

2Checkout's Marketing and Optimization Tools from the Avangate Platform Help Zemana Increase Shopping Cart Conversion Rates by 26%

Security software company converts more customers and increases revenue by testing checkout process and payment page variations

ATLANTA, GA – May 18, 2017 – 2Checkout (formerly Avangate), a leader in eCommerce, payments and subscription billing solutions, announces today that its customer Zemana increased its shopping cart conversion rate by 26% using marketing and optimization tools from the Avangate platform.

Zemana provides security solutions for businesses and individuals worldwide, protecting customers from online security threats. The company felt that it was attracting good quality website traffic, but wanted to improve conversion rates in order to turn more leads into customers. Starting with the goal of improving conversion rates at least 10%, Zemana used Avangate's flexible in-platform A/B testing tools to experiment with different checkout configurations, both in terms of flows as well as display, and overachieved that target more than two-fold.

“Our main goal with this project was to optimize the user experience on our shopping cart and to decrease the abandonment rate, with the ultimate goal to increase revenue per visitor,” said Amina Zilic, Sales & Marketing Developer at Zemana. “Using the Avangate in-platform testing tool was incredibly easy and quick. We obtained a 26% increase in conversion rate in a short amount of time. The results translated in an immediate increase in revenue.”

Because A/B testing tools are included out-of-the-box in the Avangate platform, it's fast and easy for companies to experiment with different shopping cart templates and be confident in the statistical significance of test results. This simplifies analysis and makes it easier to select a winning configuration. The ready availability of multiple customer interface templates coupled with an

intuitive testing tool right within the Avangate platform accelerated Zemana's ability to test options and make the most of the opportunity to increase conversion.

"At 2Checkout, we want to help simplify eCommerce for our customers and help them sell more across the globe," said Erich Litch, Chief Revenue Officer at 2Checkout (formerly Avangate).

"Conversion rate optimization plays a major role in achieving that goal, and we're pleased that our tools have helped Zemana accelerate the testing process to better serve its customers, improve conversion rates and increase revenue."

Completing just two simple tests in the Avangate platform helped Zemana increase conversion rates by 26%, demonstrating the value of testing and the need for every company to embark on its own testing projects. To learn more about this project and the winning templates, read the [Zemana success story on the Avangate website](#).

About Zemana

Zemana is a privately held security software provider formed in 2007 by three college graduates who were led by an idea to offer more refined security solutions. It is specialized in security protection for home and business users. Zemana's focus is on developing security products including additional level of protection because number of targeted attacks is rapidly growing and new threats are developed to bypass traditional security solutions. One of the purposes of the company is to increase consumer's awareness and need for protection against targeted attacks especially against ID theft, information stealing and online fraud. Because of an easy-to-use interface and simple settings, the programs are available to every computer user and not only experts.

Learn more at: www.zemana.com

About 2Checkout (formerly Avangate)

2Checkout (formerly Avangate), a Francisco Partners portfolio company, is the digital commerce & payments provider that helps companies sell their products and services via multiple channels, acquire customers across multiple touch points, increase customer and revenue retention, leverage smarter payment options and subscription billing models, and maximize sales conversion rates. The company's clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, and many more companies across the globe.

Avangate acquired 2Checkout in March 2017. More information on the Avangate platform and services can be found on www.avangate.com.

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