

eM Client Sees Improvements in eCommerce with 2Checkout

Email client provider enhances operations with 2Checkout's Avangate digital commerce solutions

ATLANTA, GA – January 23, 2018 – 2Checkout (formerly Avangate), a leader in eCommerce, payments and subscription billing solutions, announces that eM Client, a provider of email client services, has seen improvements in its global eCommerce operations using 2Checkout's Avangate platform.

eM Client was looking for an eCommerce solutions provider to sell its email client software to a worldwide market. Switching to 2Checkout's Avangate solution has enabled eM Client to offer more payment methods for international shoppers, and recover more revenue through shopping cart abandonment tools.

2Checkout comes equipped with geo-distribution, intelligent payment routing and advanced cross-selling and upselling tools amongst many other features. eM Client has achieved high conversion rates on the built-in abandoned cart recovery functionality, generating additional revenue. An integrated myAccount area for end-customers with extended localized shopper and payment support simplify eCommerce for the software company.

"2Checkout improved our overall eCommerce operations by offering additional payment methods, more advanced commerce tools and extended localized shopper support," said Petr Markovič, Chief Marketing Officer at eM Client. "The platform's advanced multi-channel selling options provides great flexibility for future projects."

"With 2Checkout's Avangate platform, eM Client can now easily expand into new, emerging markets. We are pleased to see that our client appreciates the platform's multitude of options to optimize purchase flows, and improve go-to-market-initiatives across channels," said Erich Litch, 2Checkout's Chief Revenue Officer.

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

###

About eM Client

eM Client was founded in 2006 with a clear purpose: to develop a modern e-mail client software, which will always keep up with newest technologies and support all major e-mail providers, while providing comfortable usage of a desktop application.

We keep eM Client intuitive and easy to use, but fully loaded with features. With its ongoing development and professional support, it's no surprise that more than 1.000.000 individuals and enterprises chose to use it.

More information on www.emclient.com

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.

More information on 2Checkout can be found on www.2checkout.com

For further information contact:

Delia Ene, Avangate

Email: press@avangate.com

Tel: +31 20 890 8080 ext.: 4654