



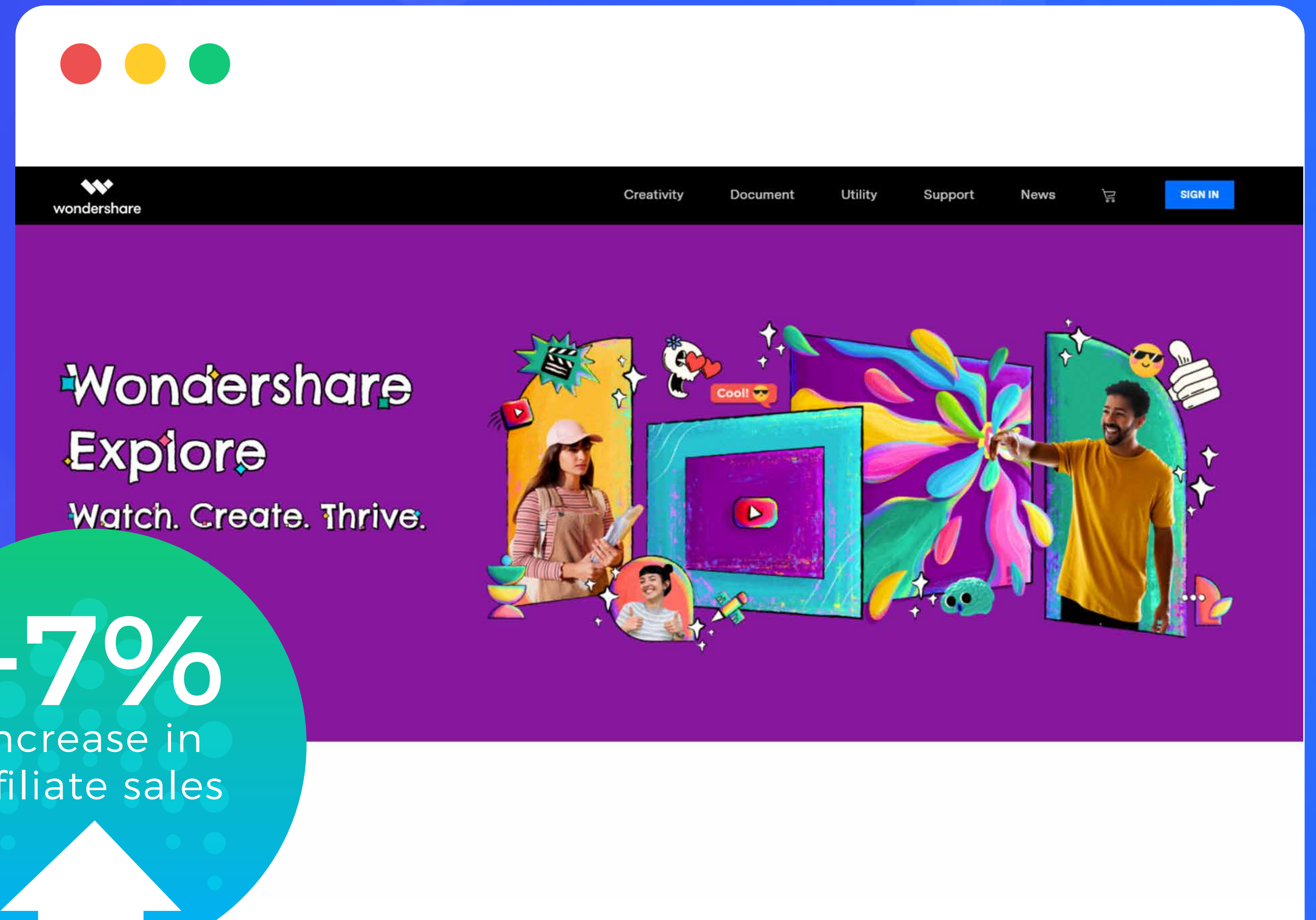
CLIENT SUCCESS STORY



wondershare

# Wondershare Increases Affiliate Sales by 7% with the Avangate Avengers Contest

**+7%**  
increase in  
affiliate sales



**2checkout**  
is now **Verifone**<sup>®</sup>

[www.2checkout.com](http://www.2checkout.com)



**SongYan Pan**

Payment Channel Director at Wondershare



We love working with 2Checkout's Avangate Affiliate Network. We benefit greatly from being connected to the network itself as well as working with the 2Checkout team. The team in particular are very proactive and creative and put together affiliate campaigns that boost our results constantly. The Avangate Avengers contest is a great such example. ”



**wondershare**

**Customer:**

Wondershare

**Vertical:**

Software/ Multi-media

**Target:**

B2C and B2B

**Website:**

www.wondershare.com

**Company Size:**

SMB

**Benefits & Results**

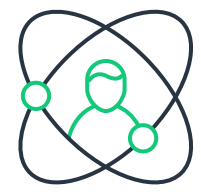
✓ 7% increase in sales driven by the Avangate Avengers affiliate marketing contest

**2Checkout Solution:**



Avangate Monetization Platform

Reseller Model | Avangate Affiliate Network and Services



## Context & Objectives

Wondershare is a provider of PC and mobile applications in the areas of creativity & multi-media, document management, and utilities for worldwide users. They are constantly looking to reach new audiences, via existing or new channels. They have been successfully leveraging the Avangate Affiliates Network since 2018 and are relentlessly looking to engage more with the affiliates community and increase revenues through this channel.

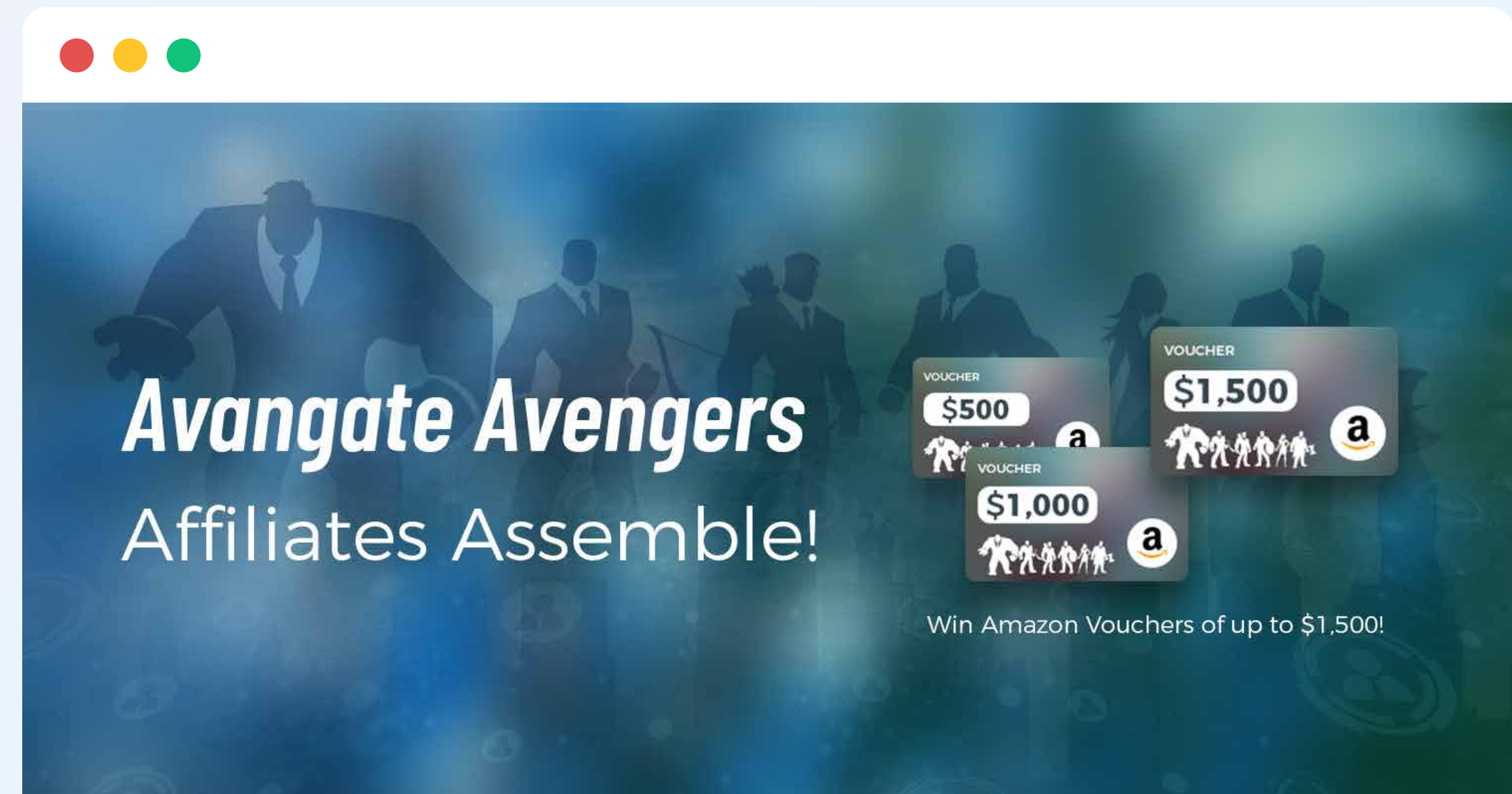
The Avangate Avengers Contest, which took place Nov 2020 – Jan 2021 was the perfect opportunity for the software company to engage with their affiliates and boost sales.

Customer:

Wondershare



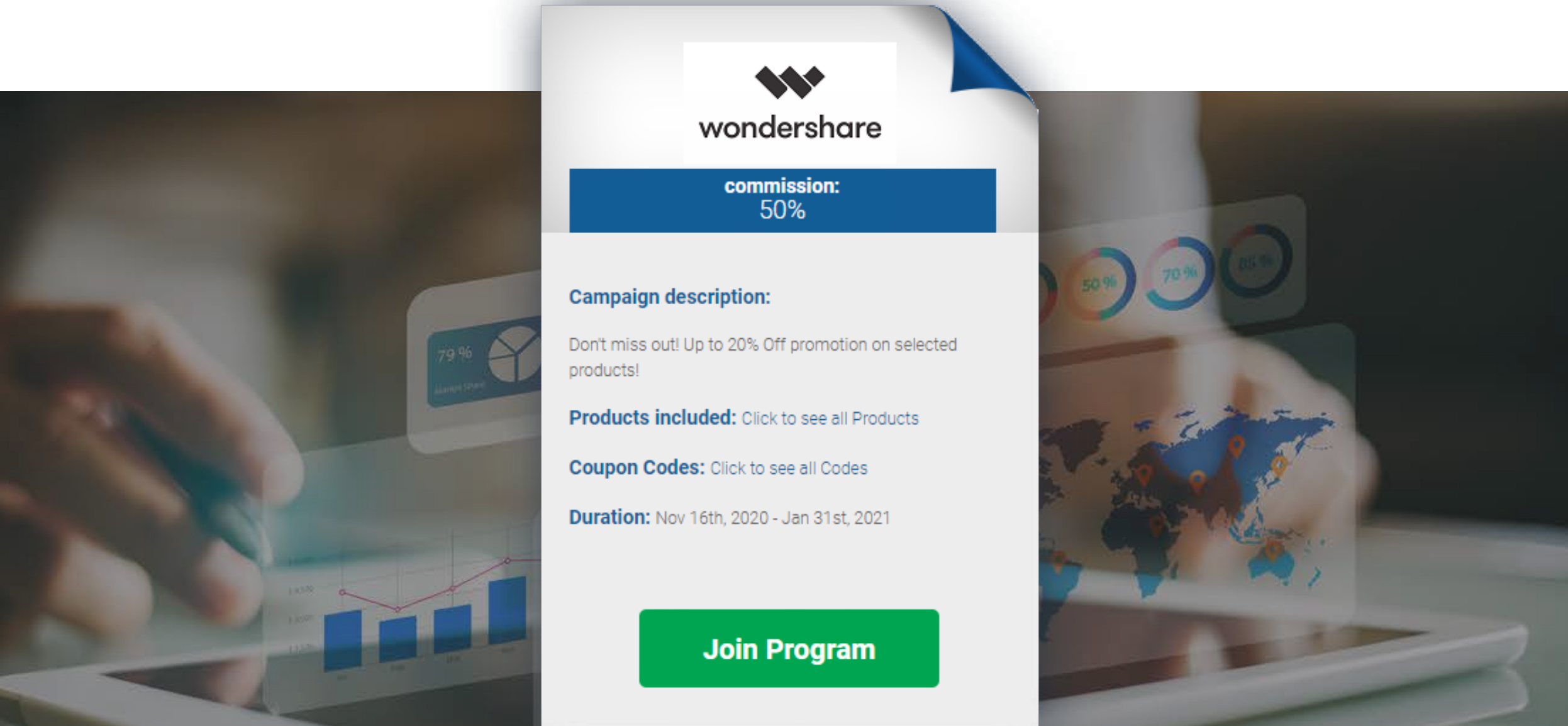
wondershare



## Solution & Results

Wondershare drove a 16% increase in affiliate clicks through the Avangate Avengers campaign, which generated a 7% increase in affiliate sales overall. The tactics employed included a 50% affiliate commission and 20% discount on selected products.

Since the affiliate network contributes with 10% of the merchant's overall revenue, this increase was a game changer for Wondershare's bottom line.



### About

Wondershare



Wondershare is a global leader in software development and a pioneer in the field of digital creativity, provider of PC and mobile applications in the areas of creativity & multi-media, document management, and utilities for worldwide users.

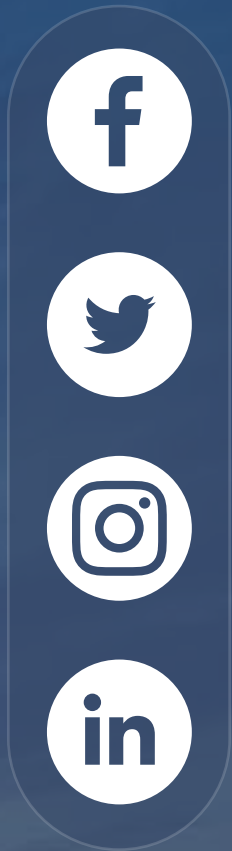
For more information, visit [www.wondershare.com](http://www.wondershare.com).

# 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](http://www.2checkout.com)



## NORTH AMERICA (HQ)

Atlanta,  
Georgia, USA

## NORTH AMERICA

Columbus,  
Ohio, USA

## WESTERN EUROPE (HQ)

Amsterdam,  
The Netherlands

## EASTERN EUROPE

Bucharest,  
Romania