

Promotional Sales

Additional Revenue Sources

Affiliate Sales

up 1% since 2019.

Affiliate marketing generated 24% of revenue for

merchants using the Avangate Affiliate Network in 2020,

Up-sells and Cross-sells

campaigns.

The Digital Commerce Benchmark is based on millions of worldwide transactions moving through 2Checkout's

Merchants who use cross-sell and upsell

tactics drew in 14% of all revenue from these

digital commerce merchants to make better business decisions.

Here's How To.

www.2checkout.com

Merchants who employ promotional tools generated

to generate the highest promo sales, which is not

surprising given Black Friday and Cyber Monday

promotions.

36% of 2020 revenue from these efforts, an increase of

3% from last year. November was the month of the year

platform between January - December 2020. 2Checkout continuously tracks trends and statistics, empowering Get More Insights into Global Commerce

For more in-depth info, strategies, tips and tricks and

tools to use when growing your eCommerce business

at a global level, check out our Resources page.

What is a growth framework with Marvin Llao, Partne **Commerce Resources**

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