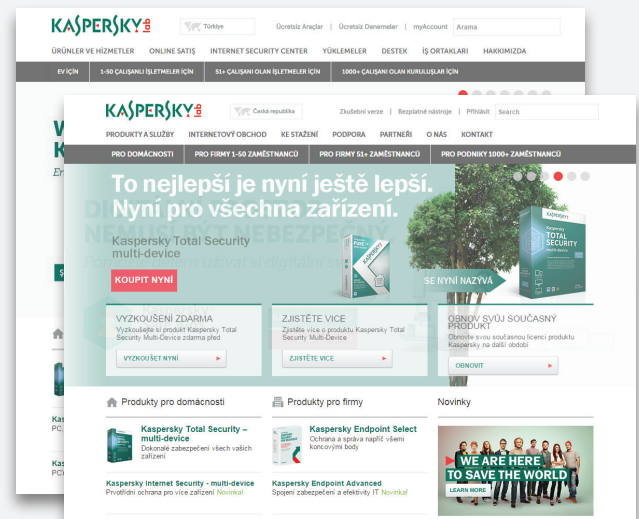
Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions and one of the fastest growing IT security vendors worldwide. Since 2011, Avangate has provided Kaspersky Lab with local e-stores, fully tailored to specific markets, including currencies, payment methods, languages, support numbers, taxation, invoicing regulations.

## Solution

Avangate was recognized by Kaspersky Lab for rapid speed of deployment and playing a significant role in shaping Kaspersky Lab's online shopping experience in emerging markets. Kaspersky Lab and Avangate are working together on optimizing the customers' purchasing experience across channels and touchpoints, through frictionless selling.


An example of such an optimization project was the introduction of in-app purchasing for African markets. The aim was for Kaspersky Lab users to be able to make a new purchase from within the application using the Avangate shopping cart.

Four purchase flows were covered within this project: Renewal, Renewal & Upgrade, Trial Conversion, Trial Conversion & Upgrade.



Kaspersky Lab introduced Avangate's In-App Purchasing to optimize the customer experience through frictionless selling.





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Renewing your expiring license has never been easier. To activate your **Kaspersky Internet Security - multi device - 2016**, simply purchase a new license and click '**Activate now**'.


Select renewal license:

1 Year  1 device

Standard Price: ~~25.16 USD~~

Renewal Price: **25.95 USD**

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- Get extra security for online banking & shopping
- Safeguard your privacy and personal information
- Protect your children against online threats

Select upgrade license:

1 device  1 Year

Standard Price: ~~47.96 USD~~

Upgrade Price: **39.95 USD**

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## Renewal & Upgrade Offer In-App

## Results

**20% Increase:** Active promotion campaigns via in-app messaging resulted in considerable increases in sales, with some countries reaching in-app revenue uplift of over 20% of total sales.

**2X:** The in-app purchase conversion rate doubled within the first 6 months of activation, due to Avangate's continuous optimization efforts.

**Market Expansion:** Due to its success in South Africa, the project was rolled out in more markets: The Czech Republic, Greece, Hungary, Romania, Slovakia, Turkey.

**In-app purchases enable over 20% additional software sales**





## About Kaspersky Lab

Kaspersky Lab is a global cybersecurity company founded in 1997. Kaspersky Lab's deep threat intelligence and security expertise is constantly transforming into security solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. The company's comprehensive security portfolio includes leading endpoint protection and a number of specialized security solutions and services to fight sophisticated and evolving digital threats. Over 400 million users are protected by Kaspersky Lab technologies and we help 270,000 corporate clients protect what matters most to them.

More info on [www.kaspersky.com](http://www.kaspersky.com)

## About Avangate

Avangate, a Francisco Partners portfolio company, is the digital commerce provider that enables the new services economy, helping Software, SaaS and Online Services companies to sell their products and services via multiple channels, to acquire customers across multiple touch points, to increase customer and revenue retention, to leverage smarter payment options, and to maximize sales conversion rates. Avangate's clients include ABBYY, Absolute, Bitdefender, Brocade, FICO, HP Software, Kaspersky Lab, Telestream and many more companies across the globe.

Learn more at [www.avangate.com](http://www.avangate.com)



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