

# Boosting Revenue and Engagement - Malwarebytes' Email Marketing Strategy Enhanced by 2Checkout (now Verifone)



## 2Checkout (now Verifone) Client Success Story

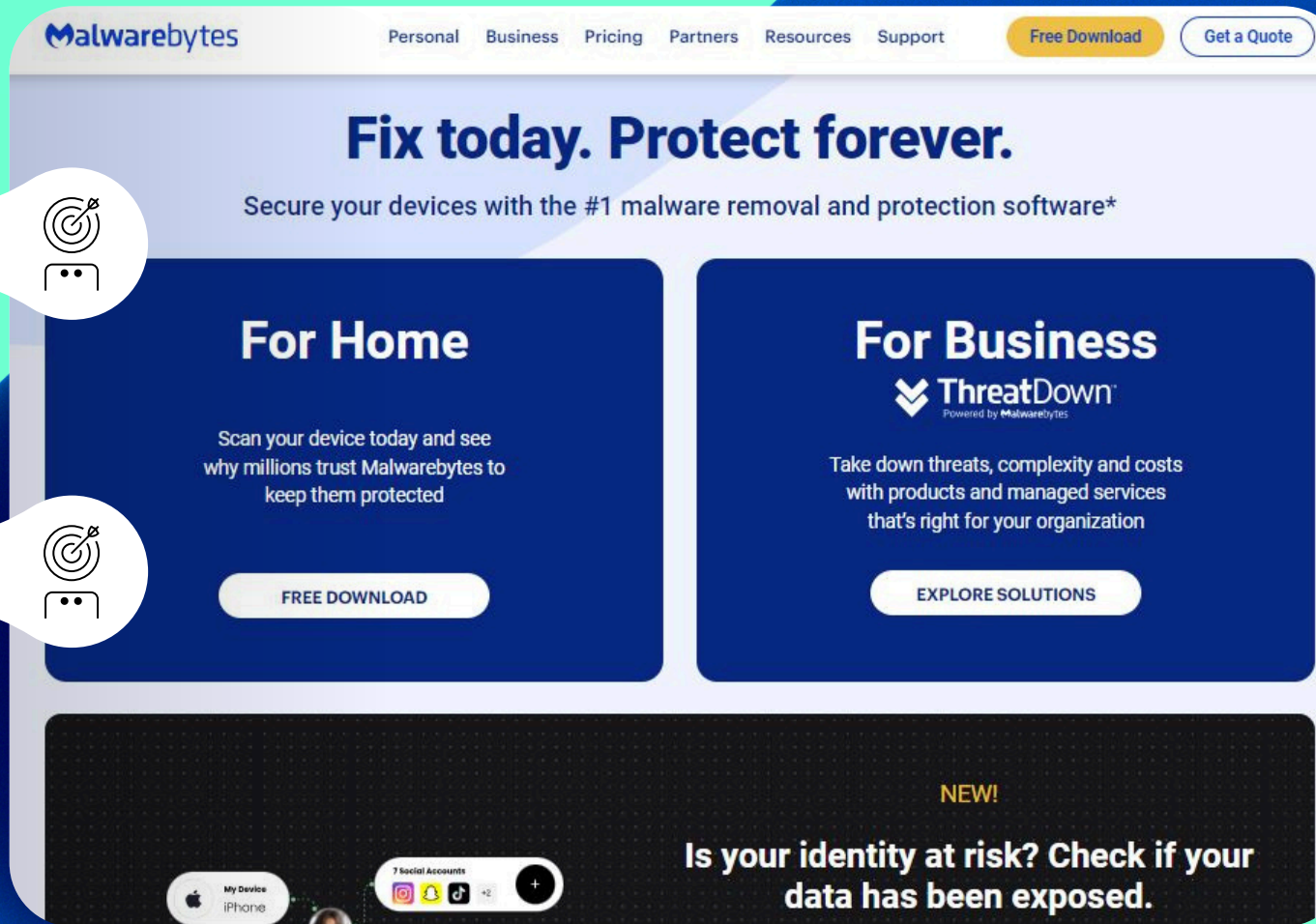
Increase in Open Rate

47%



Increase in Conversion Rate:

80%





Rinoti Amin

VP of Growth

“ 2Checkout (now Verifone) has been consistently reviewing and adjusting our purchase funnel to enhance the shopper experience and support our revenue growth.

Their recent email optimization project is one of the efforts they led this year, which has shown positive results on our revenue, and we are satisfied with the outcomes.

Our collaboration with 2Checkout (now Verifone) has been beneficial to our business growth.”



Customer  
Malwarebytes



### Vertical

Cybersecurity software

### Target

B2C & B2B

### Website

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

### Company Size

SMB

### About

Malwarebytes believes that when people and organizations are free from threats, they are free to thrive. Founded in 2008, Malwarebytes CEO Marcin Kleczynski had one mission: to rid the world of malware. Today, that mission has expanded to provide cyber protection for every one. Malwarebytes provides consumers and organizations with device protection, privacy, and prevention through effective, intuitive, and inclusive solutions in the home, on-the-go, at work, or on campus. A world-class team of threat researchers and security experts enable Malwarebytes to protect millions of customers and combat existing and never-before-seen threats using artificial intelligence and machine learning to catch new threats rapidly. With threat hunters and innovators across the world, the company is headquartered in California with offices in Europe and Asia.

For more information, visit [www.malwarebytes.com](http://www.malwarebytes.com).



## Context



### **2Checkout (now Verifone) Has Out-of-the-Box Emails in 26+ Languages**

2Checkout (now Verifone) offers merchants the capability to activate out-of-the-box emails in over 26 languages with a single click.



### **Cart Abandonment + Unfinished Payment Emails**

These emails include cart abandonment and unfinished payment emails and increase conversion rates by recapturing lost revenue from shoppers who do not complete their order.



### **Email Conversion Rates**

Typically, these emails have average conversion rates (around 1-5%) that help merchants recover substantial revenue.

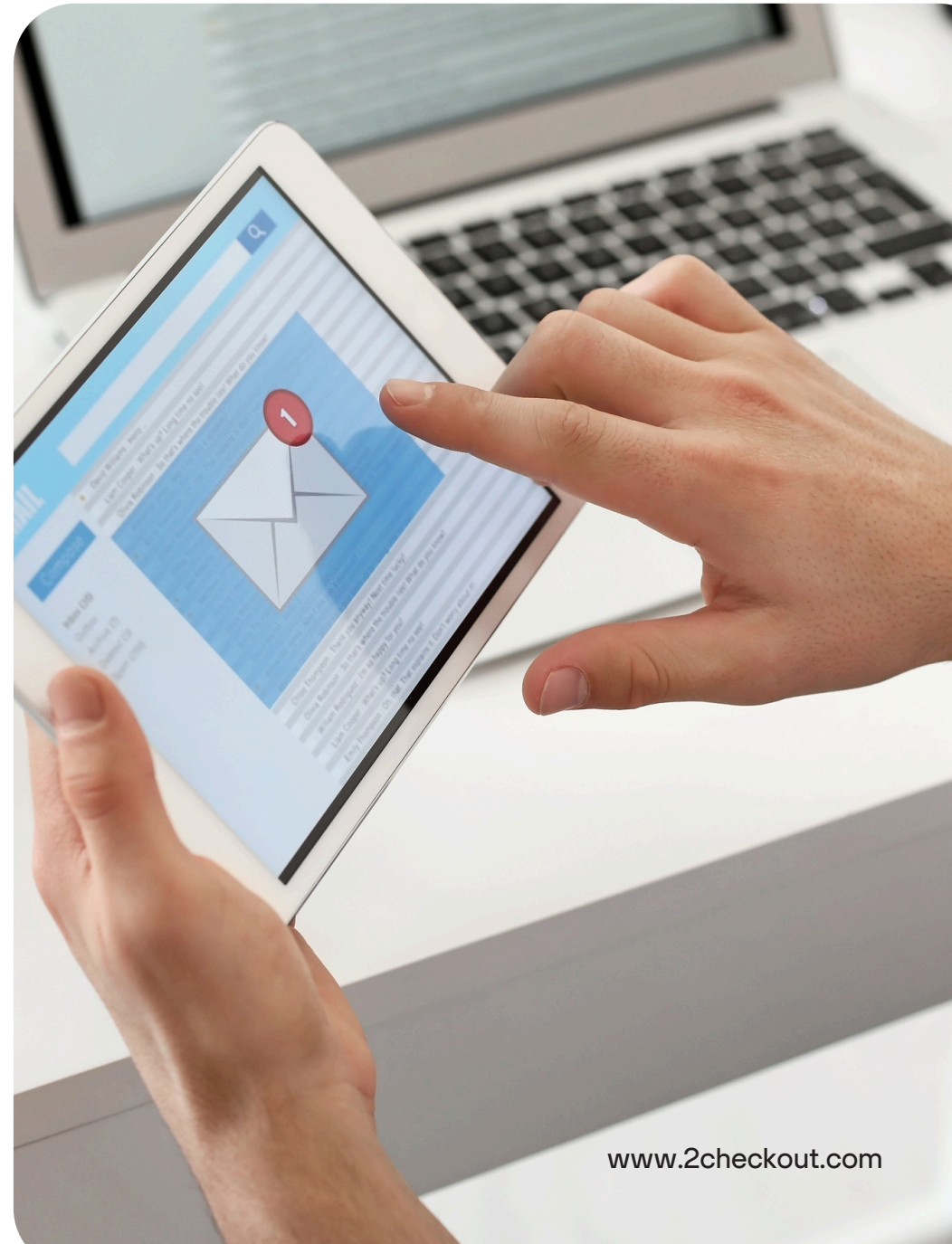


### **Customized Email Templates**

Merchants also can choose to customize these email templates, to better align them with their brand voice and messaging. Customized emails can lead to even higher engagement and conversion rates, as seen in the Malwarebytes project.

\*Cart abandonment email is sent when a shopper enters their email in the shopping cart, but leaves before completing their order.

\*Unfinished payment email is sent when a shopper enters their payment info in the cart, but their payment was not processed, and their order was not completed. It can also be configured for auto-billing orders when a payment fails.





## Objectives

Malwarebytes aimed to increase their revenue by optimizing their email marketing program. They needed to enhance their cart abandonment and unfinished payment emails to maximize engagement and recapture lost revenue.

The strategy for cart abandonment and unfinished payments emails included:



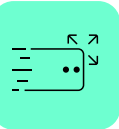
### Series of 3 Emails

Sending emails one hour, one day, and three days after the shopper leaves the cart without purchasing.



### Varied Subject Lines

Using different subject lines for each email to increase deliverability and open rates.



### Slightly Different Content

Changing the headline, graphics and first sentence in each email while keeping the rest of the content consistent.



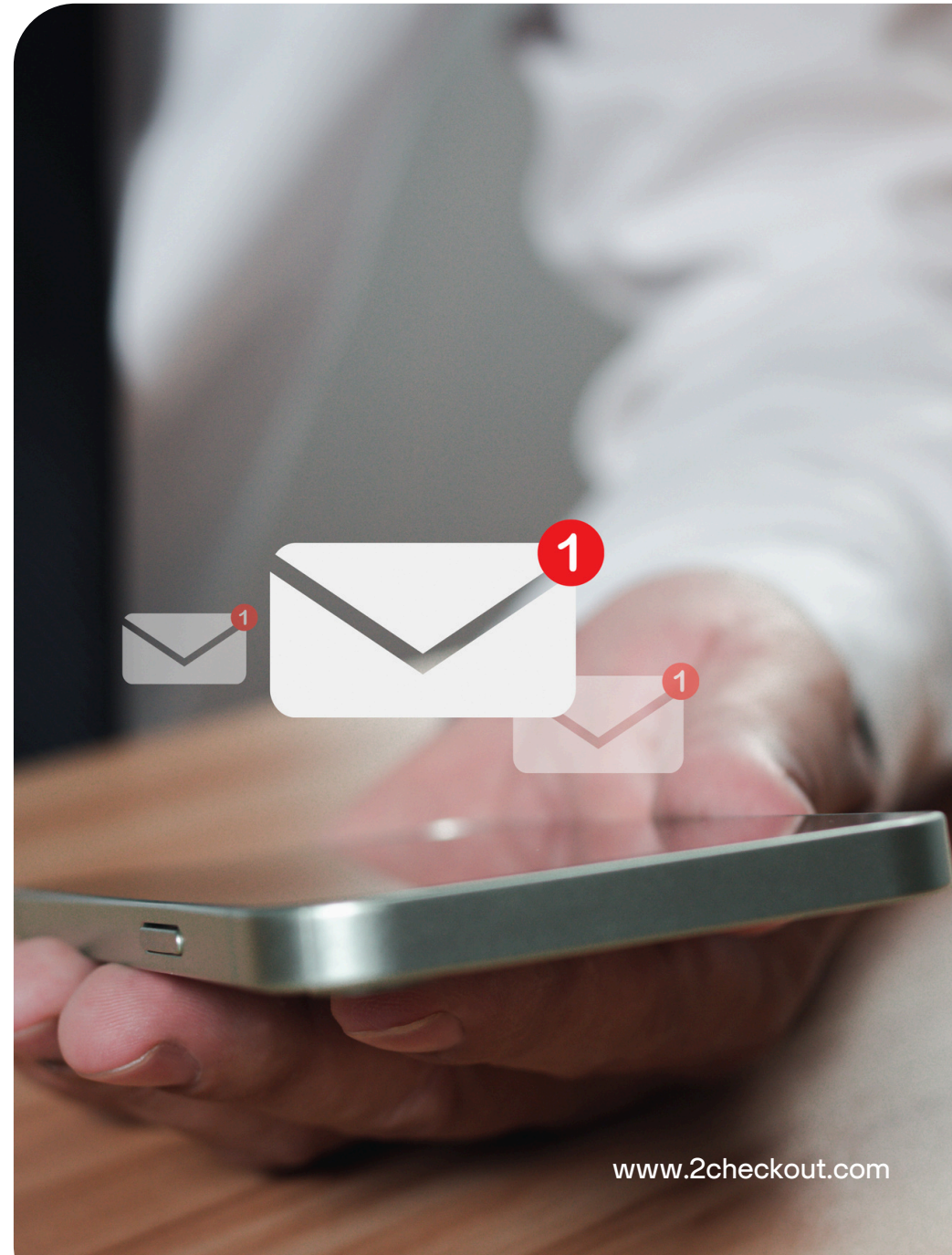
### Custom Content

Adding content that reflects the brand's voice and showcases the value of the product, including social proof, testimonials, and product features/benefits. Translate the custom content and subject line into top-10 languages (many merchants skip this step and only customize English).

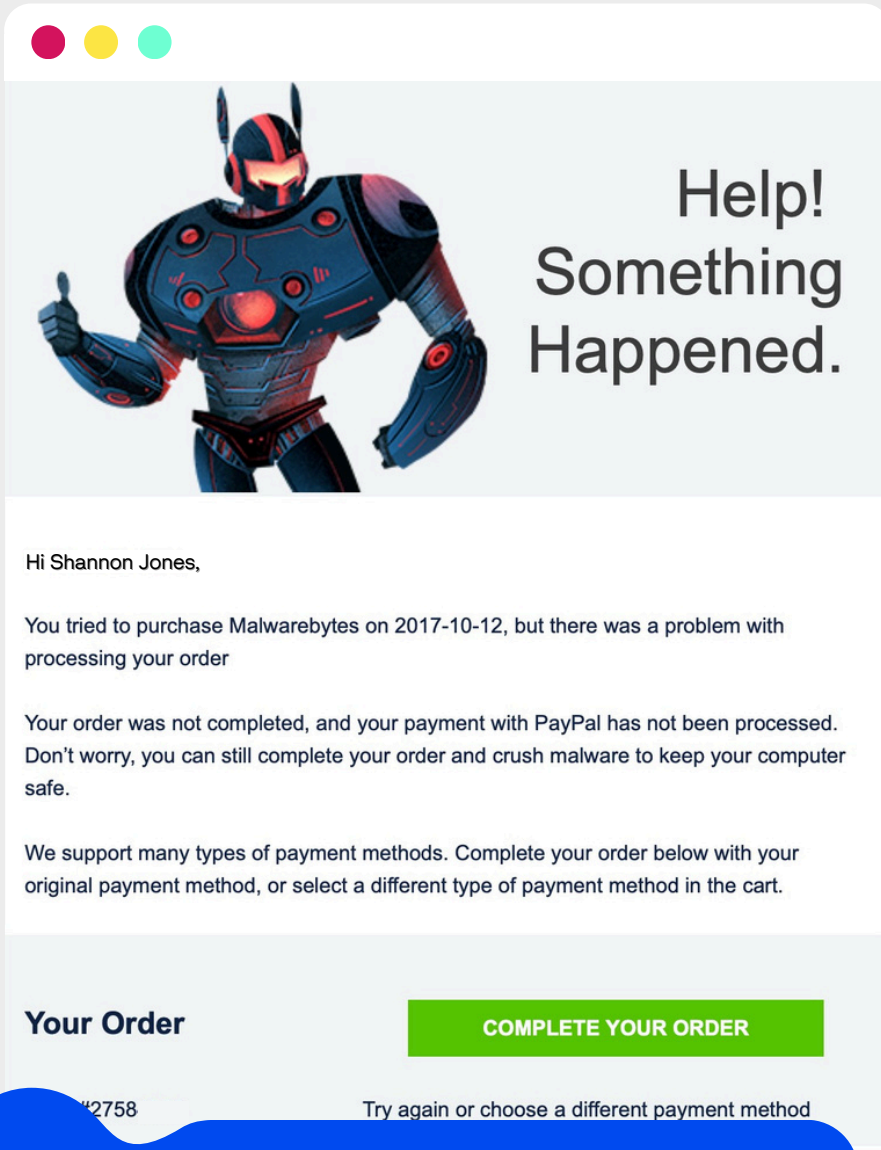


### Custom HTML Template and Domain

Using a custom template rather than a default platform template and sending emails from a custom domain (instead of 2Checkout/Verifone domain) to increase open rates.

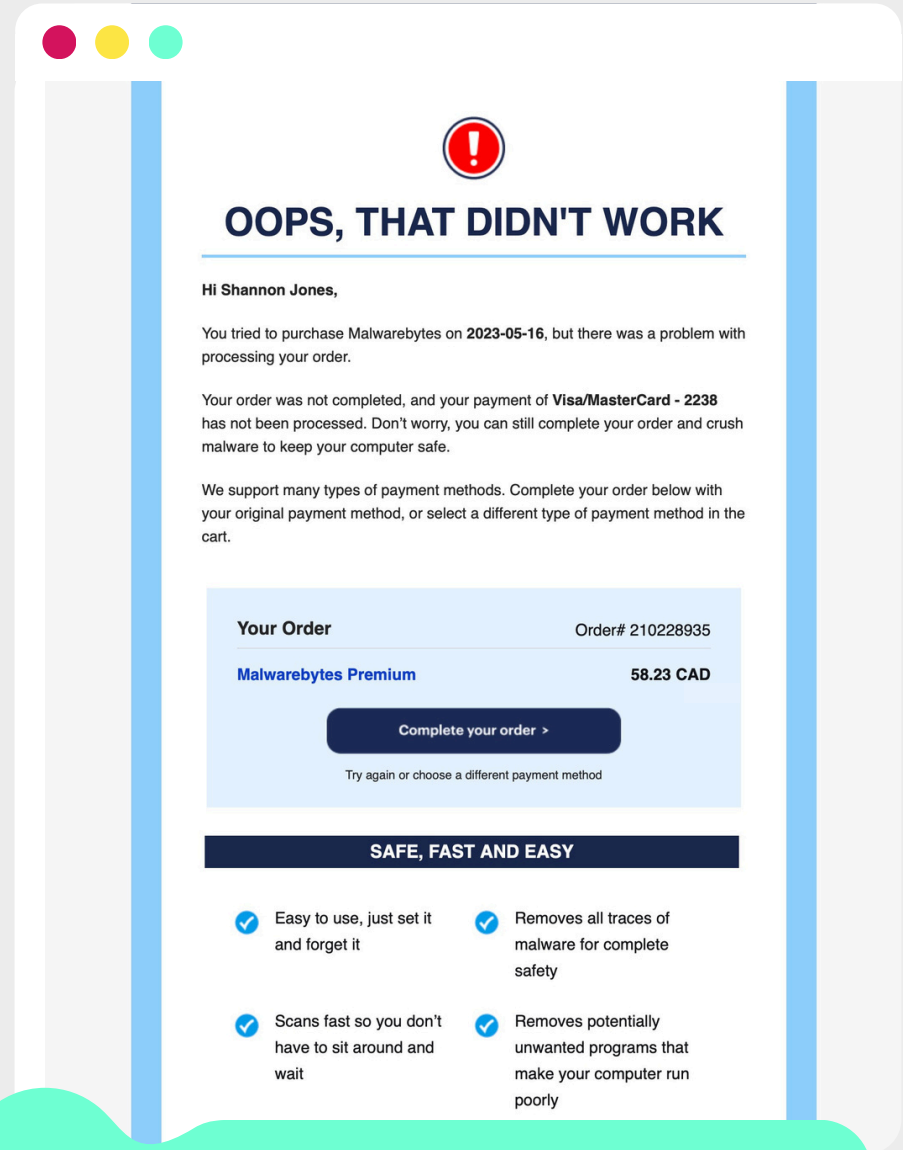


# Unfinished Payment Email



Before

Original custom content (includes translations)



After

New custom content (reflecting the brand's new look)



## Solution & Results



The project implementation involved several key steps:



### Custom HTML Templates and Content

Malwarebytes developed the custom content, including social proof, testimonials, and product features, and designed the HTML templates for these three emails to ensure a consistent look and feel with their brand.



### Translation

2Checkout (now Verifone) managed the translation of email content and subject lines into the top-10 languages (a step often overlooked by many merchants who typically only customize in English)



### Technical Integration

2Checkout (now Verifone) Professional Services implemented the custom email content and conditional logic, ensuring that each email in the series displayed the correct subject line and content.



### Optimization

Continuous optimization was conducted to refine the email series and maximize engagement and conversion rates.

## Benefits & Results

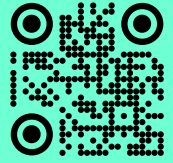
- Open Rate: Increased by 47% for auto-recurring emails.
- Click Rate: For manual order emails, click rates increased by 43%.
- Conversion Rate: Manual order email conversion rates increased by 80%.
- Revenue Per Email sent: Increased by 139% for manual order emails.

### Verifone Solution

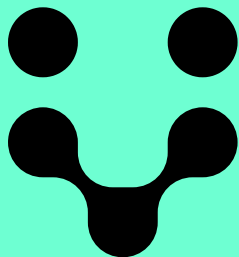
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2Checkout (now Verifone) is the payments architect shaping ecosystems for online and in-person commerce experiences, including everything businesses need

– from secure payment devices to eCommerce tools, acquiring services, advanced business insights, and much more. As a global FinTech leader, 2Checkout (now Verifone) powers omni-commerce growth for companies in over 165 countries and is trusted by the world's best-known brands, small businesses and major financial institutions. The Verifone platform is built on a four-decade history of innovation and uncompromised security, annually managing more than 12B transactions worth over \$500B on physical and digital channels.

Learn more at [www.2checkout.com](http://www.2checkout.com)

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