

# Muvee Improves eCommerce Operations with 2Checkout's Avangate Digital Commerce Platform

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Video editor company doubles conversion rates, improves global reach and is looking to transition to subscriptions with 2Checkout's support

**ATLANTA, GA – November 14, 2017** – 2Checkout (formerly Avangate), a leader in eCommerce, payments and subscription billing solutions, today announces that Muvee, an audiovisual provider, has doubled conversion rates since moving to the Avangate platform in early 2016. With Avangate, Muvee has been able to sell its video editing software in more than 90 countries, build out its affiliate sales channel and improve overall the contribution of the online channel to its total revenue.

Muvee worked with 2Checkout to develop a straightforward checkout process as well as implement a responsive cart, changes that helped double conversion rates for the company. In addition to shopping cart improvements, Muvee is using the promotions and cross-selling tools within the Avangate platform, and is connected to the award-winning Affiliates-Network which brings additional revenue.

“We are happy with the progress so far on the eCommerce side – with 2Checkout, we’ve seen improvements in several aspects, including conversion rates and internal efficiency. We also like the flexibility of the platform. We know it can support any future needs we may have – be they related to subscriptions, additional sales channels or go-to-market initiatives.

But the most important benefit from working with 2Checkout is the support and expert advice we get, all the way from vendor support to the affiliates team,” said Terence Swee, Founder & Chief Executive Officer of Muvee.

“The need to experiment quickly, try new business models, and adapt purchase flows to your clients’ preferences are all important requirements today. We are glad we could offer the flexibility and expert knowledge that Muvee needed to streamline and constantly improve its eCommerce operations,” said Erich Litch, Chief Revenue Officer at Avangate.

Read more about 2Checkout's Avangate [digital commerce solution](#) and [customer success stories on the company's dedicated website](#).

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### **About Muvee**

Since 2001, muvee has been developing software and services featuring patented technology that lets people create and share professional-quality instant home movies out of unedited video, photos and music. muvee develops consumer products for a range of platforms and devices. More information on <https://www.muvee.com/about-us>

### **About 2Checkout (formerly Avangate)**

2Checkout, 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 about 2Checkout's Avangate platform and related services can be found on [www.avangate.com](http://www.avangate.com).

More information on 2Checkout can be found on [www.2checkout.com](http://www.2checkout.com)

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