



CLIENT SUCCESS STORY



driver easy

Driver Easy Increases Affiliate Sales by 56% with the Avangate Avengers Contest



56%+
increase in
affiliate sales

2checkout
is now **Verifone**

www.2checkout.com



Kevin Zheng
CEO and Founder at Easeware

“ Working with 2Checkout’s Avangate Affiliate Network has proven to be an efficient way to increase our affiliate sales and expand our products among additional sales channels. Avangate Avengers campaign’s functionality helped us improve online sales overall, and we are very happy to work with such a proactive team that is always here to support us. ”



driver easy

Customer:

Easeware, Creator of Driver Easy

Vertical:

Software Utilities

Target:

B2C and B2sB

Website:

www.drivereasy.com

Company Size:

SMB

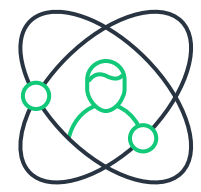
Benefits & Results

- ✓ 56% increase in sales driven by the Avangate Avengers affiliate marketing contest;
- ✓ Increased awareness of Driver Easy’s products among affiliates.

2Checkout Solution:



Avangate Monetization Platform
Reseller Model | Avangate Affiliate Network and Services



Context & Objectives

Easeware is the creator of Driver Easy, a driver updater program that aims to help users automatically update drivers to ensure that they are secure, stable, and up to date. Since its release in 2009, Driver Easy has become a powerful driver update tool that supports over 3 million users around the world. Since working with the Avangate Affiliate Network, the software company has seen significant growth in their affiliate sales, resulting in increased revenue through this channel.

The Avangate Avengers Contest, which took place Nov 2020 – Jan 2021, was the perfect opportunity for the software company to engage with their affiliates and boost sales.

Customer:

Easeware, Creator of Driver Easy



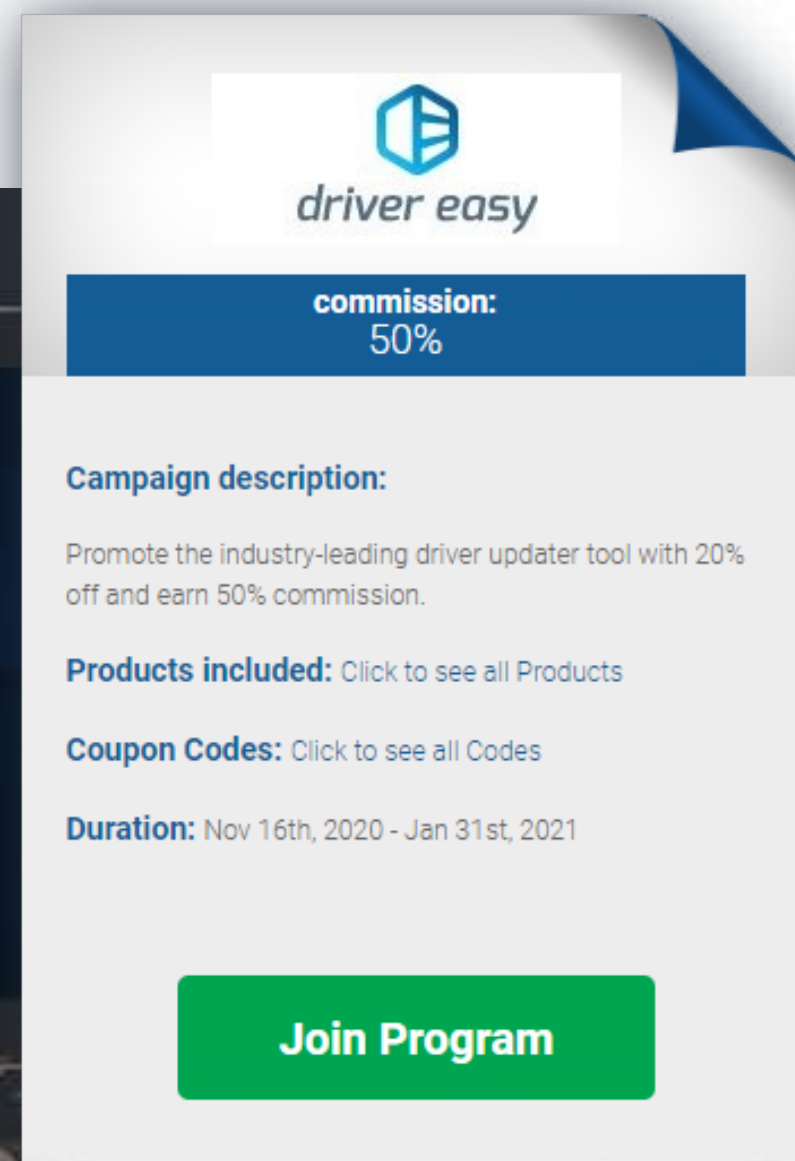
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Avangate Avengers
Affiliates Assemble!

Win Amazon Vouchers of up to \$1,500!

Solution & Results

Driver Easy generated a 56% increase in affiliate sales overall and the tactics employed included a 50% affiliate commission and 20% discount on selected products.



driver easy

commission:
50%

Campaign description:
Promote the industry-leading driver updater tool with 20% off and earn 50% commission.

Products included: [Click to see all Products](#)

Coupon Codes: [Click to see all Codes](#)

Duration: Nov 16th, 2020 - Jan 31st, 2021

[Join Program](#)

About

Easeware, Creator of Driver Easy



driver easy

Easeware is the company behind Driver Easy, a driver updater program that helps you update drivers automatically. Since its release in 2009, Driver Easy has become a well-known driver update tool that has over 3 million users around the world. Driver Easy uses only genuine drivers, straight from your hardware manufacturer. They employ a strict testing process to ensure they're safe, stable, robust, up-to-date, and compatible with Windows and all the most popular combinations of hardware and software.

For more information, visit www.drivereasy.com.

About 2Checkout

2Checkout (now Verifone) is the leading all-in-one monetization platform for global businesses built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce. 2Checkout's digital services, including global payments, subscription billing, merchandising, taxes, compliance and risk, help clients stay focused on innovating their products while delivering exceptional customer experiences.

In August 2020, leading global payments solution provider Verifone acquired 2Checkout, further solidifying its commitment to providing seamless and frictionless experiences to customers globally through innovative and next-generation hardware and cloud services. 2Checkout will become Verifone, and the unified company will enable omnichannel commerce wherever and whenever clients shop.

Get more information at www.2checkout.com



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Georgia, USA

NORTH AMERICA

Columbus,
Ohio, USA

WESTERN EUROPE (HQ)

Amsterdam,
The Netherlands

EASTERN EUROPE

Bucharest,
Romania