

# Vector Grows Business Globally with 2Checkout's Digital Commerce Solutions

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Video editing software gets 20 percent of sales alone from 2Checkout's Avangate Affiliate Network

**ATLANTA, GA – February 27, 2018** – 2Checkout (formerly Avangate), a leader in eCommerce, payments and subscription billing solutions, announces that Vector, producer of [VSDC Video Editor software](#), has been able to sell globally, reach new markets and grow online sales using 2Checkout's Avangate digital commerce platform.



A growing company aiming to expand internationally, Vector was looking for an eCommerce platform that could support local currencies and payments, handle regional tax requirements and offer an intuitive user interface and prompt support. Working with 2Checkout's Avangate solution, Vector has been able to reach new markets, quickly and easily launch promotions and bring in new sales: 20 percent of VSDC sales now come from the Avangate Affiliate Network.

“As a small company offering a freemium product, we needed a flexible commerce platform that lets us reach customers all over the world without us having to handle the complex payment localization and tax requirements of different regions,” said Alexander Galkin, Project Manager, VSDC Video Editor. “2Checkout's Avangate not only meets those requirements, but also has a very efficient affiliate program that brings in about 20 percent of our sales, giving us a huge boost. In addition, the user interface is intuitive and support for our customers is prompt.”

“The flexibility of 2Checkout's Avangate platform has helped Vector experiment with new offers for VSDC and expand in global markets without the burden of up-front investments. Selling globally brings in more revenue but also introduces complexity, which 2Checkout handles for VSDC out of the box,” 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](#).

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### **About Vector and VSDC Editor**

Vector Ltd is engaged in free multimedia software development. The company produces the VSDC range of audio and video conversion and editing software. The Vector team has a proven track record of developing fast, stable and highly efficient multi-purpose multimedia tools for a wide range of users. Solid development experience and commitment to ongoing improvement guarantee remarkable quality and ever-growing levels of customer satisfaction.

More information on <http://www.videosoftdev.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](http://www.avangate.com).

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

For further information contact:

Delia Ene, Avangate

Email: [press@avangate.com](mailto:press@avangate.com)

Tel: +31 20 890 8080 ext.: 4654