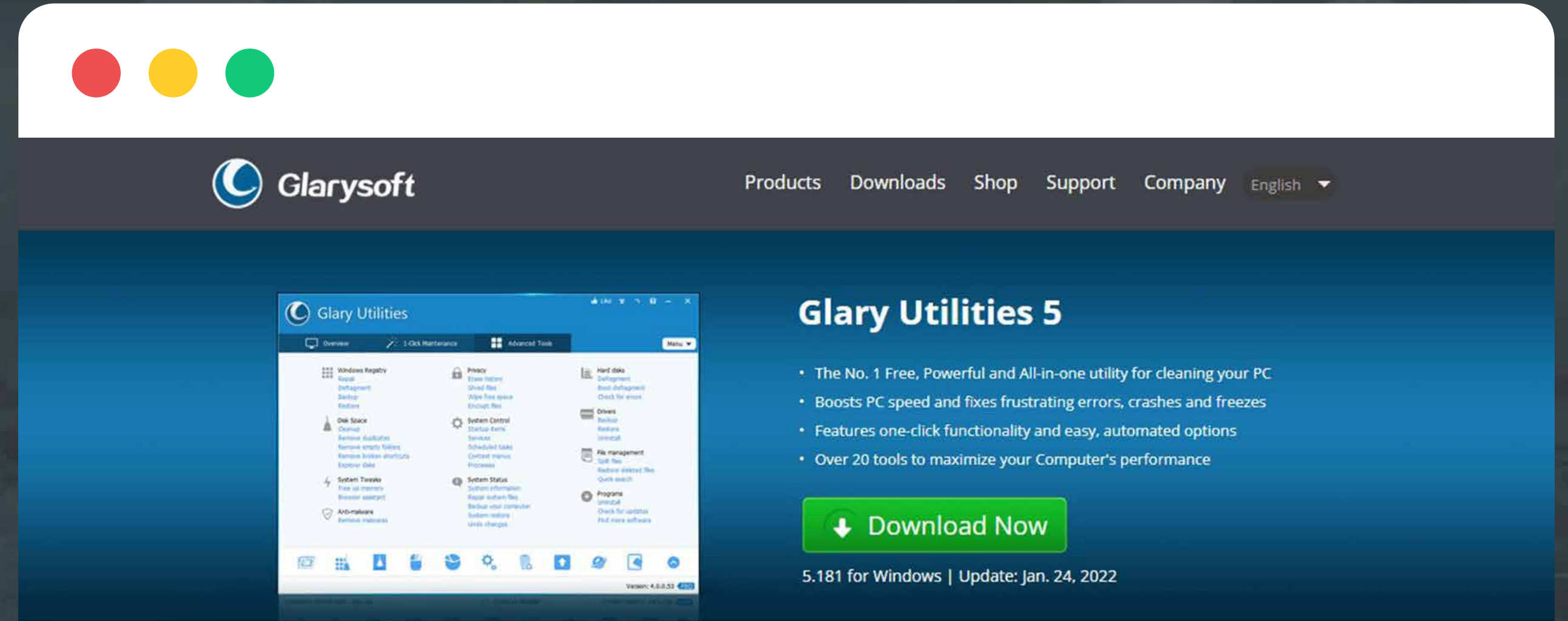




VERIFONE CLIENT SUCCESS STORY



Glarysoft Increases Affiliate Sales by 70% with Back to School Campaign



+70%
increase
in affiliate sales

2Checkout is now

Verifone[®]

www.2checkout.com



Antonia Hao

Affiliate Manager at Glarysoft



In cooperation with 2Checkout's Avangate Affiliate Network, I am very pleased to see Glarysoft expand its user base and increase sales. The 2Checkout team used their comprehensive professional skills and flexible creative thinking to organize a successful affiliate marketing event. The Back to School campaign built an efficient communication bridge between us and our affiliates, and significantly improved sales performance. ”

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Customer:
Glarysoft

Vertical/ Industry:
Utility Software

Website:
www.glarysoft.com

Target:
B2C & B2B

Company Size:
SMB

Benefits & Results:

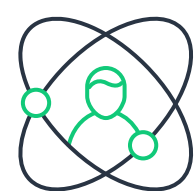
- ✓ 70% increase in affiliate sales driven by the Avangate Affiliate Network Back to School campaign
- ✓ Increased awareness of Glarysoft's products among affiliates

Verifone Solution:



2Checkout Monetization Platform
Reseller Model | Avangate Affiliate Network and Services

www.2checkout.com



Context & Objectives

Glarysoft is constantly looking for innovative ways to expand their online business across existing or new channels. Since working with the Avangate Affiliate Network, the utility software provider has successfully grown their affiliate community, leading to a boost in revenue generated through this channel.

The Back to School affiliate campaign, which took place August through September 2021, was the perfect opportunity for Glarysoft to expand their affiliate network and increase sales.



Solution & Results

Glarysoft experienced a whopping 70% increase in affiliate sales through the Back to School campaign, compared to the previous period. During the contest, they chose to provide affiliates with a special offer which included a 50% affiliate commission and a 60% discount on selected products.

This promotional plan took Glarysoft's online business to the next level, as the affiliate network now drives 11% of the merchant's overall revenue.

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Back to School
- Special Offers -
TOP Software Products on Sale

VOUCHER \$500
VOUCHER \$1,000
VOUCHER \$1,500

+70%
increase in affiliate sales

Glarysoft
commission: 50%

Campaign description:
For the beginning of the new school year, we will provide users with our special discount (60% OFF) for a period of 2 months, and at the same time affiliates will receive 50% commission.

Products included: Click to see all Products
Coupon Codes: Click to see all Codes
Duration: August 1st, 2021 - September 30th, 2021

Join Program

www.2checkout.com



Benefits

of Partnering with Avangate Affiliate Network



Expand global reach



Gain access to over 54K software and digital goods publishers



Hassle-free payouts



Advanced marketing tools

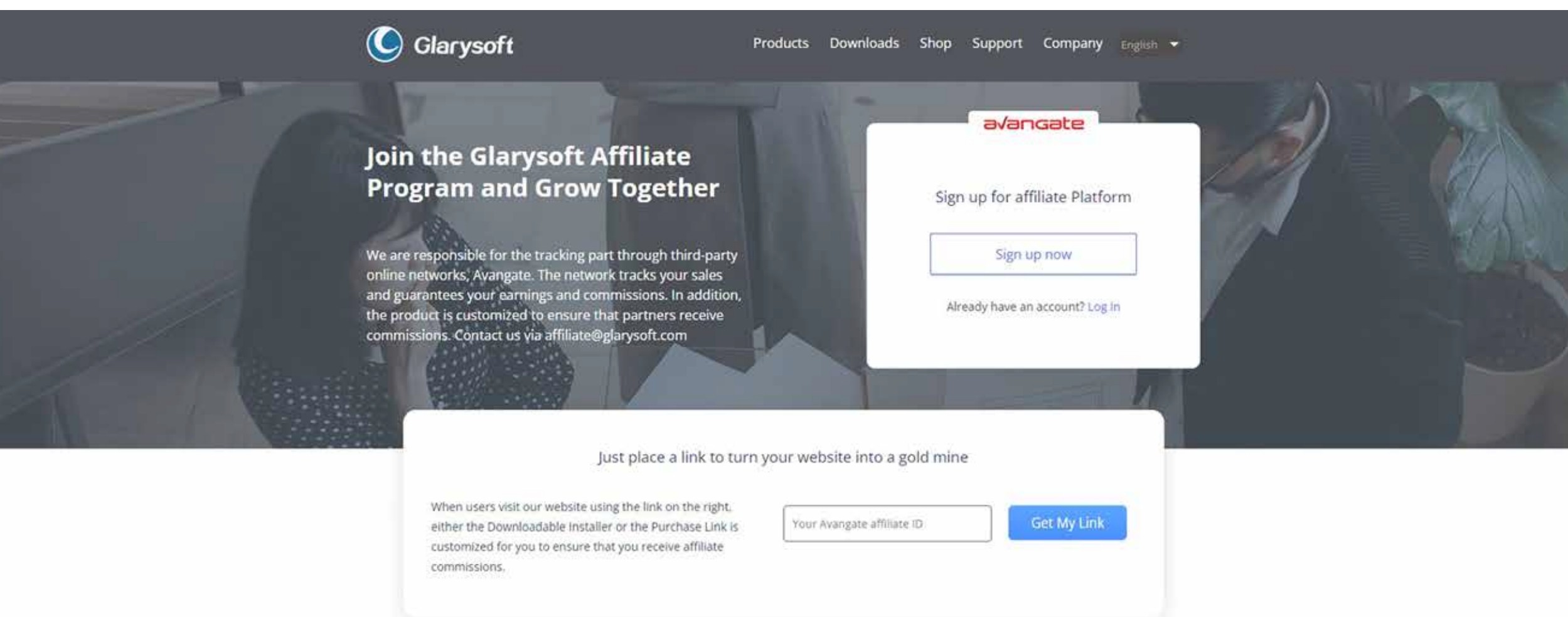


About:
Glarysoft



Glarysoft Ltd is a professional software developing company that provides multimedia, system, and network applications. Their goal is to offer easy-to-use, robust, and highly reliable software that increases computing productivity. Glarysoft's solutions keep PCs running smoothly and error-free, greatly improve performance, and ensure personal and corporate security.

For more information, visit www.glarysoft.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



NORTH AMERICA (HQ)

Atlanta,
Georgia, USA

NORTH AMERICA

Columbus,
Ohio, USA

WESTERN EUROPE (HQ)

Amsterdam,
The Netherlands

EASTERN EUROPE

Bucharest,
Romania

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