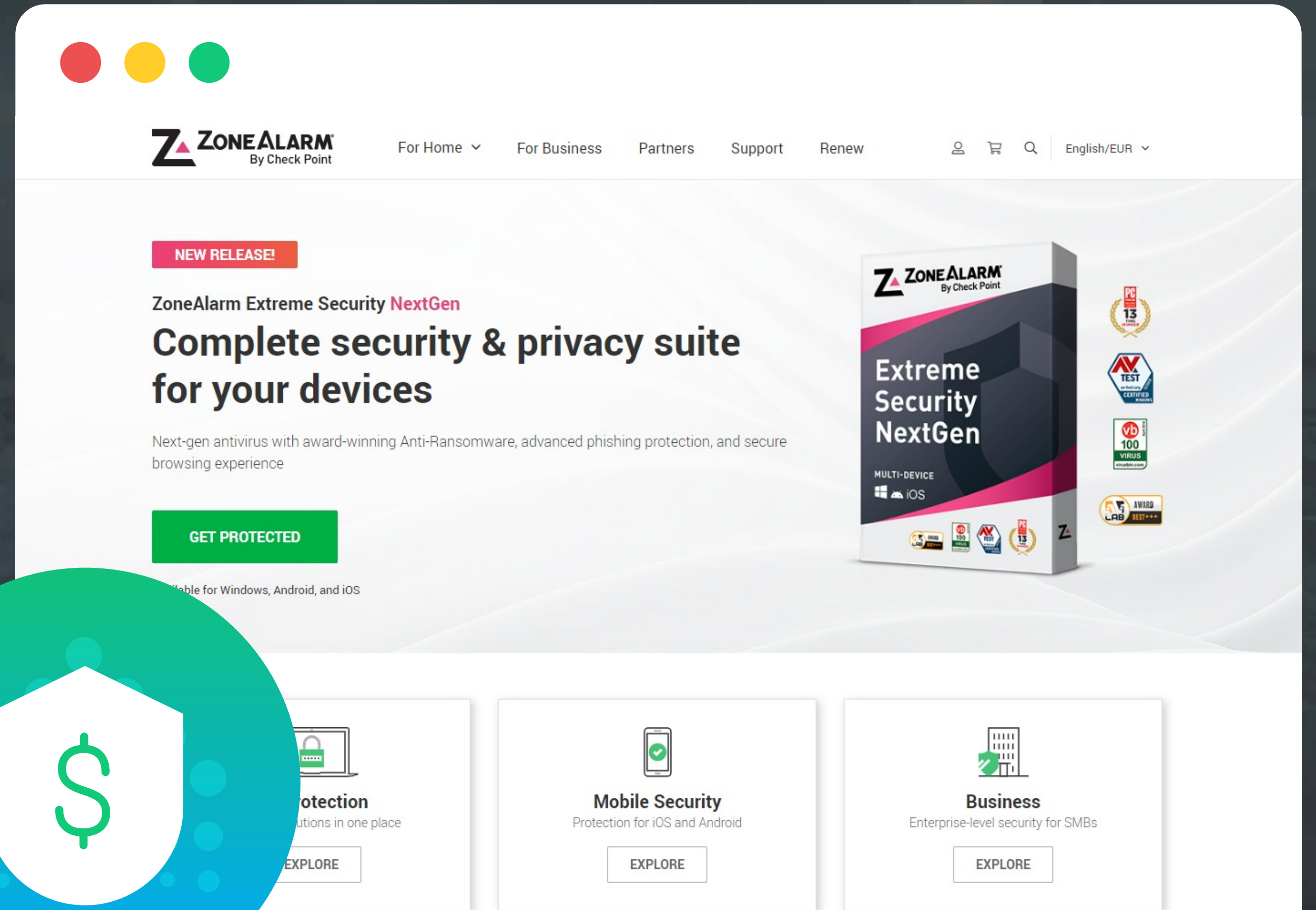




CLIENT SUCCESS STORY



ZoneAlarm Protects Global Revenue Through CRO Project



2Checkout is now



www.2checkout.com



Jakob Schnaider

Consumer Operation Manager at Check Point



It was very interesting to see the results of this CRO project. The A/B test proved that our current shopping cart flow offers a great experience to our international customers, despite the global trends. This helped us prevent significant losses in conversion rates and revenue. We are happy with our return on investment from 2Checkout's CRO Services and we look forward to collaborating on future optimization projects. ”

Customer:
ZoneAlarm

Consumer security solutions by
Check Point Software Technologies



Vertical/ Industry:
PC & Mobile Security Software

Target:
B2C & B2B

Website:
www.zonealarm.com

Company Size:
SMB

2Checkout Solution:



2Checkout Monetization Platform
Reseller Model | CRO Services

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Context & Objectives



CONTROL: Checkout Page

30 MONEY BACK DAY GUARANTEE English € EUR

1 Payment Information 2 Review Order 3 Finish

Secure Checkout

ZoneAlarm Extreme Security
1 Year subscription, 5 Devices
Quantity: 1
62.95-€ / 35.95 €

1 Year subscription 62.95-€ / 35.95 €
 2 Years subscription 95.95-€ / 62.95 € **SAVE 33.00 €**

Auto renewal: ON Details
I have a discount coupon

Total: 35,95 €
Total VAT (19%): 5,74 €

VISA Mastercard American Express DISCOVER PayPal WIRE TRANSFER Select other payment methods

Payment information

Person Company

Email
First and last name
Country: Romania
State or province: Please select...
Card number
Card expiration date: Month Year Security code
Card holder name

CONTINUE

STEP 01

CONTROL: Review Page

30 MONEY BACK DAY GUARANTEE

Payment Information Review Order Finish

Secure Checkout

ZoneAlarm Extreme Security
1 Year subscription, 5 Devices
Quantity: 1
62.95-€ / 35.95 €

Total: 35,95 €
Total VAT (19%): 5,74 €

Billing address Edit
First and last name: John Doe
State: Arges
Country: Romania
Email: sorin.tarna@verifone.com

Payment information Edit
Your information is encrypted and sent to the server over a secure connection
Card number: *****1111
Card expiration date: 01/2023
Security code: ***
Card holder name: John Doe

By completing my purchase I confirm that I am over 16 years of age and I agree to the Terms and Conditions.

PLACE ORDER

STEP 02

CONTROL: Thank You Page

30 MONEY BACK DAY GUARANTEE

Payment Information Review Order Finish

Thank you for your order! (Order no. 152114825)

Order placed for testing purposes

Your purchased products

ZoneAlarm Extreme Security	1 Year subscription 5 Devices	Total price: 35,95 €
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We have sent an order confirmation to sorin.tarna@verifone.com. Please check your inbox in a few minutes (spam/junk folder included). You can check the details of your orders, invoices, and licenses by accessing your [myAccount](#).

Product	Devices	Subscription	Quantity
ZoneAlarm Extreme Security	5	1 Year subscription	1

LICENSE - mobile: HVPKCW
LICENSE - pc: M10HU-591K6-AQV6W-4KWWAC-VB3900

DOWNLOAD

STEP 03

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Verifone

www.2checkout.com

The security software provider had been using a cart flow with a review page at a global level. However, the 2Checkout platform data for all vendors was showing that US, Germany, Canada, and the UK usually prefer a checkout flow without a review page. Since these countries are ZoneAlarm's top sellers, the objective was to test whether a customized cart flow for each country (with or without review page) would improve the conversion rate and RPV (revenue per visitor) while offering a seamless customer experience.

VARIATION: Checkout Page

30 MONEY BACK DAY GUARANTEE English € EUR

1 Payment Information 2 Review Order 3 Finish

Secure Checkout

ZoneAlarm Extreme Security
1 Year subscription, 5 Devices
Quantity: 1
62.95-€ / 35.95 €

1 Year subscription 62,95-€ / 35,95 €
2 Years subscription 95,95-€ / 62,95 € **SAVE 33,00 €**

Auto renewal: ON Details
I have a discount coupon

Total: 35,95 €
Total VAT (19%): 5,74 €

VISA MasterCard American Express Discover PayPal WIRE TRANSFER Select other payment methods

Payment information

Person Company

Email
First and last name
Country: Romania
State or province: Please select...
Card number
Card expiration date: Month Year Security code
Card holder name

CONTINUE

STEP 01

The project compared ZoneAlarm's current template and flow (Control) against the same template but with a shorter flow (Variation). The Control consisted of a Checkout page, a Review page, and a Thank You page, while the Variation didn't have a review page.

VARIATION: Thank You Page

30 MONEY BACK DAY GUARANTEE

Payment Information Review Order Finish

Thank you for your order! (Order no. 152114825)

Order placed for testing purposes

Your purchased products

ZoneAlarm Extreme Security
1 Year subscription 5 Devices
Total price: 35,95 €

We have sent an order confirmation to sorin.tarna@verifone.com. Please check your inbox in a few minutes (spam/junk folder included). You can check the details of your orders, invoices, and licenses by accessing your myAccount.

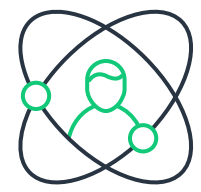
Product	Devices	Subscription	Quantity
ZoneAlarm Extreme Security	5	1 Year subscription	1

LICENSE - mobile: HVPKCW
LICENSE - pc: M10HU-591K6-AQV6W-4KWWAC-VB3900

DOWNLO

STEP 02

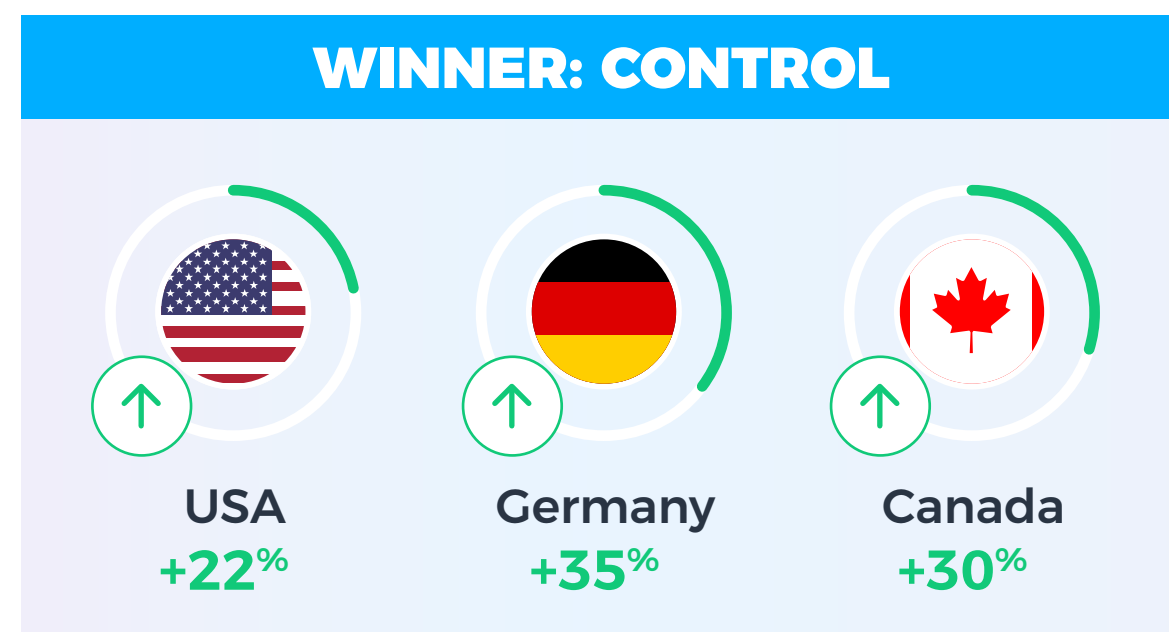




Solution & Results

The test proved that ZoneAlarm's shoppers prefer the Control version, with a review page, in all countries.

Globally, the existing cart flow with a review page measured a 22% higher conversion rate and a 42% higher RPV compared to the Variation. At a local level, the conversion rate was also maximized by the Control, with top countries such as the US, Germany, and Canada showing a strong preference for the longer cart flow.



ZoneAlarm was able to prevent revenue loss at a global level with split-testing and generated an 8x return on their investment from the CRO Services. The recommendation was to keep using the current cart flow with a review page and to continue testing for other optimization improvements.

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Customer:
ZoneAlarm

Consumer security solutions by
Check Point Software Technologies



Established in 1997, ZoneAlarm is a world leader in PC and mobile security. The consumer brand of Check Point Software Technologies Inc. (NASDAQ: CHKP) offers award-winning cybersecurity products which protect nearly 100 million users worldwide. Installed in consumer and small business PC and mobile devices, their internet security tools provide virus protection that encompasses spyware, malware, hackers, botnets, phishing websites, and other cyberattacks.

More information on www.zonealarm.com.

About 2Checkout (now Verifone)

Verifone is omnipresent in omnichannel - no matter where you are in the world, no matter where you are with your customer journey. We revolutionize commerce. We make it happen. Simply. Everywhere.

Our leading all-in-one monetization platform allows businesses to quickly expand internationally and optimize recurring revenue streams across channels, by simplifying the back-end complexities that modern digital commerce creates.

Get more information at www.2checkout.com



NORTH AMERICA (HQ)

Atlanta,
Georgia, USA

NORTH AMERICA

Columbus,
Ohio, USA

WESTERN EUROPE (HQ)

Amsterdam,
The Netherlands

EASTERN EUROPE

Bucharest,
Romania

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