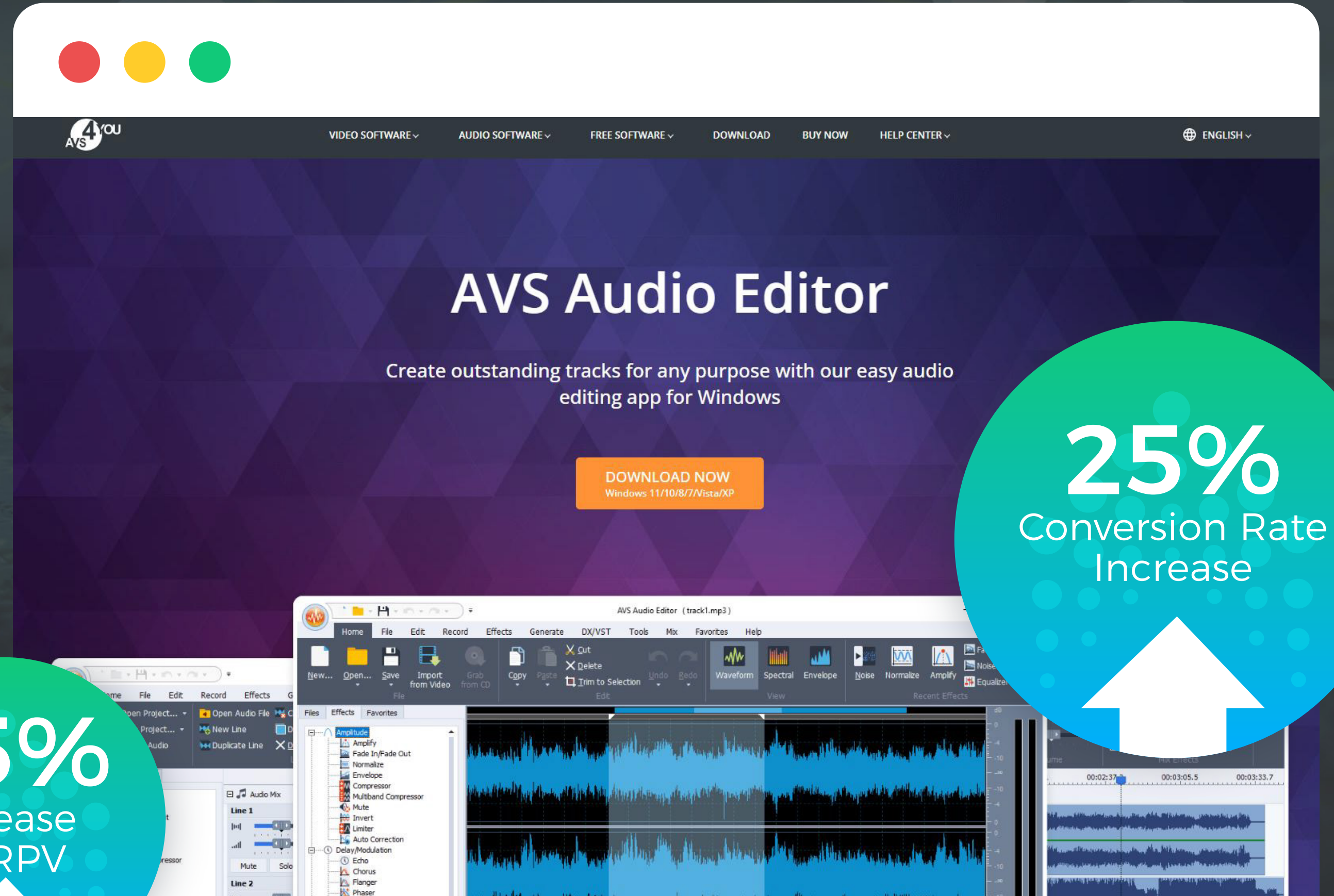






VERIFONE CLIENT SUCCESS STORY



# AVS4YOU's Cart Transformation: Amplifying Revenue with 2Checkout's InLine Solution



25%  
Increase  
in RPV  


25%  
Conversion Rate  
Increase  




www.2checkout.com





**Irina Sanaeva**

Head of Digital Marketing at AVS4YOU



We highly appreciate the friendly and effective communication we have built over the years with the Verifone team, which helps us maintain a strong and long-lasting partnership. Their InLine cart solution stands out, providing an outstanding potential for business growth. We no longer redirect our valuable customers to other pages, ensuring a smooth and hassle-free checkout process. We hope to continue this partnership with 2Checkout for many more years, as it has proven to be a great asset in driving our success. ””



**Customer:**

Online Media Technologies,  
creator of AVS4YOU

**Vertical/ Industry:**

Audio-Video

**Website:**

[www.avs4you.com](http://www.avs4you.com)

**Target:**

B2C & B2B

**Company Size:**

SMB

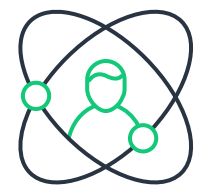
**Benefits & Results:**

- ✓ Use of InLine cart for a seamless checkout experience
- ✓ Maximized conversion rate, with an increase of 25.83%
- ✓ 24.96% increase in Revenue Per Visitor (RPV)

**Verifone Solution:**



2Checkout Monetization Platform  
CRO Services

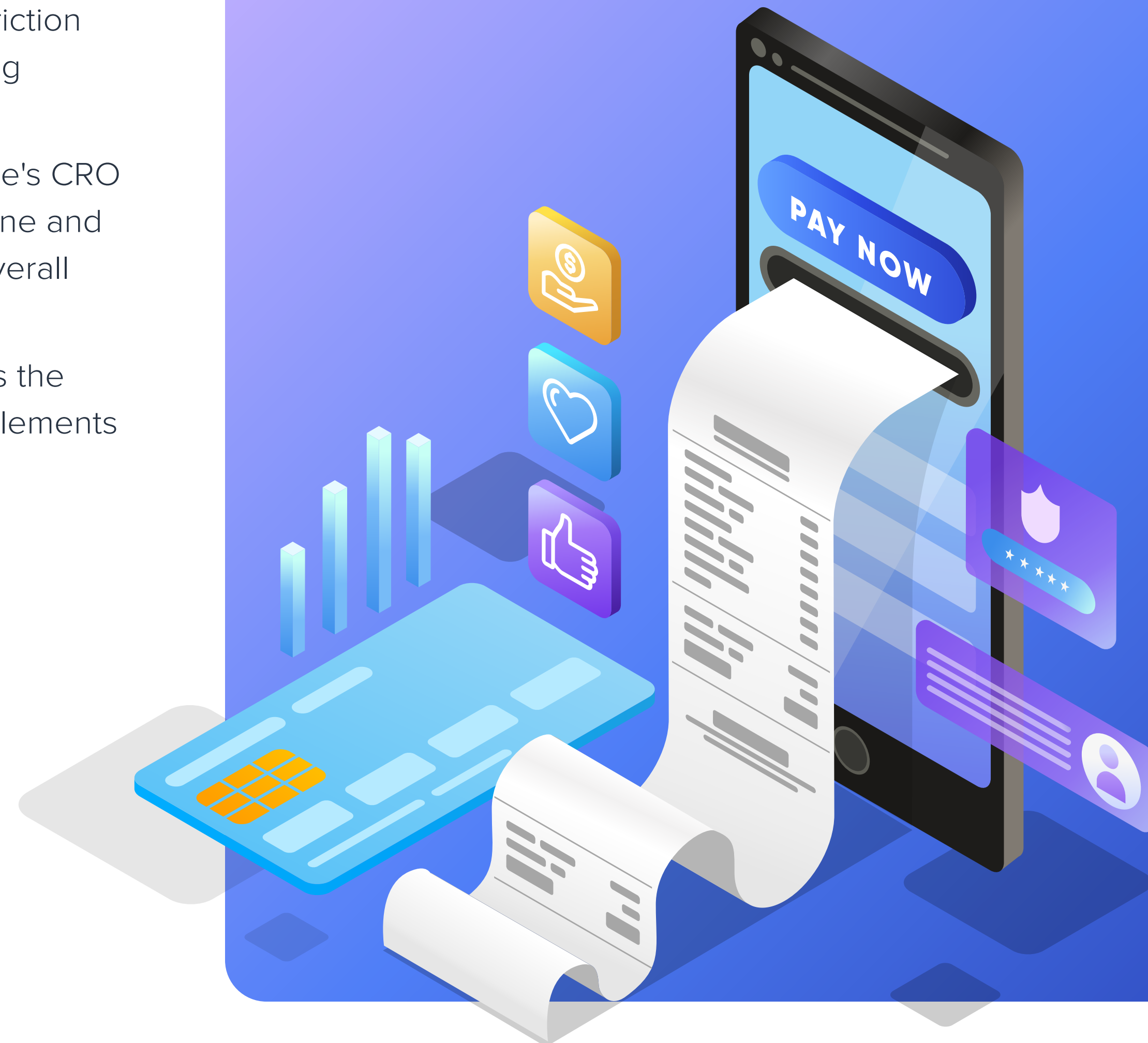


## Context & Objectives

AVS4YOU's focus was to enhance their checkout process by reducing friction and allowing customers to complete purchases seamlessly, without being redirected to external pages.

To achieve this, they proactively heeded the recommendation of Verifone's CRO team and implemented the InLine cart. The ultimate goal was to streamline and expedite the cart process, resulting in higher conversion rates and an overall increase in Revenue Per Visitor (RPV).

The Inline Checkout is a simple and straightforward interface that follows the latest conversion optimization best practices, removing any distracting elements during your customers' ordering process.



CONTROL: 1-Column Template  
Redirecting the customers to other pages



Personal payment flow

Company payment flow

VARIATION: 1-Column Template (InLine Cart)







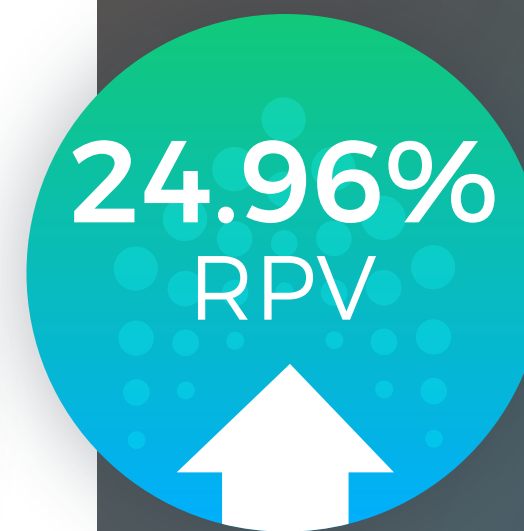
## Solution & Results

The A/B test ran for 64 days, and the team successfully obtained statistically significant results with a confidence level of 100%.

The analysis of global data reveals that the InLine variation proved highly effective in:

- ✓ Maximizing the conversion rate (CR) with an increase of 25.83%
- ✓ Improving revenue per visitor (RPV) with a notable increase of 24.96%
- ✓ Providing a smooth checkout experience with quicker loading times and optimized flows.

This surge in conversions is projected to generate an additional \$2.6k per month, resulting in a substantial \$31.7k increase in annual revenue.



### About:

Online Media Technologies,  
creator of AVS4YOU



Online Media Technologies Ltd. is an IT high-tech company that specializes in developing innovative video and audio solutions for millions of end-users and professional developers worldwide.

AVS4YOU is the flagship online store for Online Media Technologies Ltd. and can be found at [www.avs4you.com](http://www.avs4you.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](http://www.2checkout.com)



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