avangate IS NOW 2CHECKOUT

Visicom Media Improved eCommerce Revenue and Transitioned to Subscriptions Seamlessly with 2Checkout

Patrice Carrenard
President
at Visicom Media,
Creator of ManyCam

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Since switching to 2Checkout (formerly Avangate) from our previous eCommerce provider, we have seen a significant improvement in our online operations, starting from internal efficiencies all the way to revenue gains.

We couldn't be happier with our decision. We feel that we are truly being listened to, our business needs are well understood and cared for in a proactive way. The people behind 2Checkout really care about us and the Avangate platform is very robust and reliable.

"

Customer:
Visicom Media, creator of ManyCam

Segment:
Electronic software download

Company Size:
SMB

Vertical:
Audio-Video

Target:
B2C & B2B

Benefits & Results:
- 16% Improvement in eCommerce operations
- 15%+ Increase in conversion
- 2% Revenue recovery from cart abandonment tools
- 7% Increase in PayPal transactions
- Smooth transition to subscription-based products
- Easy usage of integrated platform for online sales across channels: direct, affiliates, resellers

Solution:
Avangate Digital Commerce Enterprise Edition

Context & Objectives

The overall objective was to **improve the eCommerce operations and support**. At the same time, Visicom Media was looking for a provider with **robust subscription management capabilities**. They were looking to transition some of their products from the lifetime license model to a subscription-based model, more in line with customer expectations and market trends. In addition, they wanted to **boost affiliates sales**, in order to obtain an additional revenue stream from this channel.

With their previous provider, Visicom was getting slow technical assistance, with reactive support for business initiatives. Affiliate sales were also at a low level, with little prospects for improvement.

Solution: Avangate Digital Commerce Enterprise Edition

"When we understood that our current provider wasn't cutting it anymore, we looked at several alternatives, starting from all-in-one solutions, all the way to payment providers, an alternative which required additional integrations. **After analyzing several options, we decided to go with the Avangate platform and never looked back**. *We have improved since on all fronts: operations, support, sales, and so on.*

We also love that 2Checkout are very quick to respond to our requests, as well as being very proactive with improvement suggestions. They are also investing a lot in platform and services development, which we love, as we see them truly at the forefront of ecommerce for software sales," said Roselyne Feno, Senior Affiliate Manager at Visicom Media.
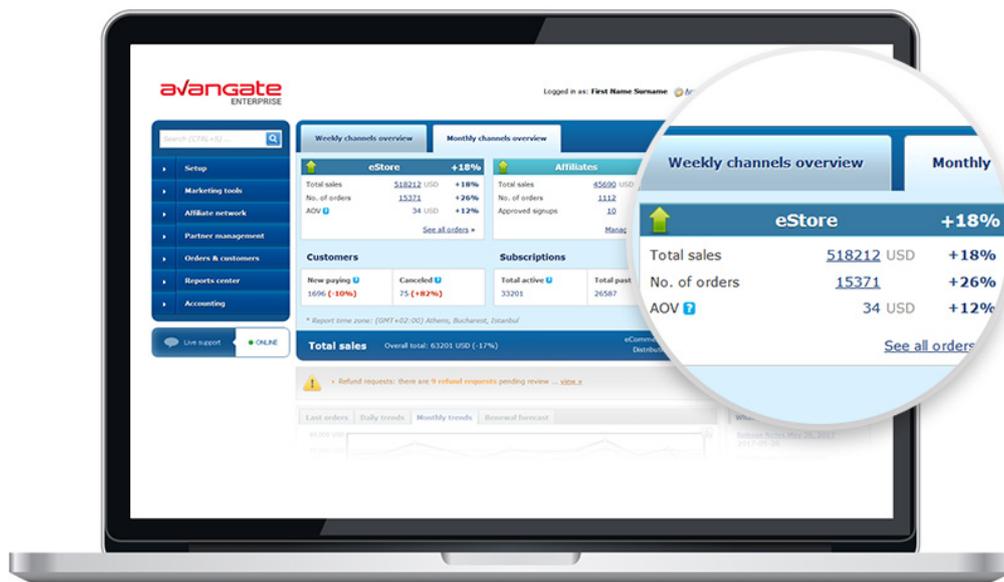
This is a generic screenshot from the Avangate Control Panel and does not reflect in any way Visicom Media's revenue numbers

16%

Projects and Results

eCommerce Operations Improvement

*"Since switching to the Avangate platform we have **improved eCommerce operations by an estimated 16%**. We are solving every task much faster – both in self-service mode, as well as via 2Checkout support. What our previous provider was solving in a few weeks, 2Checkout is resolving in days or even hours. This is helping tremendously, allowing us to focus more on marketing and campaigns instead of admin stuff. 2Checkout is also keeping us up to date with improvements in the platform, what's coming next and this is very useful to say the least,"* said Nicolas Xanthopoulos, CTO at Visicom Media.

Smooth Transition to Subscriptions

Following client preferences and market trends, Visicom Media introduced ManyCam subscription products in May 2017, in addition to their traditional lifetime licensed products.

*"Introducing subscriptions was a big step for us. We did it to match customer buying preferences as well as the competitive landscape. **We were very pleased to see how feature-rich the Avangate platform is when it comes to subscription management.** We also received guidance from the support team on best practices regarding set-up. All in all, the transition was a smooth experience. We are looking forward to seeing how this plays out in the medium to long term. 2Checkout is also helping us keep an eye on KPIs that matter for subscriptions, so we are ready to adjust things on the fly,"* said Patrice Carrenard, President at Visicom Media.

Purchase Funnel Optimization

+15%

Goal: Increase conversion rate for acquisition flow

Summary: The Conversion Rate Optimization (CRO) project aimed to improve the purchase funnel by testing a shorter form and a new template. The hypotheses were that a shorter form will encourage shoppers to finish their checkout process due to minimum time and effort investment.
In addition to that, PayPal-in-context would increase the share of orders finished with PayPal as a payment method.

The test included a control template and three variations. The test was run globally to maximize traffic volume.

- **Control:** One page checkout

- **Variation A:** Existing template and flow plus Short Form

- **Variation B:** New template + new flow + short form + PayPal In-Context

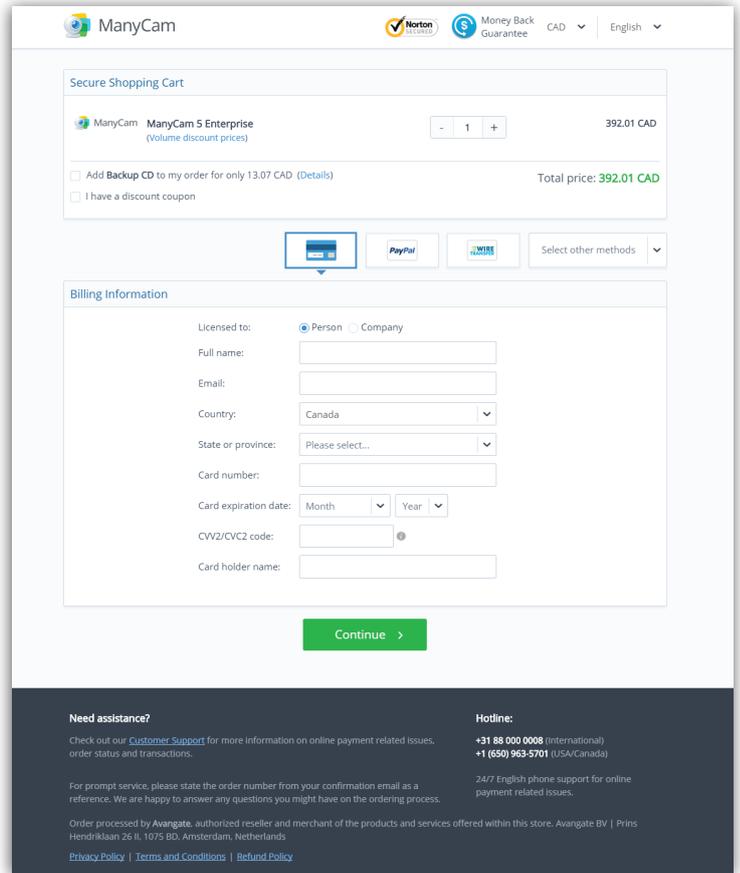- **Variation C:** New template + current flow + short form + PayPal In-Context

Test 1:
Control One page Checkout

Variation A:
Existing template and flow + Short Form
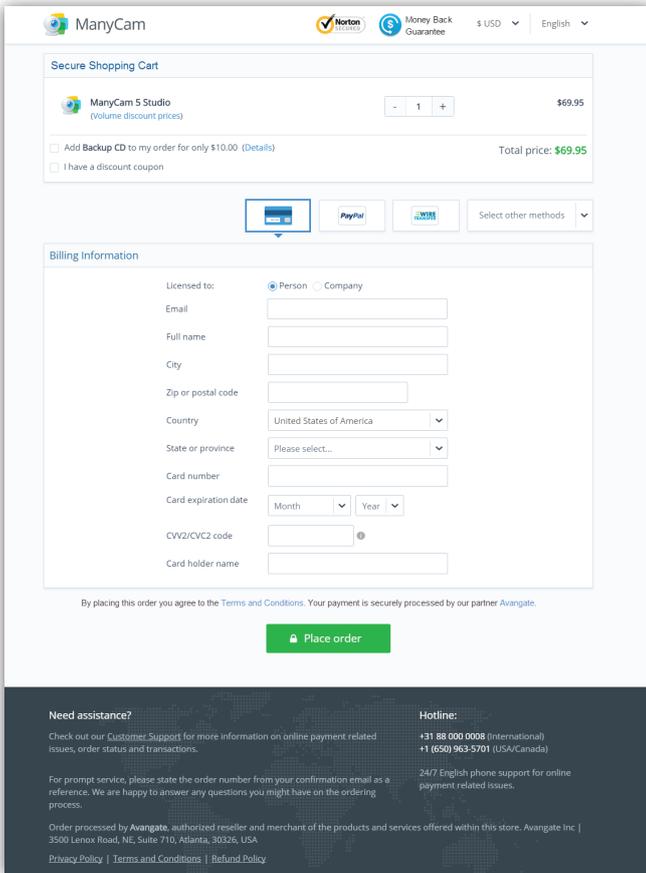
Variation B:
New template + ntew (shorter) flow + short form + PayPal In-Context

Variation C:
New template + current flow + short form + PayPal In-Context

Results, Learning & Insights

Following a 6 week testing period, a leading variation was obtained, on a global level, namely: Variation B, with a 3.7% improvement over control. The 2Checkout team dug deeper into the test, with a per-country analysis into Visicom Media's top five markets, with very interesting findings: what worked in one market, did not work in another.

The preference for the new template with a shorter flow and form was reflected in the USA (15% improvement over Control), the UK (2%) and Japan (5%). In Germany, Variation A was the winner, with a 34% improvement over the control, while in Canada the control performed best.

As Visicom Media looked to improve their purchase funnel, looking overall at the global market was not enough. A drill-down into country level data pointed out the need for a localized experience even for the purchase flow and cart template, not just for language, currencies and payment methods.

Tested Version	USA	Germany	Canda	UK	Japan
Control			WINNER		
Variation A: Existing template and flow plus Short Form		WINNER +34% over control			
Variation B: New template + new (shorter) flow + short form + PayPal In-Context	WINNER +15% over control			WINNER +2% over control	WINNER +5% over control
Variation C: New template + current flow + short form + PayPal In-Context					

PayPal orders have also seen an increase, impacted by the shorter PayPal in-context flow. For example in the USA, PayPal orders increased by 7% MoM since the change in cart flow.

PayPal Orders - USA Market

Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May

+7%

Introduction of PayPal In-Context

PayPal Checkout

Affiliate Sales Increase

+5%

From a level of 2% of overall global sales, revenue generated by affiliates is now at a 7% level. This significant increase is due to:

- **An improved communication with affiliates**, facilitated by the platform email marketing capabilities

- **Dedicated sign-up page** for Visicom Media

  🔒 **Secure** | https://www.avangate.com/affiliates/sign-up.php?merchant=VISICOGH

- **Campaigns and special offers** that are carried out regularly together with the 2Checkout Affiliate team. Some campaign examples are below.

"Affiliate networks are an important sales source in our industry and before the Avangate network we have not really taken advantage of this channel to its full potential. We are now beginning to truly collaborate with affiliates, communicate with them, understand their needs and learn what we should provide to make their job easier and increase sales for ManyCam.

With 2Checkout we have peace of mind knowing that not only do they have an award winning Affiliate Network, but they can also help us recruit relevant affiliates. With 2Checkout's support for subscriptions and recurring payments for partner sales, affiliates are also encouraged to promote the newly introduced subscriptions products, contributing to the success of the transition," mentioned Roselyne Feno, Senior Affiliate Manager at Visicom Media.

Other Benefits from Using the Avangate Platform

+2%

Visicom Media recovers an additional 2% of its overall revenue for ManyCam with thett Avangate in-platform follow-up mechanism for **abandoned carts & unfinished payments**, without any resources being spent from Visicom's eCommerce team.

Order recovery

Lead source	Follow-up status	Collection system	Reports	
Unfinished payment	2 follow-up(s) set Dunning management - Inactive	Active	Unfinished payments	Edit
Shopping cart abandons	2 follow-up(s) set	Active	Leads	Edit

Follow-up settings

ℹ️ View and customize follow-up emails from the Email Editor.

Enable order recovery follow-up
◉ Yes　○ No

Unfinished payments

#	When	Payment method	Follow-up type	
1.	After 2 hours	Instant payment methods	Auto recurring charges and manual order charges	Remove
2.	After 1 day	Instant payment methods	Auto recurring charges and manual order charges	Remove

Add new follow-up ⓘ

Payment method
Instant payment methods ▼

When
1 | hour(s) ▼ | after the last failed charge attempt (20 minutes to 90 days)

Follow-up type
☑ Recurring charges ⓘ
☑ Manual purchases ⓘ

Add

Update settings　Close

Recap of Results

- 16% Improvement in eCommerce operations

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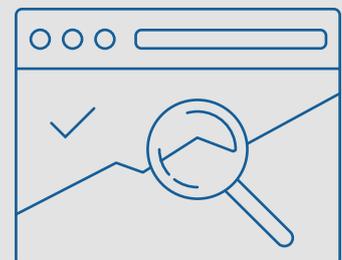
About Visicom Media

Visicom Media Inc. is a world-wide leader in the development of innovative, quality tools for the Internet. Visicom Media strives to find creative solutions to help its customers take advantage of the newest technologies with maximum efficiency. We develop tools, platforms and software products for large publishers and partners such as Yahoo!, Comcast, Verizon, Time Warner and Panda Security. ManyCam is a product of Visicom Media as of October 2013.

More information on Visicom Media on http://www.vmn.net/ and on ManyCam on http://www.manycam.com.

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About 2Checkout (formerly Avangate)

2Checkout (formerly Avangate), a Francisco Partners portfolio company, is the digital commerce & payments provider that helps companies sell their products and services via multiple channels, acquire customers across multiple touch points, increase customer and revenue retention, leverage smarter payment options and subscription billing models, and maximize sales conversion rates. The company's clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, and many more companies across the globe.

Avangate acquired 2Checkout in March 2017. More information on the Avangate platform and services can be found on www.avangate.com. More information on 2Checkout can be found on www.2checkout.com