

mThink Blue Book Ranks Avangate #1 Digital Affiliate Network for Fourth Consecutive Year

Definitive affiliate industry survey names Avangate the top Cost Per Sale (CPS) network for software and digital goods

ATLANTA, GA – January 30, 2018 – 2Checkout (formerly Avangate), a leader in eCommerce, payments and subscription billing solutions, today announced its affiliate network – Avangate - has been named the top Cost Per Sale (CPS) Network for Software and Digital Goods by the mThink Blue Book survey for the fourth year in a row. The Avangate network was also ranked the fifth CPS Network in the world.



Based on votes from hundreds of leading advertisers and publishers in the global performance marketing community, the mThink Blue Book survey ranks both Cost Per Sale (CPS) and Cost Per Acquisition (CPA) affiliate networks. For the past four years, the Avangate network has been ranked the top network for software downloads and has been among the top affiliate networks overall.

With its position ahead of other global digital networks including Amazon Affiliates and eBay Partner Network, 2Checkout’s Avangate continues to extend its industry leadership and solidify its position as the leading software and digital goods network. In its rankings, mThink calls the Avangate network “consistently well-regarded” and names it “the most popular ‘digital downloads’ network by some margin.”

Chris Trayhorn, publisher of the Blue Book and chairman of the Performance Marketing Blue Ribbon Panel, commented, “The Avangate network receives consistently high ratings from both advertisers and publishers. They are ahead of the field when it comes to digital downloads and they seem to be working hard to build upon that leading position.”

“2Checkout is proud to demonstrate our affiliate industry leadership and receive continued recognition for selling software and digital goods,” said Teodora Dobjanschi, Affiliate Network

Manager at 2Checkout. “Specializing in this area allows us to deliver a complete set of tools that affiliates and merchants need to successfully sell digital goods online.”

As the leading affiliate network for software and digital goods, 2Checkout’s Avangate network features over 22,000 different software and digital products. By including flexible promotion offerings and actively coaching affiliates on effective sales strategies, 2Checkout helps affiliates and vendors alike benefit from its large, growing and highly regarded network.

To view the mThink ranking, visit the [TOP 20 Affiliate \(CPS\) Networks 2018](#) page.

To learn more about how 2Checkout can grow your software and SaaS sales via the affiliates channel, read an overview of the [Avangate Affiliate Network](#).

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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.

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About mThink, Blue Book Survey

mThink is the online publishing division of mThinkDigital, a leading interactive marketing services agency focused on digital strategy, content marketing, customer acquisition, e-commerce and thought leadership.

The **Blue Book** is an annual ranking of the Top 20 cost-per-sale (CPS) and cost-per-acquisition (CPA) networks worldwide, informed by a four month industry-wide survey, input from a Blue Ribbon Panel of industry experts as well as the result of over 20,000 publishers, advertisers and industry experts being individually surveyed with some 500 networks included in the evaluation process. See more details here: <https://mthink.com/about-bluebook/>

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