



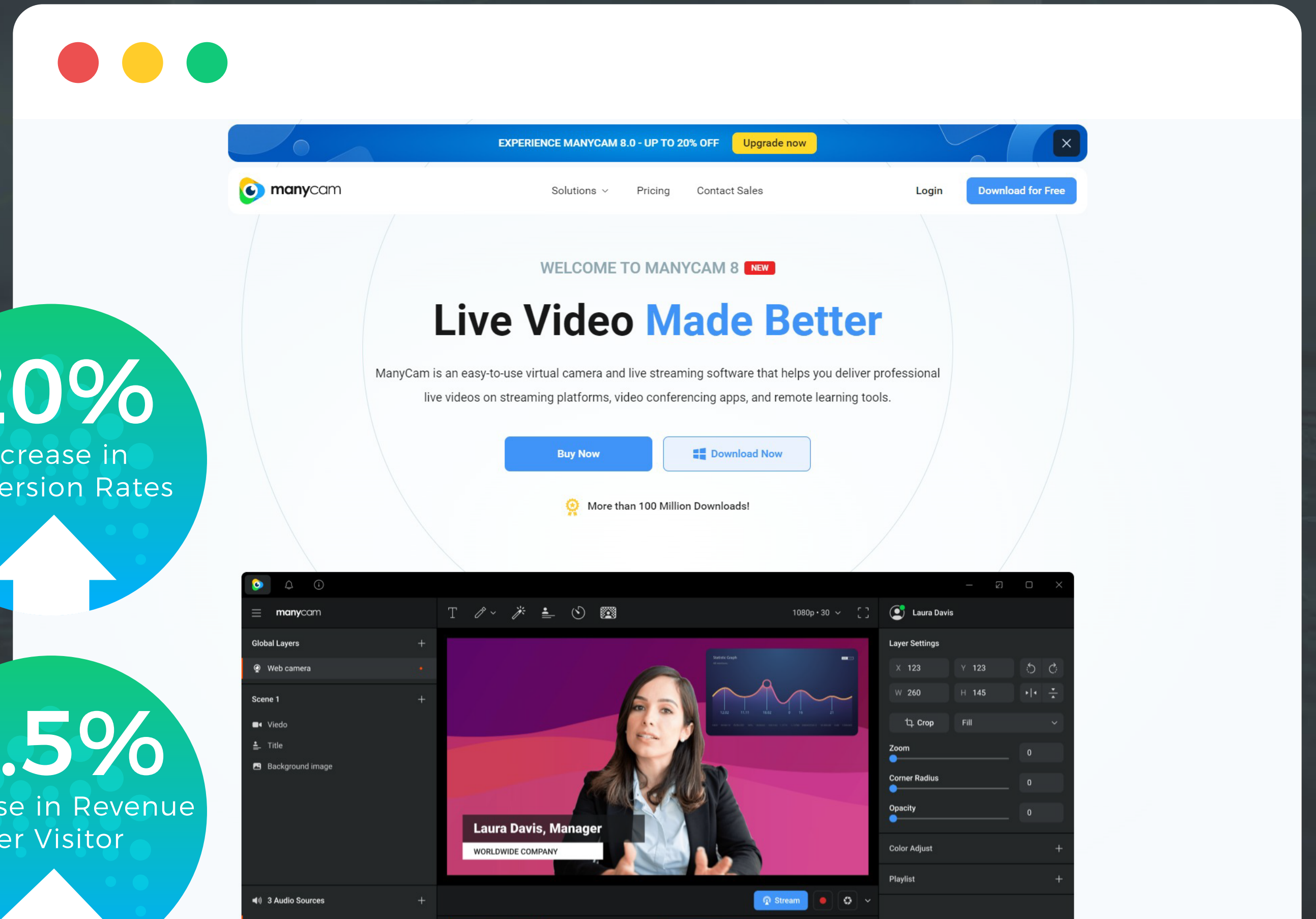
CLIENT SUCCESS STORY



ManyCam ULC Boosts Conversion Rate by 20% Following Shopping Cart Optimization

20%
Increase in
Conversion Rates

9.5%
Increase in Revenue
per Visitor



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Roselyne Feno

Sr Affiliate Manager, ManyCam.com



We are constantly working on improving the shopping experience for our clients, so we partnered with the Verifone CRO team to optimize the checkout flow. We were extremely happy with the increase in conversion rate that resulted from the test. I definitely recommend partnering with their CRO team for anyone looking to optimize the purchase experience. They're easy to work with, responsive, and the setup is easy. ”

Customer:
ManyCam ULC



Vertical/ Industry:
Virtual Camera and Live Streaming Software

Target:
B2C

Company Size:
Small Business

Benefits & Results:

- ✓ Optimized cart flow
- ✓ Almost 20% increase in conversion rate
- ✓ 9.5% increase in revenue per visitor.

2Checkout Solution:



2Checkout Monetization Platform
Reseller Model | CRO Services | Affiliate Services

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Context & Objectives

The multimedia provider was looking to increase the conversion rate for their products, so they turned to the Verifone CRO Team for checkout optimization suggestions. They were previously using a 1-column template without a review page, so the CRO team recommended testing it against two variations of a 3-column template, without a review page.

The test ran on a global basis in all countries and languages.

Control

1-Column Template
Without Review
Page



Variation 1 (3-Column template)
Without review page
(order summary on the left side)

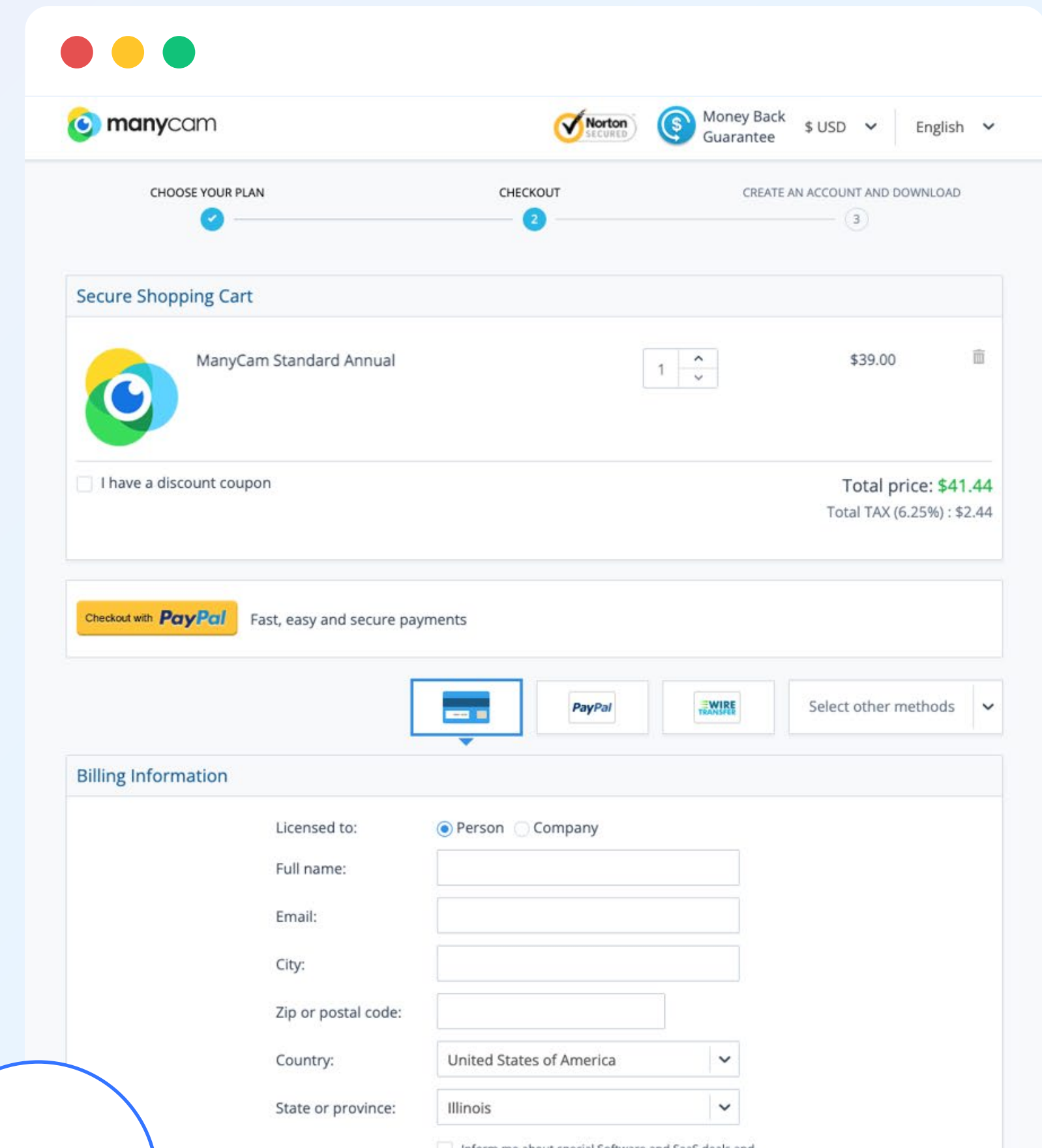


Variation 2 (3-Column template)
without review page
(order summary on the right side)



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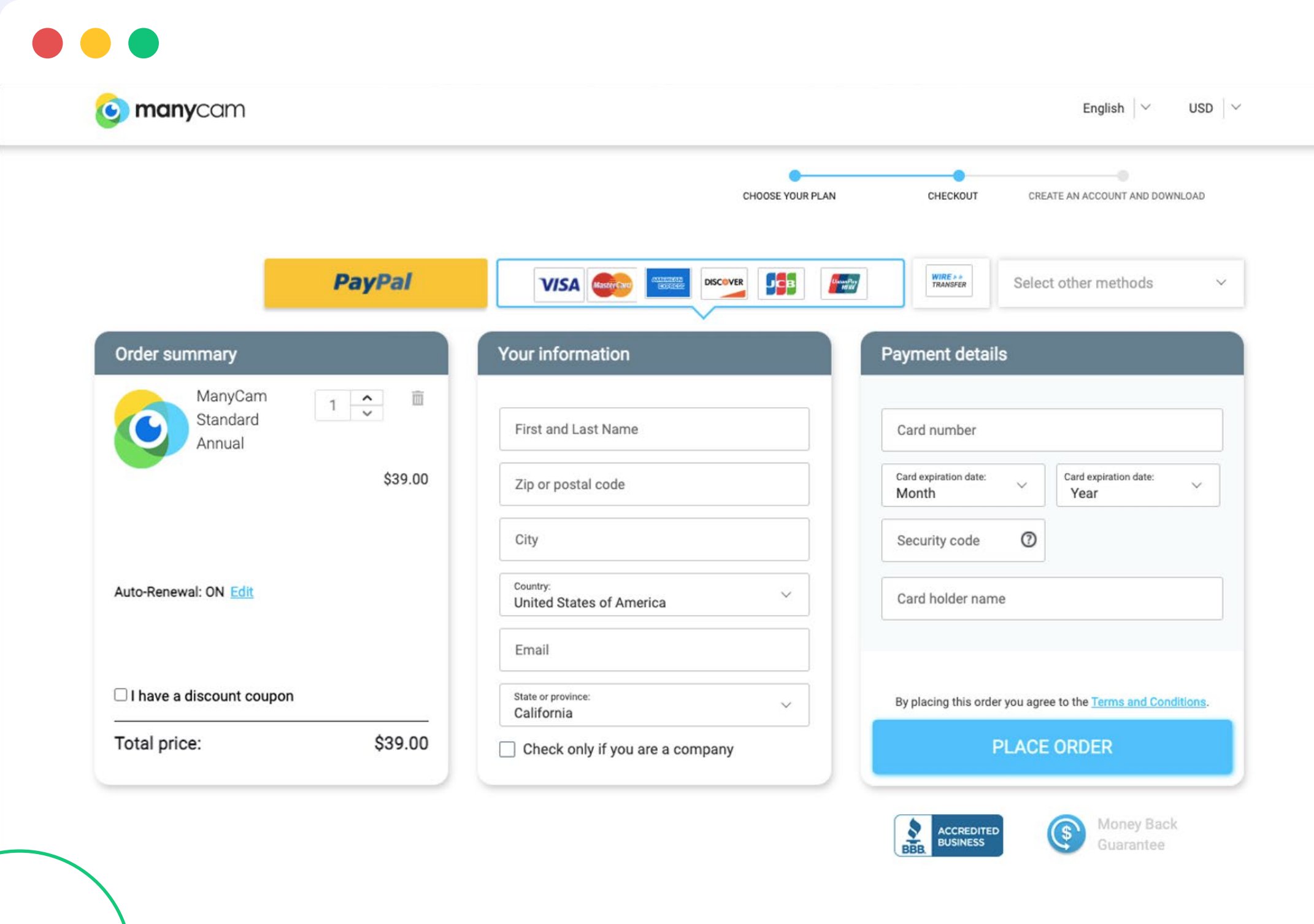
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CONTROL

1-Column Template
Without Review Page

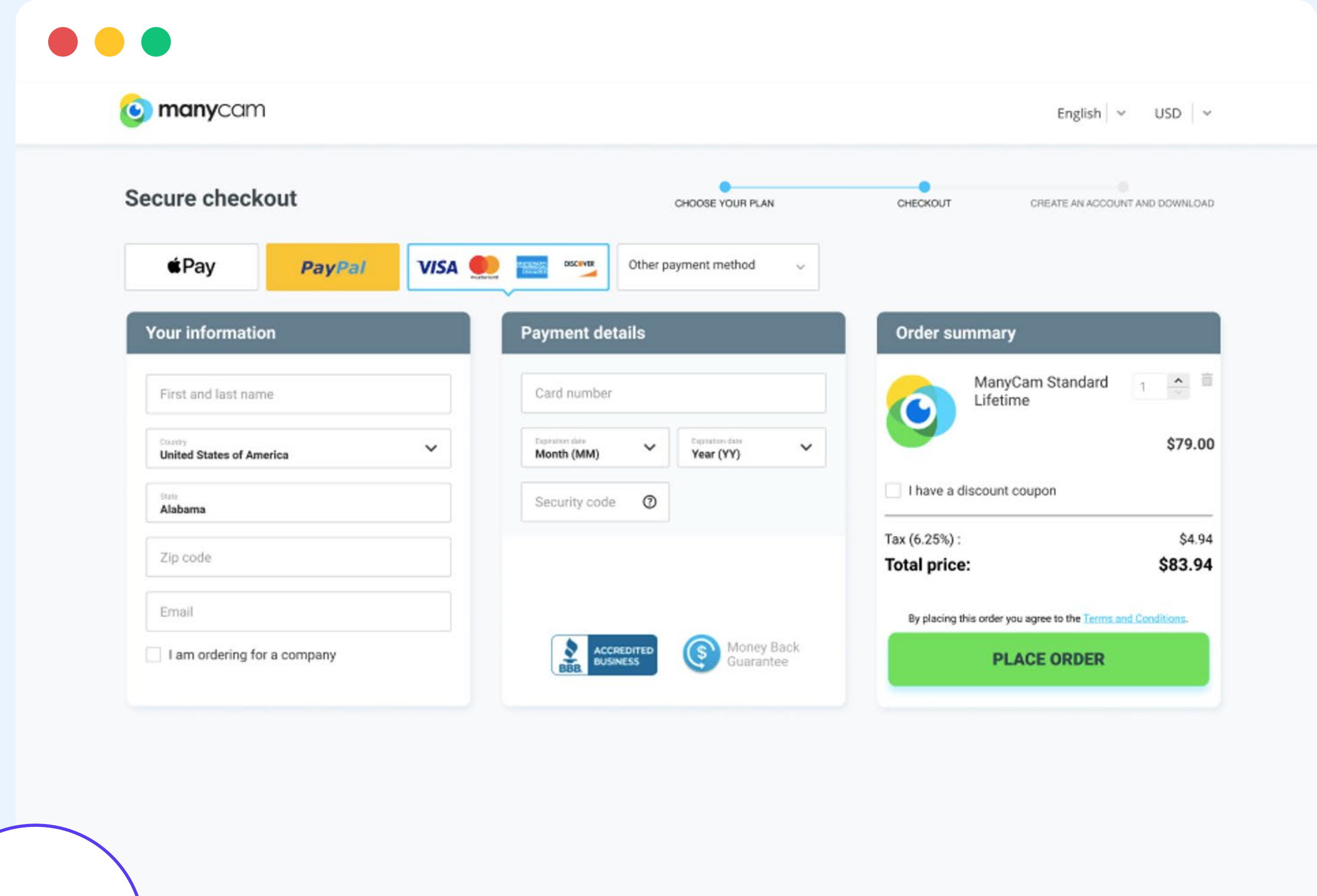
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VARIATION 1

3-Column Template

Without review page (order summary on the left side)



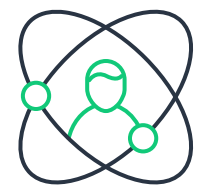
VARIATION 2

3-Column Template

Without review page (order summary on the right side)

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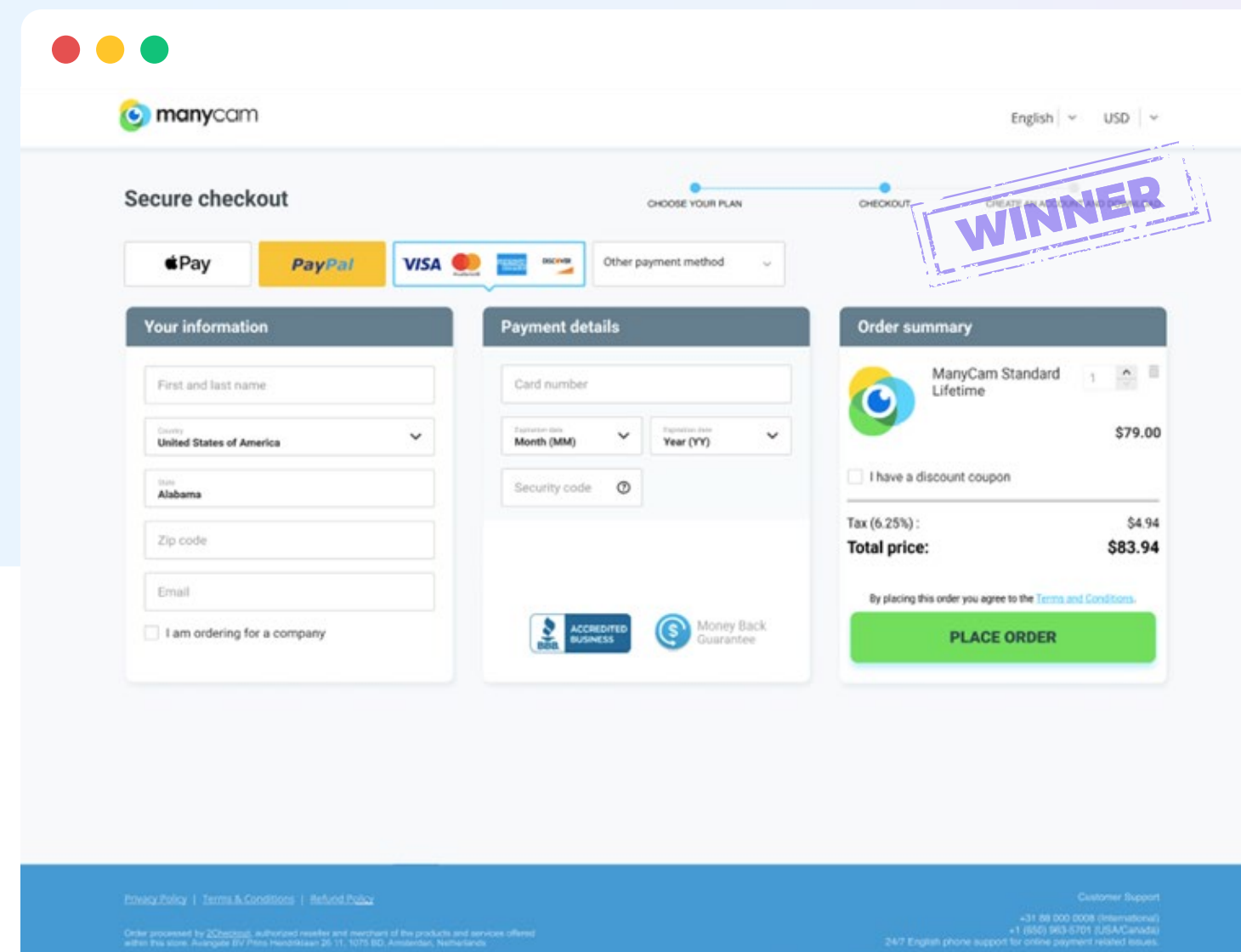


Test Results

The test ran for 14 days at a global level. At a glance, regardless of order summary positioning (left or right side), the 3-column template performed better than the 1-column template. The 3-column horizontal layout increased conversion rate and RPV because all fields are above the fold, the CTA is highly visible, and the form is divided into sections for billing and payment.

WINNER: VARIATION 2 - with order summary on the right side

- ✓ **Variation 2 performed best**, seeing a 19.51% increase in conversion rate and a 9.53% increase in revenue per visitor.
- ✓ Displaying the order summary on the right increased conversion rate by 33% when compared to the left side.
- ✓ The test produced a 33x return on investment for the CRO Services.



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Customer:
ManyCam ULC



ManyCam ULC is a subsidiary of Paltalk, Inc., a communications software innovator that powers multimedia social applications and video chat software. Our product portfolio includes Paltalk and Camfrog, which together host one of the world's largest collections of video-based communities. Our other products include ManyCam, Tinychat and Vumber. The Company has an over 20-year history of technology innovation and holds 14 patents. ManyCam has been a part of Paltalk Inc since 2022.

More information on Visicom Media on www.vmn.net and on ManyCam on www.manycam.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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