avangate
generate e-sales

Avangate Case Study:

Micro ISVs - ConvertMod Success Stories

The Client

Client: ***ConvertMod***
Software: ***iVerio Software,*** *video converter tools for MACs and PCs*
Website: ***www.convertmod.com***

ConvertMod develops the iVerio multimedia tools which simplify the entire process of video conversion from any type of Camcorders for viewing and editing on MACs and PCs.

The company was founded in December 2007 by Francois Pedeboscq, the developer of the first iVerio version for MAC. An iVerio Windows version soon followed and since then both versions are being developed and improved in the same spirit of simplicity.

The Challenge

A microISVs and a fresh start-up, ConvertMod considered selling iVerio software online. The company also intended to create a buzz around their products but lacked experience in promoting software effectively via the Internet and in attracting targeted visitors on the company website. iVerio had very few customers and low product awareness.

Why Avangate

Avangate was chosen as an eCommerce provider to facilitate ConvertMod sell products online but also to help the vendor increase iVerio's exposure on the Internet, ultimately leading to more e-sales.

In evaluating eCommerce alternatives, Avangate offered the most comprehensive solution - providing significant added value through professional advice on selling “the smart way” using marketing and sales tools and optimization campaigns.

The Solution

Avangate offered iVerio a unified solution for selling software online and increasing product exposure and conversion rates.

The core of the solution was the Avangate full featured eCommerce platform, coming together with advanced marketing and sales tools, a growing affiliate network and comprehensive reporting.

A web marketing campaign completed the solution to spread the word about iVerio products and increase the client's sales volumes. This included:

- Usability audit - assessed the ergonomic quality of the user interface, identified the website usability deficiencies and suggested appropriate improvements; contained a prototype proposal and implementation support.

Key issues

- World wide exposure for newly launched product
- Improvement in conversion rates & sales
- Website audit/ campaign optimization

Snapshot of Results

- **126%** increase in sales - first six months of implementing the Avangate solution
- Increase of affiliate sales: from **4.3%** to **5.5%** of sales
- Improved conversion rates
- **3 digit** increase of traffic from search engines
- Cost-efficiencies in marketing campaigns

Most appreciated:

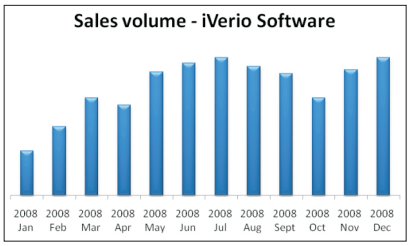
- Responsive and Reliable Support Team
- Experience and knowledge to help grow a software business
- 24x7 customer support
- Easy to use eCommerce platform Control Panel

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Success Stories

- Search engine optimization (SEO), including on- and off-page optimizations. Avangate worked closely with ConvertMod to identify best performing keywords and provided consultancy on how to put recommendations into practice under the strict limitations imposed by their existing CMS.
- Pay per click (PPC) campaign - generated new downloads and sales of the ConvertMod product at an efficient cost.
- Software submission service included optimizing the product PAD files and submitting the software to 500 download websites to increase the number of downloads, popularity and backlinks.
- Strong and consistent increase of iVerio sales volumes:



- An average of 126% increase in sales month on month in H1 2008 - first six months of implementing the Avangate solution
- 134% increase in H2 2008 compared to H1 2008
- Increase of affiliate sales: from 4.3% in the first six months of implementation to 5.5% of sales in the following six month

Results

iVerio products gained exposure on the Internet, which generated a boost in web traffic and ultimately an increase in sales. Optimization campaigns improved conversion rates. The Avangate eCommerce platform, packed with marketing and sales tools customized for software sales along with cost-effective marketing actions contributed additionally to revenue growth.

- Worldwide sales, from Europe to Australia and Canada, Russia and China
- 3 digit increase of traffic from search engines

"Starting selling software online is not simple for a beginner. With the Avangate team, I found the best partner for helping us in such a business.
After registering on the Avangate platform, they instantly called me and explained how they worked. Now, after nearly 2 years of working together,
I can't imagine how I could have done without their help.
I am very satisfied with Avangate and would recommend them to anyone. "

Francois Pedeboscq,
CEO iVerio Software

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Avangate provides solutions for electronic software distribution and reseller management, assisting software companies worldwide in successfully selling their products online and at the same time efficiently managing a distribution network. More information can be found on the corporate website, at www.avangate.com.

Avangate BV
Amstelveen, The Netherlands
Tel: +31 20 890 8080

Avangate Inc.
Mountain View CA., USA
Tel: (650) 943 – 2447

info@avangate.com
www.avangate.com