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Avangate Case Study:
IObit

Improved Ordering
Process and Introduction
of Marketing Tools
Increase Customer Trust
and Cart Conversions

IObit

ABOUT
IOBIT

IObit provides innovative system
utilities that are as simple to use as
they are powerful and reliable. It also
makes available free versions of its
software for personal or
non-commercial use. IObit's flagship
product, Advanced SystemCare, has
received numerous awards and positive
reviews along the years. www.iobit.com

OBJECTIVES

IObit was looking to update and
optimize its buying experience and
purchase flow to maximize cart
conversions and drive incremental
revenue.

THE CONTEXT

IObit's buying experience and
purchase flow had not kept pace with
the company's rapidly expanding
international customer base and web
traffic. Flat cart conversion rates due
in part to the old design and flow were
limiting the potential for increases in
incremental revenue.

CHALLENGES

**Maximize online conversions for
B2B and B2C customers.** Internal
testing was insufficiently complex for
the dual audience. Manual processes
also required too much time and
development resources.

**Increase revenue and order value
without increasing marketing
expenditures.** Didn't have the
required marketing tools to relavitize
offers and effectively up- and cross-
sell at checkout.

**Provide customers with a better
online experience without
completely redeveloping the
online store.** Improve store look and
increase speed and flow while leaving
the fundamental framework in place.

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We really like the way in which we receive constant feedback and proactive advice. We have Avangate to thank for helping us improve online sales results.This is yet another proof that we have to constantly test and optimize what we do in order to support our customers better and adapt to their requirements and changes in buying behavior.

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Hugo Dong, CEO, IObit

Increased Online Revenues by 30%

Introduction of Avangate's powerful multivariate A/B testing, improved order flow and automated selling tools helped IObit achieve their revenue goals.

SOLUTION

Avangate's solution for IObit consisted of a comprehensive six-month cart conversion rate optomization program. Over the course of the six months, Avangate's team deployed advanced marketing tools and strategies to makeover IObit's aging online ordering system.

Actions included improvements to the order flor, a complete redesign of the shopping cart and order flow layout and graphics, increasing shopper trust and conversions. Avangate also tested for best performing marketing tools and their optimal placement within the ordering flow.

The results speak for themselves:

- 12% increase in shopping cart conversion rate, from 11.8% to 23.73%

- 30.47% increase in revenue, due completely to the optimization program

- Increased shopper trust in the purchase process

How Avangate Can Help You

Avangate helps Software and Cloud services companies increase their online sales across touchpoints and business models, as well as profitably scale and enter new markets.

Avangate's solutions include a full-featured, modular and secure Commerce platform, which integrates online eCommerce, a partner order and revenue management solution, as well as a constantly expanding worldwide affiliate network.

Contact us today. Full details below.

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