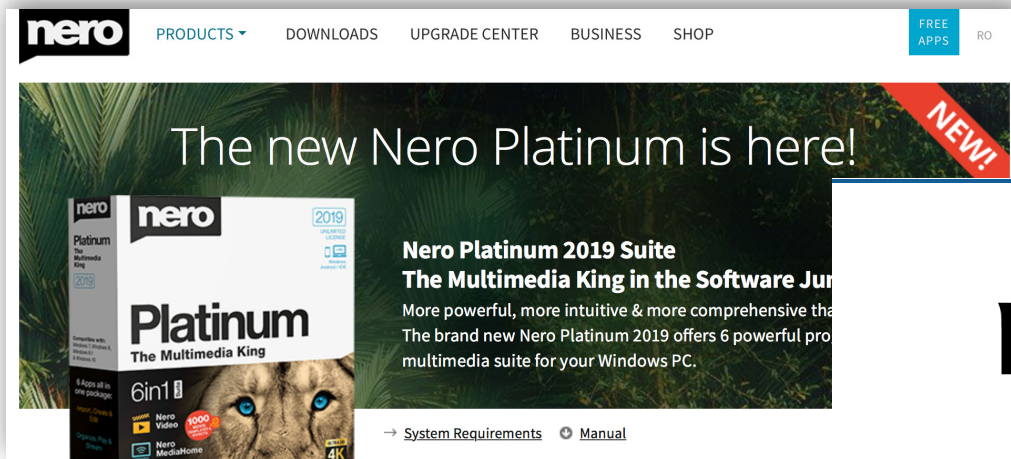


Nero Sees Notable Revenue Uplift by Selling Online with 2Checkout



Felix Hüning
Director eCommerce
Nero



We are impressed with the breadth and depth of the ecommerce and subscriptions functionality that the Avangate Monetization platform offers and with the conversion rate improvements and revenue uplifts we achieved. Especially as we put more emphasis on our subscription-based business, tools that help us increase client lifetime value – such as involuntary and voluntary churn prevention – are of the utmost importance. All in all, we are very pleased with working with the 2Checkout team,



Customer:

Nero

Vertical:

Multimedia software

Target:

B2sB, B2B

Company Size:

SMB

Benefits & Results:

- Revenue uplifts from cart recovery
- Increases in conversion rates on new acquisition

2Checkout Solution:

Avangate Monetization Platform

Context & Objectives

A very popular multimedia suite with global recognition, Nero is strategically focused on improving the customer experience and retention and is looking to leverage first rate commerce platforms to offer the best possible purchase and renewal experience across channels, as well as achieve internal operational efficiencies and revenue gains.

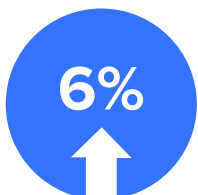
Nero is leveraging the Avangate Monetization Platform to sell perpetual licenses as well as subscription-based products, via online direct sales as well as in-app and additional sales channels.

Solution

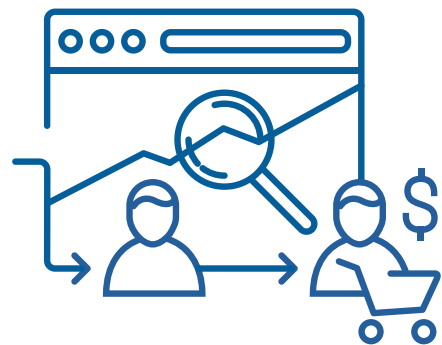
Nero has seen revenue improvements for its online sales channel since working with 2Checkout's Avangate Monetization Platform.

The improvements were made possible by the platform's optimized order and payment processing system, and rich ecommerce and merchandizing functionality.

Results:



A revenue uplift of more than 6% from follow-ups on abandoned carts and unfinished payments.



Over 10% increases in conversion rates on new acquisitions in several geographies, including key markets such as the USA and Germany.

About Nero



Nero creates software that helps consumers around the world to enjoy their videos, photos and music simply. Nero produces widely used multimedia software, which contains powerful applications for media management, media streaming, video playback, video editing, video converting, content syncing and disc burning.

Nero is headquartered in Karlsruhe, Germany, has offices in Glendale, CA (USA), Yokohama (Japan) and Hangzhou (China).

For more information, visit www.nero.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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