

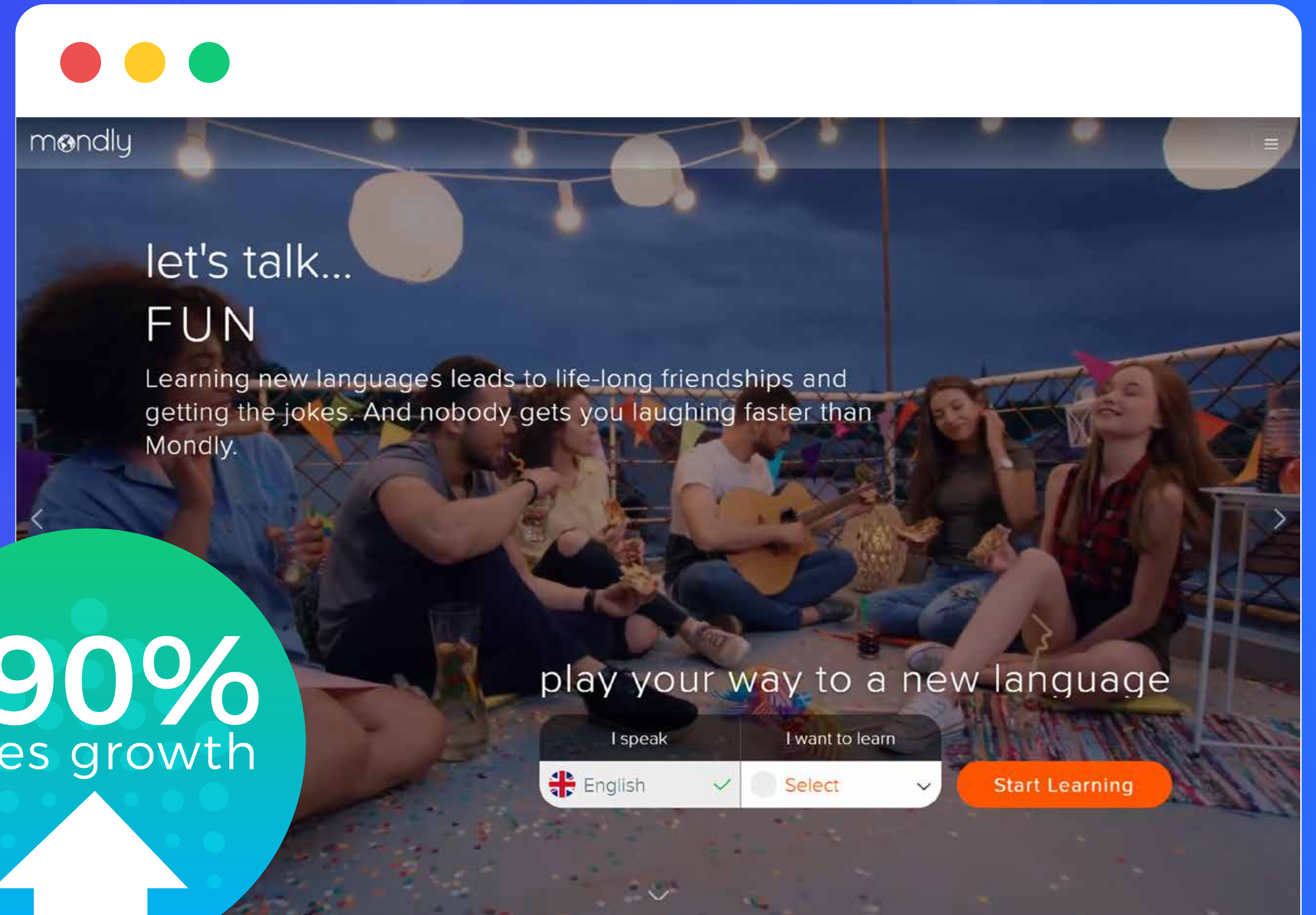


CLIENT SUCCESS STORY

mondly

Mondly Grows Affiliate Sales to 90% of Business During Avangate Affiliate Sales Wars Contest

+90%
sales growth



2checkout

www.2checkout.com



Andrei Năstasie

Affiliate Program Manager, Mondly



Boosting sales through 2Checkout’s Avangate Affiliate Network was easy and effective. We took advantage of the Affiliate Sales Wars Contest and increased our affiliate sales to more than 90 percent of overall sales. The positive effect of the contest continues to boost our bottom line. The tools available to us and our partners as well as the support we get from the 2Checkout team have clearly contributed to this impressive increase.



Customer:

Mondly Languages



Benefits & Results:

Mondly grew its revenue two-fold MoM by boosting affiliate sales to more than 90% of overall sales.

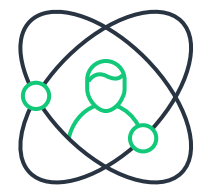
2Checkout Solution:



2Monetize



2Parner
(Affiliate Platform and Network)



Context & Objectives

Combining language learning with smart technologies, Mondly is the first company in the world to make language learning with speech recognition possible in augmented reality (AR) and virtual reality (VR). A very ambitious Romanian company aiming to scale fast at global level, Mondly was looking for a way to increase sales through partners and affiliates.



Solution

2Checkout's Avangate Affiliate Network provided a global affiliate network, powerful affiliate management tools, a great affiliate portal and special incentives to help affiliates promote Mondly products. The **Avangate Affiliate Sales Wars contest** (which ran Nov 2018 through January 2019) presented a perfect opportunity for Mondly to grow sales globally with special promotions such as a 50% commission for affiliates and a 20% off coupon for buyers.



The screenshot displays the Avangate Affiliate Network interface for the 'Affiliate Sales Wars' contest. The header features the Avangate logo and the contest title 'AFFILIATE SALES WARS' with '3 PRIZES' highlighted. Below the header, a banner states: 'The contest admission is as easy as it gets - all Avangate affiliates are eligible to join the competition and win as it is stated in our Terms&Conditions.' Three campaign cards are shown, each with a 'Join Program' button:

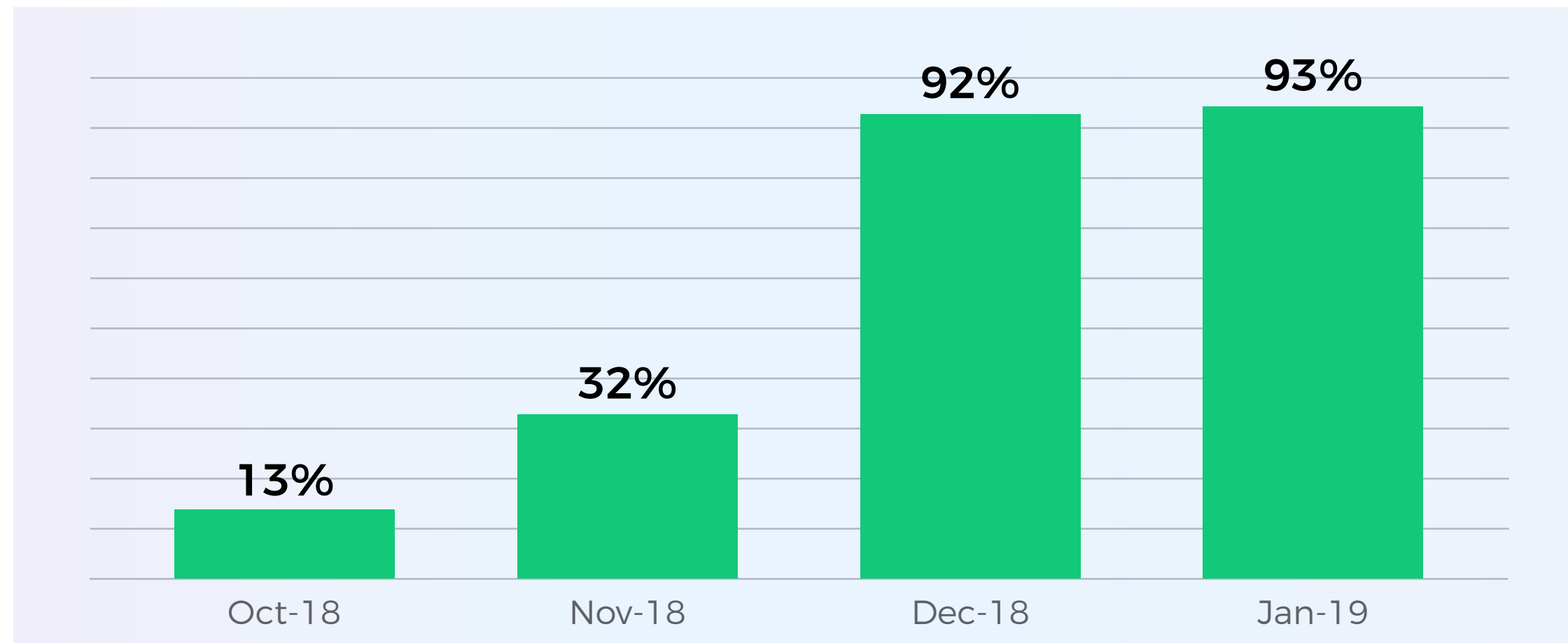
- wondershare:** Commission: 50%, Discount Coupon: \$20. Campaign description: All-in-one PDF Editor for All Your Needs. Products included: Click to see all Products. Coupon Codes: Click to see all Codes. Duration: Nov 1st, 2018 - Jan 31st, 2019.
- mondly:** Commission: 50%, Coupon: 20%. Campaign description: Get Mondly, one of the best language learning apps: 35+ million downloads & 4.7/5 Stars in the App Store and Google Play. Products included: Click to see all Products. Coupon Codes: Click to see all Codes. Duration: Nov 1st, 2018 - Jan 31st, 2019.
- Genieq:** Commission: 50%, Coupon: 35%. Campaign description: This is a 35% coupon code on all Genieq products. Products included: Click to see all Products. Coupon Codes: Click to see all Codes. Duration: Nov 1st, 2018 - Jan 31st, 2019.

The footer contains the Avangate logo, 'Avangate Affiliate Network', contact details (www.avangatenetwork.com, +31 20 690 8090, affiliate.network@avangate.com), and social media links (Facebook, Twitter, LinkedIn). A small note at the bottom left reads: 'Average a growing database of 22 000+ software products, advanced marketing tools and expertise and the industry's highest Commissions.' The bottom right corner has '© Avangate Copyright 2018'.



Results

Mondly quickly grew affiliate sales from about 13% of overall sales in October 2018 to more than 30% in November 2019. Bringing more specialized affiliates into network, Mondly eventually saw a massive increase in revenue from this channel – over 90% of total sales in December and January 2019. Based on a worthwhile investment in affiliate marketing, this growth represented a huge increase in the company’s business: on average, overall revenue doubled month over month from October 2018 to January 2019.



About

Mondly Languages



Vertical:

Educational / Language learning software

Target:

B2C, B2B

Company Size:

SMB

Launched in 2014, Mondly has been working to create language learning experiences that stimulate people around the world to learn new languages not only out of necessity, but because they genuinely enjoy it. Mondly is the planet's #1 company to make language learning with speech recognition possible in augmented reality and virtual reality.

Right after its release, Mondly quickly became a leading app in the mobile space, reaching number one in Education in most European countries, Latin America and Asia. It became the most downloaded app in Arab countries and the number one Educational App in China. It boasts a high rating of 4.7 out of 5 stars on Google Play and App Store from over 1,000,000 user reviews.

More information on www.mondly.com

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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