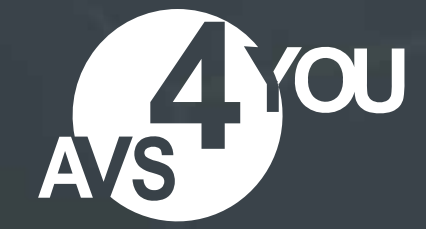
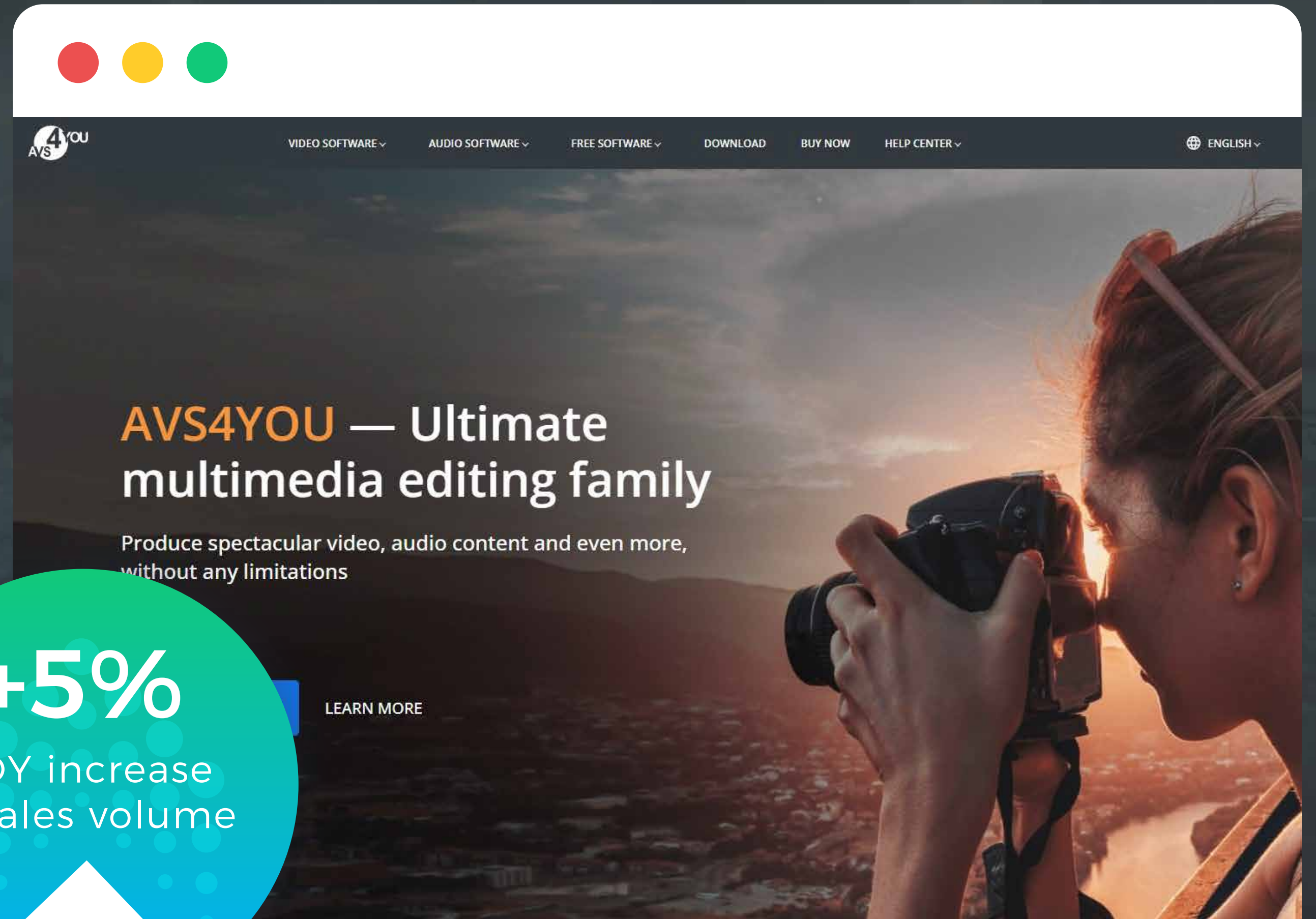




CLIENT SUCCESS STORY



AVS4YOU increases
YOY sales volume by
5% with optimized
eCommerce
operations



2Checkout is now



www.2checkout.com



Irina Sanaeva

Head of Digital Marketing at AVS4YOU



Verifone is a step above other similar platforms, offering great potential for growth for any business. We appreciate the friendly communication and successful collaboration that we have managed to build through a long-term partnership, which we hope to sustain for many years ahead. ”



Customer:

Online Media Technologies,
creator of AVS4YOU

Vertical/ Industry:

Audio-Video

Target:

B2C & B2B

Website:

www.avs4you.com

Company Size:

SMB

Benefits & Results:

- ✓ 5% YOY increase in sales volume
- ✓ Up to 30% of sales volume driven by marketing tools
- ✓ 10% of sales volume generated through the Affiliate Network
- ✓ 14% revenue uplift obtained through the Revenue Recovery Tools for automatic renewals
- ✓ 15% increase in cart conversion rates

2Checkout Solution:



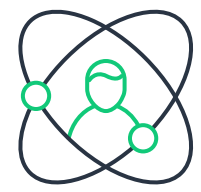
2Checkout Monetization Platform

Reseller Model | Avangate Affiliate Network

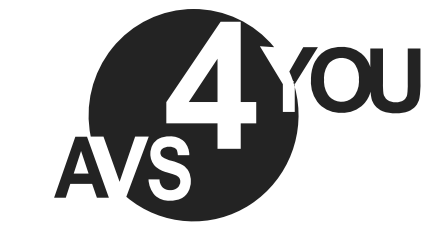
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Context & Objectives



This multimedia software provider had been working with Verifone (formerly 2Checkout) for more than 10 years and was looking for new ways to improve the overall eCommerce operations at a global level. Their main objective was to increase the sales volume generated through multiple channels and optimize operations, while catering for an international audience.



Solution & Results



5% year-over-year increase in sales volume



Verifone's marketing tools drove up to 30% of total sales through promotions and upselling methods



The Affiliate Network contributed 10% of the merchant's overall sales volume



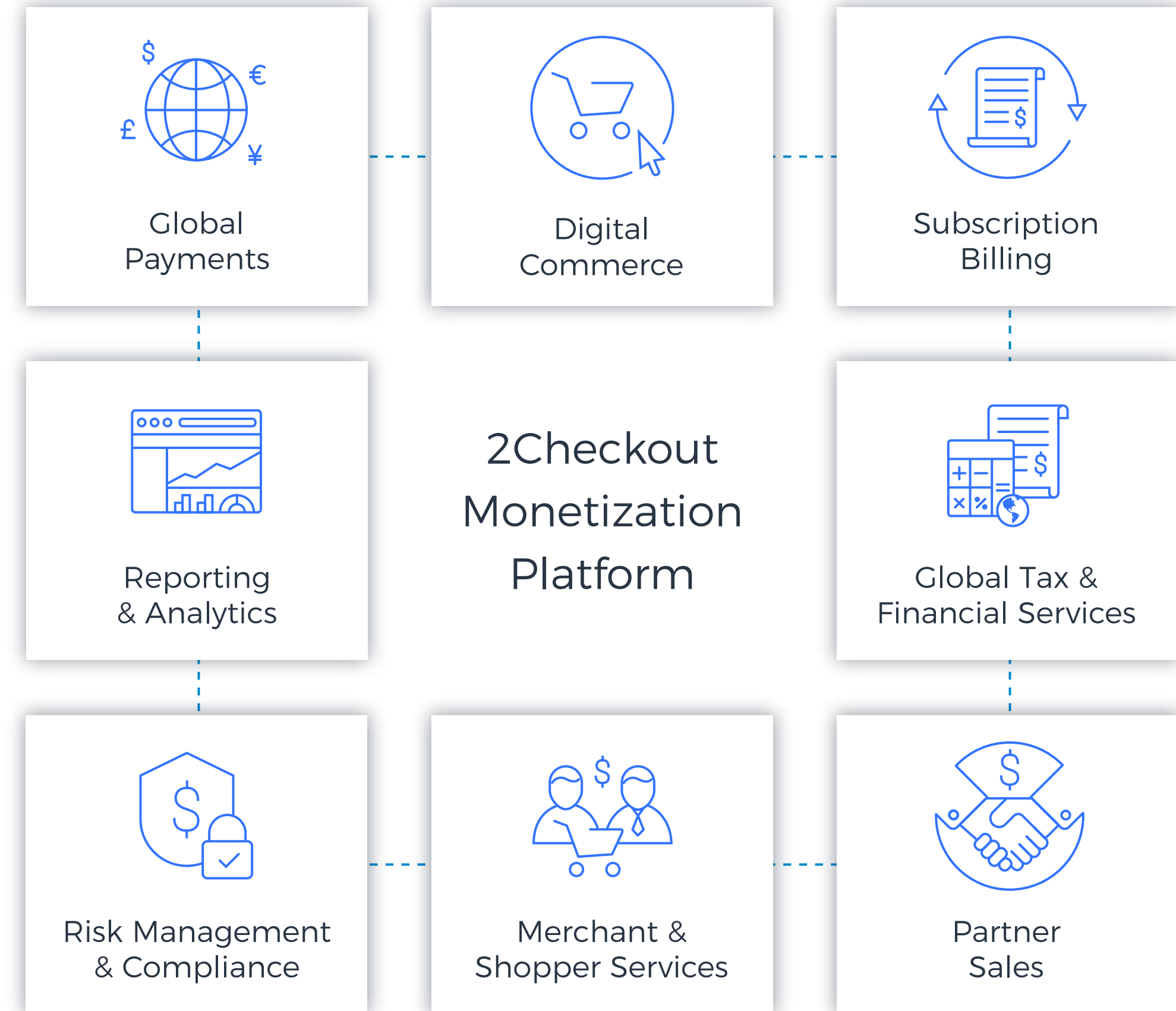
Verifone's suite of Revenue Recovery Tools drove a 14% uplift in revenue for automatic subscriptions



1% uplift in revenue from cart recovery tools (unfinished payments and cart abandonment recovery) on new acquisitions



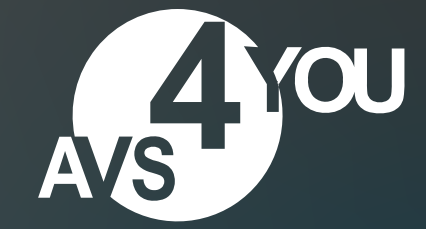
Optimizing their shopping cart led to a 15% increase in cart conversion rates



“ Thanks to Verifone’s reseller model, we can sell our products without any hassle to more than 150 countries! Other key benefits are simplicity, security, a great variety of tools for customer retention, fast support, and close collaboration with a dedicated client success manager. ”

Irina Sanaeva

Head of Digital Marketing at AVS4YOU



About:
Online Media Technologies,
creator of AVS4YOU

Online Media Technologies Ltd. is an IT high-tech company that specializes in developing innovative video and audio solutions for millions of end-users and professional developers worldwide.

AVS4YOU is the flagship online store for Online Media Technologies Ltd. and can be found at www.avs4you.com.

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About 2Checkout (now Verifone)

Verifone is omnipresent in omnichannel - no matter where you are in the world, no matter where you are with your customer journey. We revolutionize commerce. We make it happen. Simply. Everywhere.

Our leading all-in-one monetization platform allows businesses to quickly expand internationally and optimize recurring revenue streams across channels, by simplifying the back-end complexities that modern digital commerce creates.

Get more information at www.2checkout.com



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Atlanta,
Georgia, USA

NORTH AMERICA

Columbus,
Ohio, USA

WESTERN EUROPE (HQ)

Amsterdam,
The Netherlands

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