



## CLIENT SUCCESS STORY

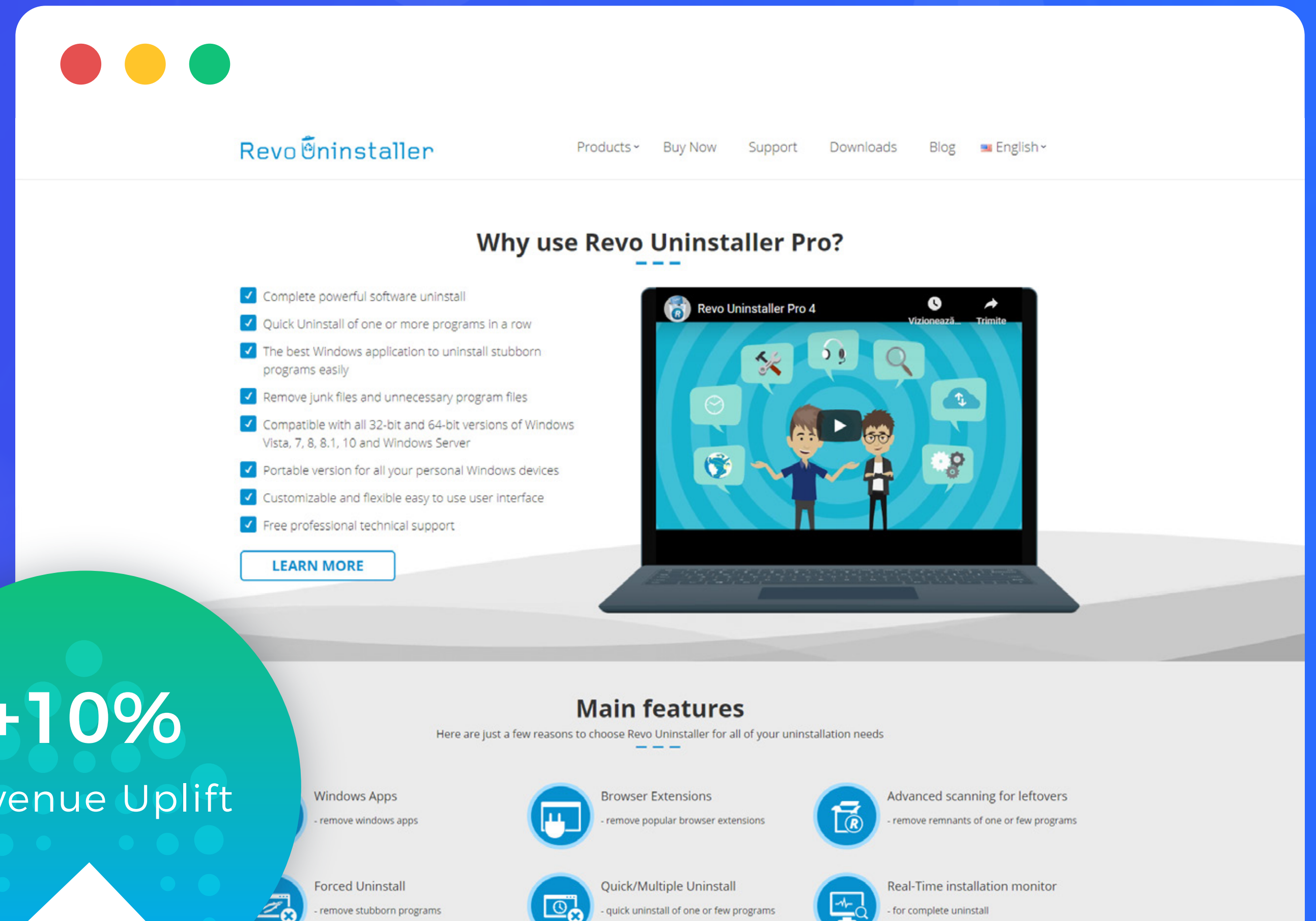
VS REVO GROUP  
A SOFTWARE COMPANY

# Utility software provider VS REVO Group Steps Up eCommerce Game with 2Checkout

**2checkout**  
is now **Verifone**

www.2checkout.com

**+10%**  
Revenue Uplift





**Tihomir Yordanov**

Digital Marketing Manager at VS REVO Group

“

Moving to 2Checkout was initially perceived as a means to get better and faster service for our eCommerce needs. Since working with the 2Checkout team, we realized that their monetization platform and services are an enabler for growth. Clearly, a beneficiary is our client base, that we can now serve in a seamless and modern way. ”

**2checkout**  
is now **Verifone**

Customer:  
VS REVO Group

**VS REVO GROUP**  
A SOFTWARE COMPANY

Vertical:  
Utility software

Target:  
B2C

Website:  
[www.revouninstaller.com](http://www.revouninstaller.com)

### Benefits & Results:

- ✓ 10% revenue uplift (estimated)
- ✓ 63% Improvement in cart conversion rate
- ✓ Faster time to market
- ✓ Improved efficiency in day-to-day operations
- ✓ Fast support and execution

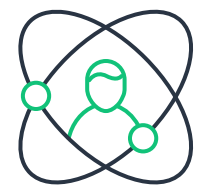
### 2Checkout Solution:



Avangate Monetization Platform  
Avangate Affiliate Network | Reseller Model

[www.2checkout.com](http://www.2checkout.com)





## Context & Objectives

The software company was lacking agility with its previous eCommerce & payments provider – with the eCommerce operation suffering in several areas including cart performance, technical support or affiliate marketing.

VS REVO Group decided to look for an alternative and eventually selected 2Checkout amongst several vendors. The selection criteria shortlisted 2Checkout, and the final decision was done based on an A/B testing campaign between VS REVO Group' existing provider and 2Checkout's solution.

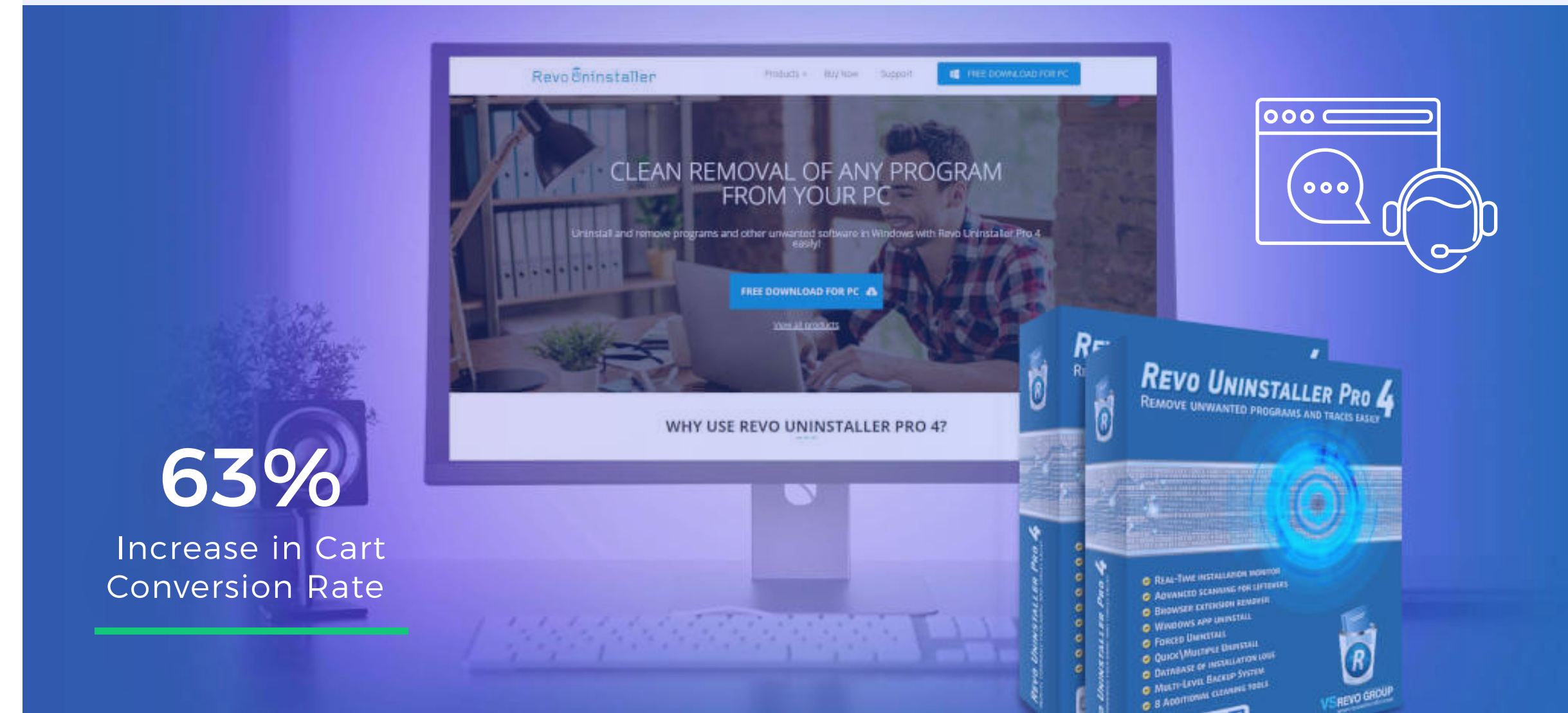


## Solution & Results

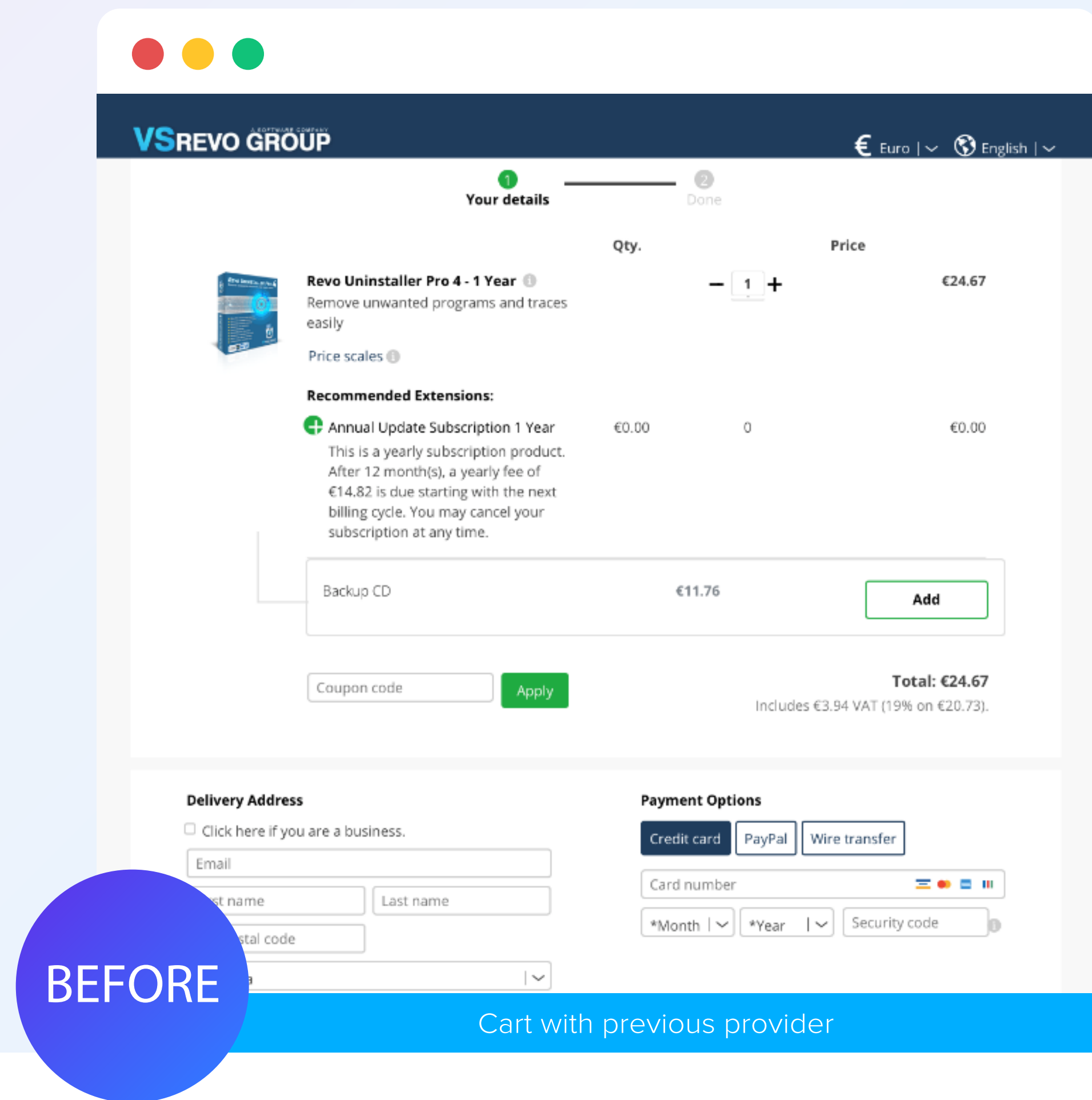
The result of the A/B testing campaign showed 2Checkout's cart was yielding a 63% improvement in conversion rates, compared to the previous provider. This translated into 10% revenue uplift opportunity over one year.

Customer:  
VS REVO Group

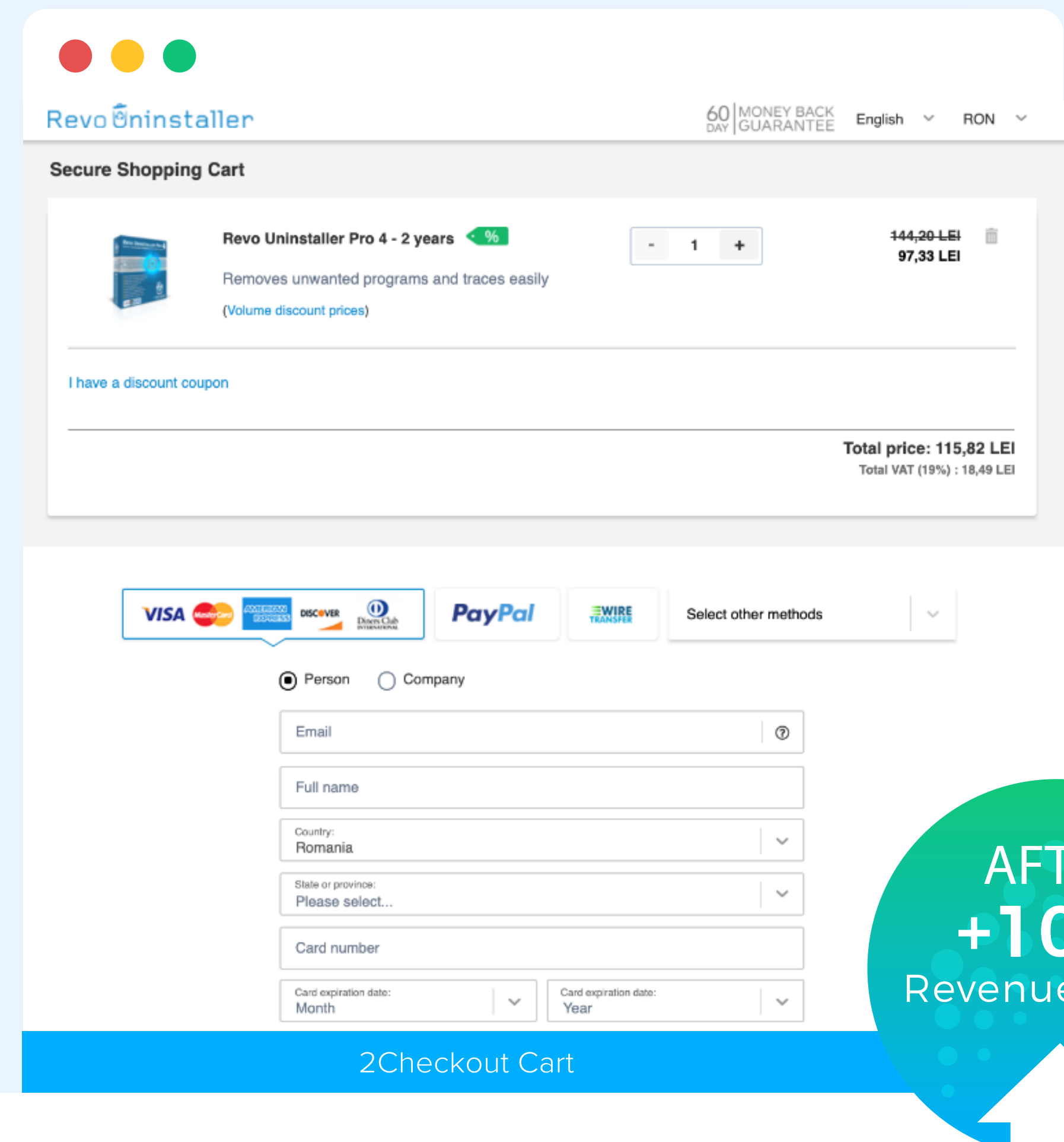
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“ Our onboarding was seamless; support is very fast, and execution is impeccable. We were able to achieve in weeks and even days what in the past meant months. ”



Cart with previous provider



2Checkout Cart

VS REVO switched to 2Checkout's Avangate monetization platform and opted also for the Avangate award-winning affiliate network. Following a seamless onboarding process, the company continues to work with 2Checkout to improve other aspects of their digital commerce operations.

“ Our team has been impressed with 2Checkout’s platform capabilities, especially the breadth and depth of subscription management and billing which we are looking to fully leverage for our recurring business. ”

**Tihomir Yordanov**

Digital Marketing Manager at VS REVO Group

About  
VS REVO Group

VS REVO GROUP  
A SOFTWARE COMPANY

VS Revo Group Ltd., founded in 2007, is a software company that develops and manages various utility software products that streamline otherwise difficult processes for the average user. The group is best known for its Revo Uninstaller, a freeware-advanced uninstall utility. The VS Revo Group’s engineering team is recognized for its reliable and comprehensive new product development cycle, which includes assurance, testing, and debugging, as well as for its superior customer support.

More information on [www.vsrevogroup.com/](http://www.vsrevogroup.com/) and [www.revouninstaller.com/](http://www.revouninstaller.com/).

**2checkout**  
is now **Verifone**®

[www.2checkout.com](http://www.2checkout.com)



# Ready to Sell Worldwide, Hassle-Free?

2Checkout's all-in-one monetization platform maximizes your revenue and makes global digital sales easier. Compare plans and choose the package most suited to your business and go-to-market needs.

## 2SELL

Accept mobile and online payments from buyers worldwide



## 2SUBSCRIBE

Subscription management solution to maximize recurring revenue



## 2MONETIZE

Full commerce solution built for digital goods sales



## 4ENTERPRISE

All-in-one commerce solution for businesses that want to scale up



## ADD-ONS

Additional services to boost online sales



For businesses that want to scale to their maximum potential, we offer dedicated support with premium onboarding, custom integrations, professional services and an affiliate network. [Contact our sales team](#) to find the best solution for your needs.



# About 2Checkout

2Checkout (now Verifone) is the leading all-in-one monetization platform for global businesses built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce. 2Checkout's digital services, including global payments, subscription billing, merchandising, taxes, compliance and risk, help clients stay focused on innovating their products while delivering exceptional customer experiences.

In August 2020, leading global payments solution provider Verifone acquired 2Checkout, further solidifying its commitment to providing seamless and frictionless experiences to customers globally through innovative and next-generation hardware and cloud services. 2Checkout will become Verifone, and the unified company will enable omnichannel commerce wherever and whenever clients shop.

Get more information at [www.2checkout.com](http://www.2checkout.com)



## NORTH AMERICA (HQ)

Atlanta,  
Georgia, USA

## NORTH AMERICA

Columbus,  
Ohio, USA

## WESTERN EUROPE (HQ)

Amsterdam,  
The Netherlands

## EASTERN EUROPE

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Romania

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