

Visicom Media Improved eCommerce Revenue and Transitioned to Subscriptions Seamlessly with 2Checkout

Creator of ManyCam increases conversion, internal efficiency and revenue across channels; embraces new recurring revenue models with 2Checkout's Avangate digital commerce platform

ATLANTA, GA – June 22, 2017 – 2Checkout (formerly Avangate), a leader in eCommerce, payments and subscription billing solutions, announced today that its customer Visicom Media improved eCommerce operations and revenue for its ManyCam product by using the Avangate digital commerce platform, Enterprise edition. Benefits included improved operational efficiency, revenue recovery, increased conversion rates and a smooth transition to subscription-based models and additional channel sales.

ManyCam, with over 40M downloads, is the latest in webcam software technology that allows for real-time video chat and webcasting across multiple chat programs simultaneously. To better serve its users, Visicom Media wanted to improve its eCommerce operations and support, and embrace subscription management capabilities to transition from lifetime licenses to recurring billing. In addition to these goals, Visicom wanted to open up the affiliate marketing channel to drive more revenue.

“Since switching ManyCam to 2Checkout from our previous eCommerce provider, we have seen a significant improvement in our online operations, starting from internal efficiencies all the way to revenue gains,” said Patrice Carrenard, President at Visicom Media. “We couldn’t be happier with our decision. We feel that we are truly being listened to, our business needs are well understood and cared for in a proactive way. The people behind 2Checkout really care about us and the platform is very robust and reliable,” added Carrenard.

The Avangate Digital Commerce Enterprise Edition platform provided an immediate improvement in eCommerce operations, allowing Visicom to quickly and easily start testing different layouts and checkout processes to see what would have the greatest impact on customer conversions. 2Checkout (formerly Avangate) also helped Visicom launch subscriptions for their ManyCam range of products for the first time, beginning the company's transition from lifetime licenses to subscriptions and recurring revenue.

"2Checkout aims to simplify eCommerce while improving conversions, client retention and ultimately revenue for every customer," said Erich Litch, Chief Revenue Officer at 2Checkout.

"Visicom Media is a prime example of a customer that was able to benefit both operationally and financially from the agility and power of a comprehensive and fully integrated digital commerce platform like Avangate."

Key results obtained by Visicom Media since switching ManyCam eCommerce operations to the Avangate digital commerce platform:

- 16% Improvement in eCommerce operations
- 15%+ Increase in conversion rates
- Smooth transition to subscription-based products
- 2% Revenue recovery with cart abandonment tools
- 7% Increase in PayPal transactions
- Easy usage of integrated platform for online sales across channels: direct, affiliates, resellers

"Introducing subscriptions was a big step for us. We were very pleased to see how feature-rich the Avangate platform is when it comes to subscription management. We also received guidance from the support team on best practices regarding set-up. All in all, the transition was a smooth experience. 2Checkout is also helping us keep an eye on KPIs that matter for subscriptions, so we are ready to adjust things on the fly. We are looking forward to seeing how this plays out in the medium to long term," added Patrice Carrenard, President at Visicom Media.

More information on this [client success story can be found on the Avangate website](#).

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About Visicom Media

Visicom Media Inc. is a world-wide leader in the development of innovative, quality tools for the Internet. Visicom Media strives to find creative solutions to help its customers take advantage of the newest technologies with maximum efficiency. We develop tools, platforms and software products for large publishers and partners such as Yahoo!, Comcast, Verizon, Time Warner and Panda Security.

ManyCam is a product of Visicom Media as of October 2013.

More information on Visicom Media on <http://www.vmn.net/> and on ManyCam on <http://www.manycam.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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