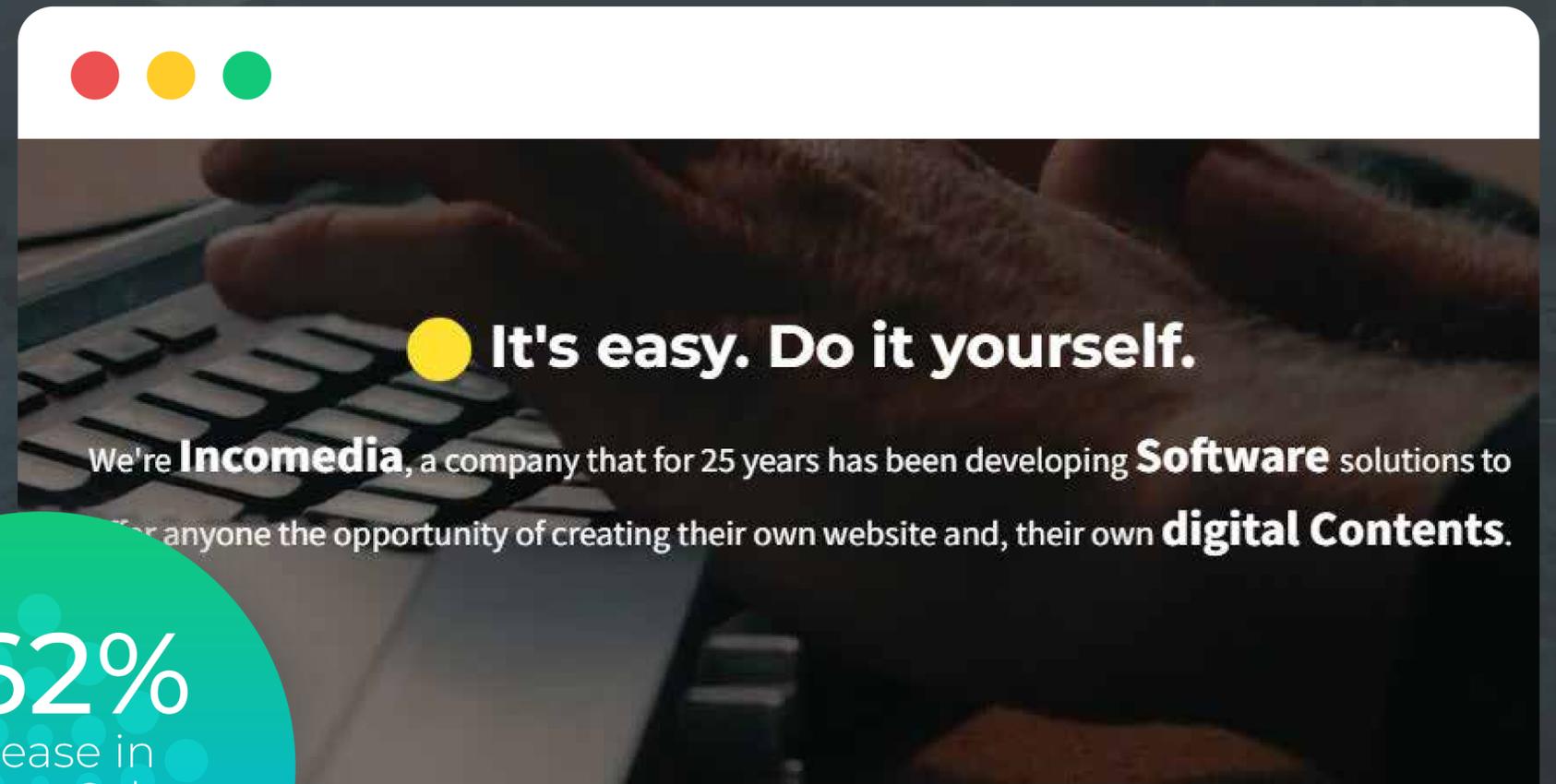




VERIFONE CLIENT SUCCESS STORY



Incomedia Increases Affiliate Sales by 62% During 'Bonanza Spring' Contest





Federico Ranfagni
CEO Incomedia



We really enjoy working with Verifone's Affiliate Network. It's not just the Network itself, but also the team that makes a big difference. They're proactive, creative, and come up with unique affiliate campaigns that boost our results. The 'Bonanza Spring' contest is a great example of their excellent work, as we managed to increase our sales by 62% during that timeframe. ”



Customer:
Incomedia

Vertical/ Industry:
Website Building Tools

Website:
www.incomedia.eu

Target:
B2sB, B2B

Company Size:
SMB

Benefits & Results:

- ✓ Affiliate sales increased by 62%, driven by the 'Bonanza Spring' Affiliate Contest
- ✓ Increased awareness of Incomedia's products among affiliates
- ✓ Collaboration on MAS program resulted in a 35% boost in affiliate exposure YoY

Verifone Solution:



Verifone Affiliate Network and Services

Context

Incomedia, a leading developer of software solutions, wanted to improve the performance of its affiliate program.

The main goal was to boost the number of orders and increase revenue coming from the affiliate channel.

The 'Spring Bonanza' contest was the perfect opportunity for the software company to engage with their affiliates and partners.

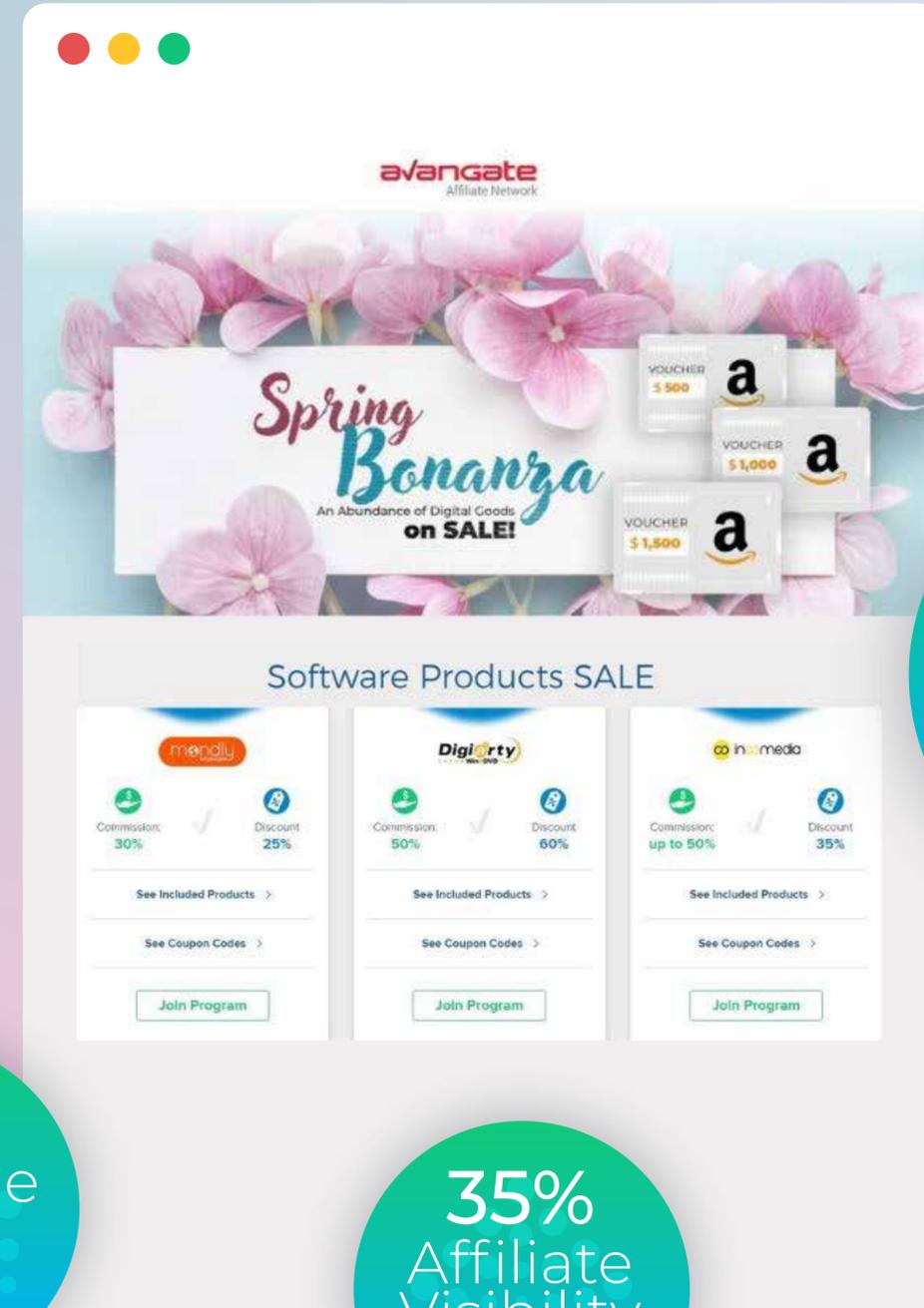
Solution & Results

During the contest, Incomedia offered their affiliates an impressive 50% increase in commissions and a tempting 35% discount on their flagship products.

The impact of this move was remarkable. Affiliates responded enthusiastically, leading to a significant increase in affiliate orders. What's even more impressive is the substantial 62% boost in revenue.

Incomedia decided to take the partnership one step further and opt for the Managed Affiliate Services to consolidate the affiliate program further and increase reach and sales globally.

This collaborative effort resulted a 35% increase in affiliate visibility year over year, and a 4% expansion of the total affiliate database.



avangate
Affiliate Network

Spring Bonanza
An Abundance of Digital Goods
on SALE!

Software Products SALE

Product	Commission	Discount
Mendly	30%	25%
Diglarty	50%	60%
Incomedia	up to 50%	35%

62%
Revenue
Boost

35%
Affiliate
Visibility

expand
global
reach



Benefits

of partnering with Verifone's Affiliate Network:



Expand global reach and increase in sales



Access to over 55K software and digital goods publishers



Hassle-free payouts



Advanced marketing tools and comprehensive reporting



Dedicated account manager



About:
Incomedia



Incomedia was founded in 1998, out of a passion for technology shared by two brothers, Federico and Stefano Ranfagni, and their belief that technology should always exist to serve people. The next phase started in 2000, when a friend asked, "I'm not a programmer, but I want to launch a website. Can you help me?" It may have seemed crazy, but during a trip one hot summer day, the core idea for what would become WebSite X5 was born. This software, as intuitive as it is comprehensive, would allow anyone, even an inexperienced friend, to create their own website in just a few steps.

More information on www.incomedia.eu and their dedicated product sites www.websitex5.com and www.webanimator.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



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