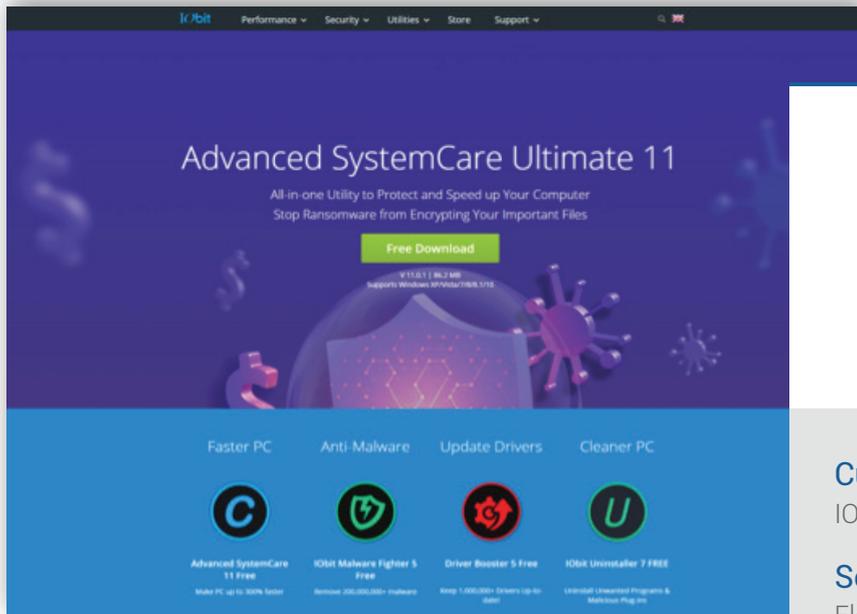


IObit Increased Online Revenue by 6% through Cart Optimization



IObit

Customer:
IObit

Segment:
Electronic software download

Company Size:
SMB

Vertical:
Utilities, security

Target:
B2C & B2sB

Benefits & Results:

- 14% increase in cart conversion rate
- 6% increase in RPV (revenue per visitor)

2Checkout Solution:
Avangate Digital Commerce Enterprise Edition

Modules:
eCommerce | Affiliates

Optimization Project:
CRO Service

“

2Checkout is a long-term partner of IObit and is very keen to work with us and accelerate our growth. This optimization project had a major contribution to our acquisition efforts, and we appreciate the data-driven approach that is fail-proof,

”

May Collins
Sales Manager IObit

Context

With more than 100 awards and 250 million downloads worldwide, IObit is a recognized industry leader in PC optimization and security software.

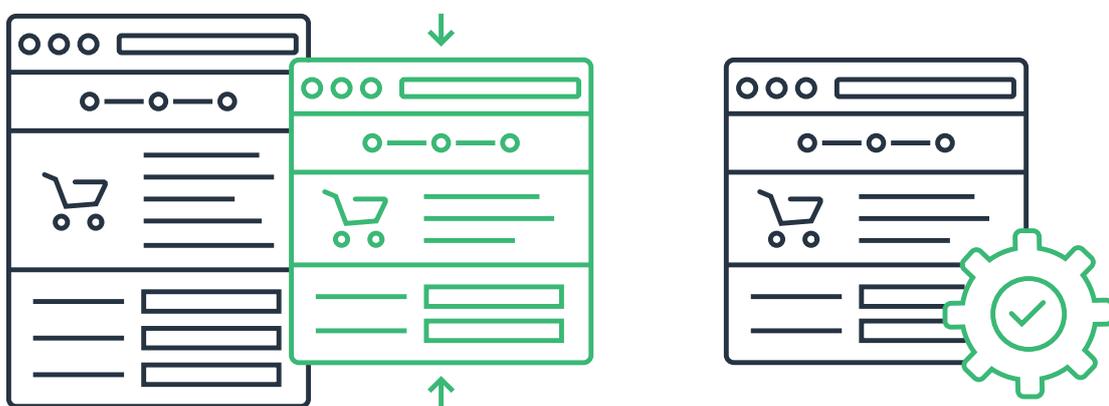
Objectives

IObit is looking to constantly improve both acquisition and retention at global level and this cart optimization project was part of the acquisition improvement initiative. The goal was to increase cart conversion rates on a global level by at least 5%.

Solution: 2Checkout CRO Service

The 2Checkout team executed an optimization project on the IObit cart which included a four-week split-test. After a thorough quantitative and heuristics analysis, the CRO Team developed the following hypothesis:

- A shorter template that requires fewer scrolls will increase conversion rate;
- Moving the email field higher up on the form will increase the conversion rate of remarketing emails;
- Using Express Checkout with AMEX and PayPal In-Context will increase the conversion rate and percentage of orders completed with these payment methods;
- A shorter flow (without Review page) will convert better in the US (their largest market) & UK (2nd largest market);
- Optimizing the Review page will increase the number of shoppers that complete their order.

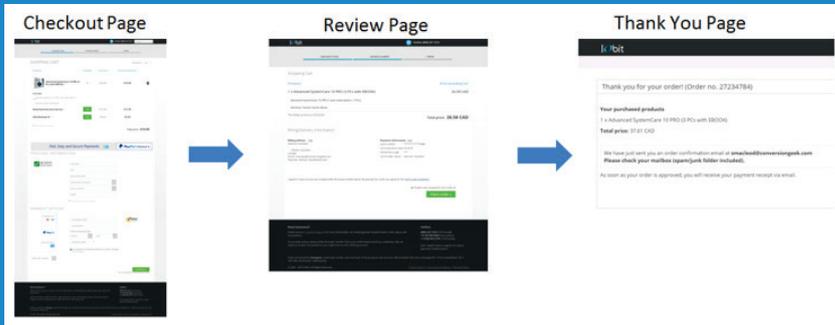


Test Overview

The test was run globally in all supported languages and isolated cart template (new design) with cart flow (Review page). The test compared the Control with three variations:

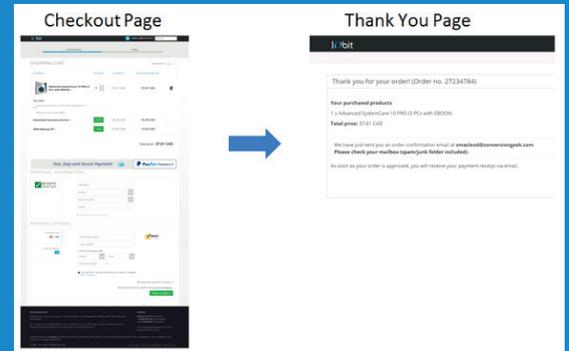
Test Variations	Description
Control	Current template and flow (One Page Checkout with Review)
Variation A	Current template and shorter flow (One Page Checkout without Review)
Variation B	New template and current flow (One Page Checkout with Review)
Variation C	New template and shorter flow (One Page Checkout without Review)

Control



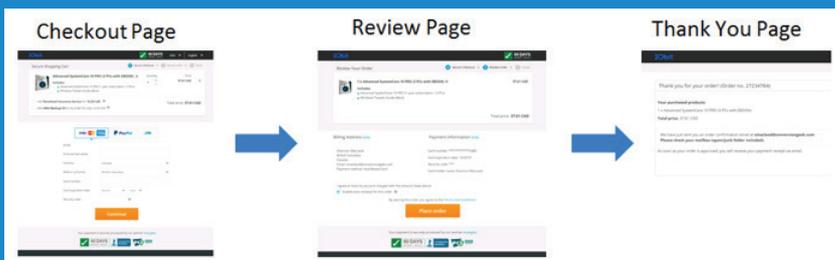
Current Template with Review Page

Variation A



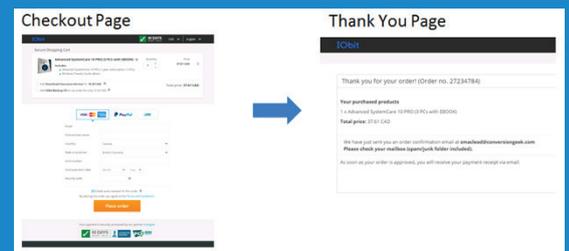
Current Template without Review Page

Variation B



New Template with Review Page

Variation C



New Template without Review Page

Results

The test reached 100% statistical significance with a clear winner: Variation B (New template with Review Page). IObit achieved a 14% increase in cart conversion rate, which far surpassed the original objective of 5%. They also generated a 6% increase in RPV (revenue per visitor) and a 23x return on investment of the CRO program.

Test Variations	Improvement Over Control (Conversion Rate)
Control (Current Template with Review Page)	-
Variation A (Current Template without Review Page)	- 0.53%
Variation B (New Template with Review Page)	13.62%
Variation C (New Template without Review Page)	12.21%

The new template design universally performed better (12-14%) than the current template, regardless of cart flow (with or without Review page). There were also preferences on a per country basis that should be considered for future tests.

Tips for Best CRO Results

The team working on this project followed these best practices for split-testing:

- Start by isolating individual elements to identify what is most important to your customers
- Focus on markets with highest transaction volumes first
- Iterate often to maximize testing momentum
- Forecast revenue and ROI for every test
- Test everything

About IObit



Founded in 2004, IObit provides consumers with innovative system utilities for Windows, Mac, and Android OS to greatly enhance operational performance and protect their computers and mobile devices from security threats. IObit is a well-recognized industry leader with more than 100 awards, 500 million downloads and 10 million active users worldwide.

More information on www.iobit.com

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

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