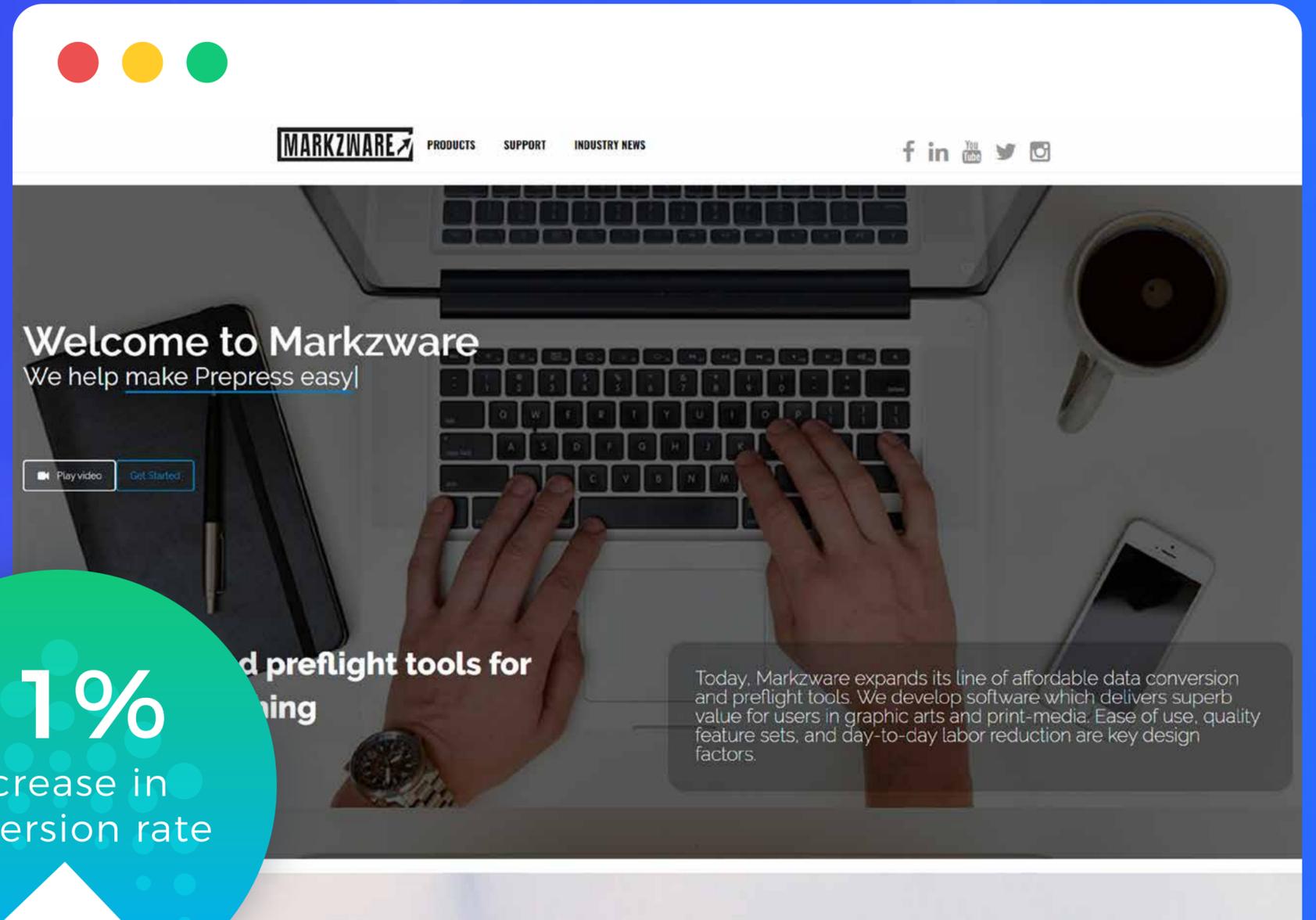




CLIENT SUCCESS STORY



# Markzware Increases Conversion Rate by 11% with 2Checkout CRO Services



2checkout

www.2checkout.com



**Mark Singelyn**  
Sales Manager, Markzware

“ 2Checkout designed a shopping cart to create a seamless user experience with our new website. We preferred the modern design of the new cart, then through a/b testing we proved that it performed better too. We couldn't be happier with the quality of the CRO Service and the final results. ”

Customer:  
Markzware



Vertical:  
Graphics, Printing & Publishing

Target:  
B2B, B2sB

Company Size:  
SMB

#### Benefits & Results

- ✓ 11% increase in global conversion rate
- ✓ 13.5% increase in revenue per visitor



Avangate Monetization Platform  
CRO Services

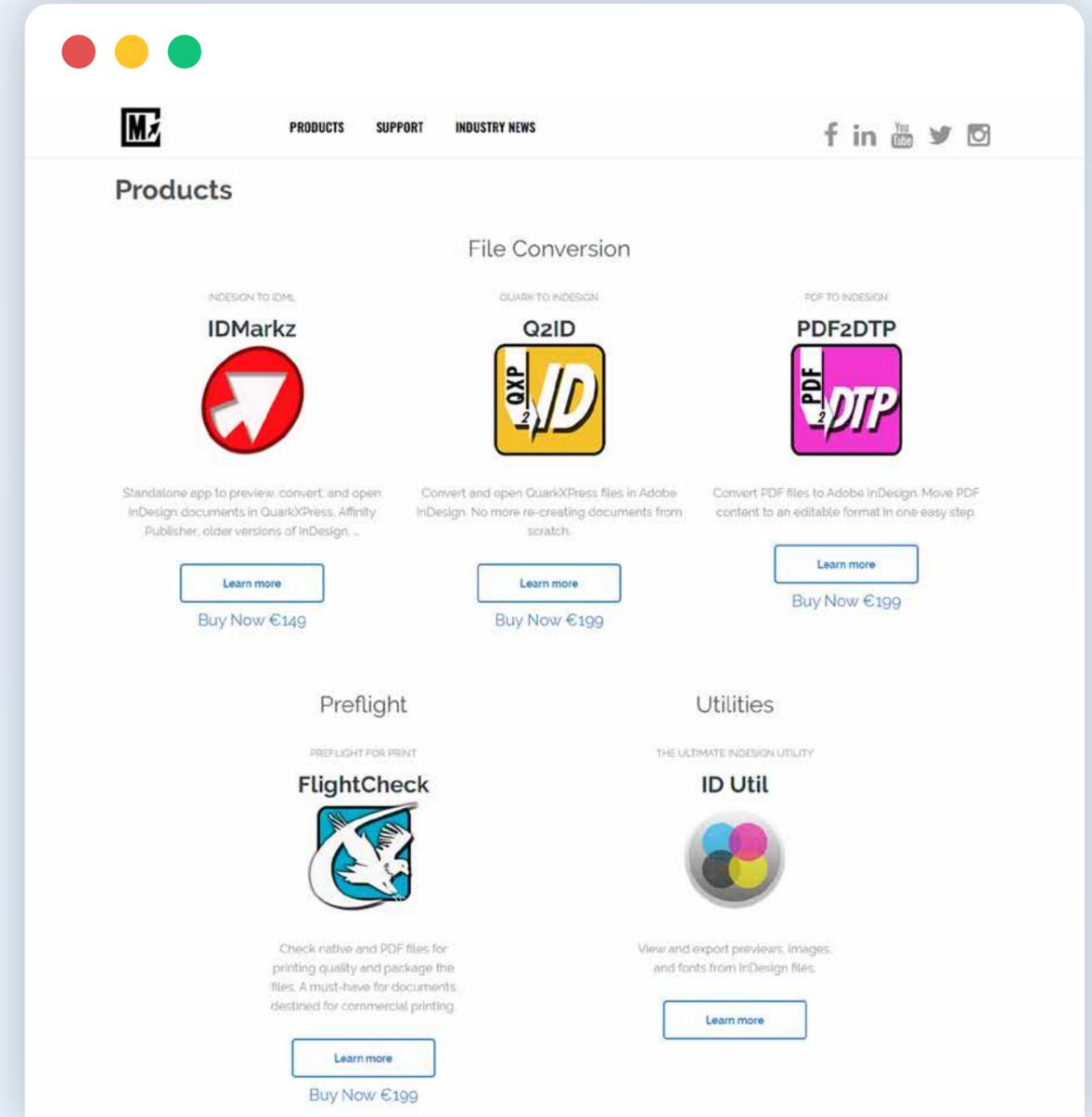
# Context & Objectives

## Benchmarks and Objectives

Markzware develops software for printing and publishing companies which they market using an annual subscription model, as well as a lifetime option. They sell products in more than 50 countries, using 2Checkout's Avangate Monetization Platform. Markzware partnered with 2Checkout's CRO Team to optimize their conversion rate. The goal of the project was to increase the global cart conversion rate by 10%.

The CRO team performed a Heuristics Analysis of each page in the purchase funnel to identify opportunities to improve the user experience and therefore increase the cart conversion rate.

Customer:  
Markzware



# Heuristics Analysis

## Checkout Page



The logo on the cart page is different than the previous page in the purchase funnel, which creates friction



The gifting option is not relevant for the target audience



The discount coupon is highly visible, and may drive shoppers to exit the cart and look for a coupon



The Billing form asks for street address, city, etc. This is not required by the payment processor, and these fields can be hidden



The payment options are not highly visible. For example, AMEX is hidden in the “select other methods” drop-down menu



The email opt-in is quite long and is not being used by Markzware



A progress map showing a 2-page checkout is not displayed

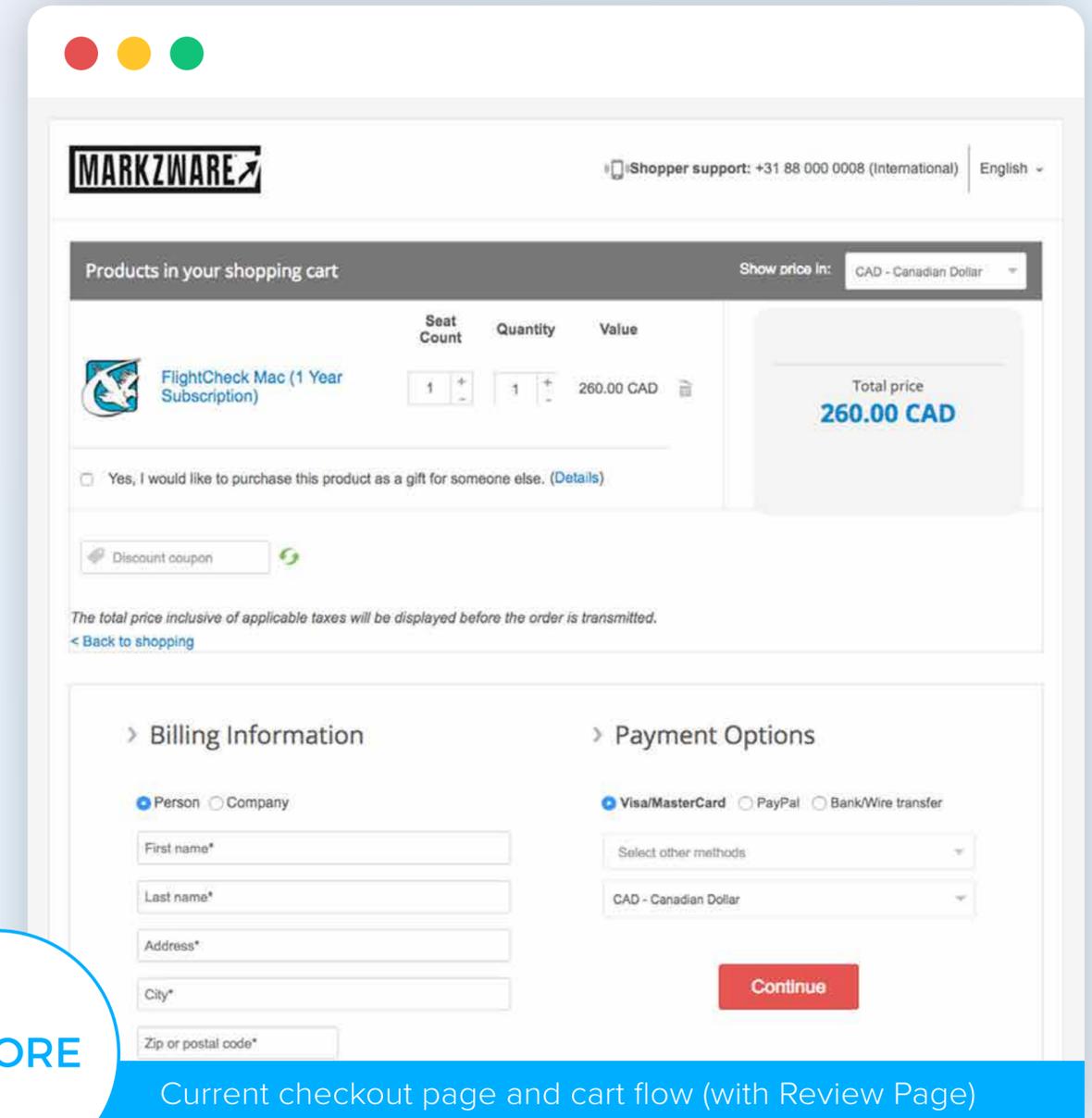


The call-to-action is red, which subconsciously means STOP/ERROR



The security icons are not highly visible in the footer

Customer:  
Markzware



# Heuristics Analysis

## Review Page



The shopper enters their payment details on the Review page, instead of the industry best practice to enter on the Checkout page



There are 4 lines of text the shopper must read above the call-to-action



The 3D Secure instructions apply only to a small percentage of shoppers and could cause confusion to shoppers who are not familiar with it



The credit card logos at the bottom of the page distract from the call-to-action

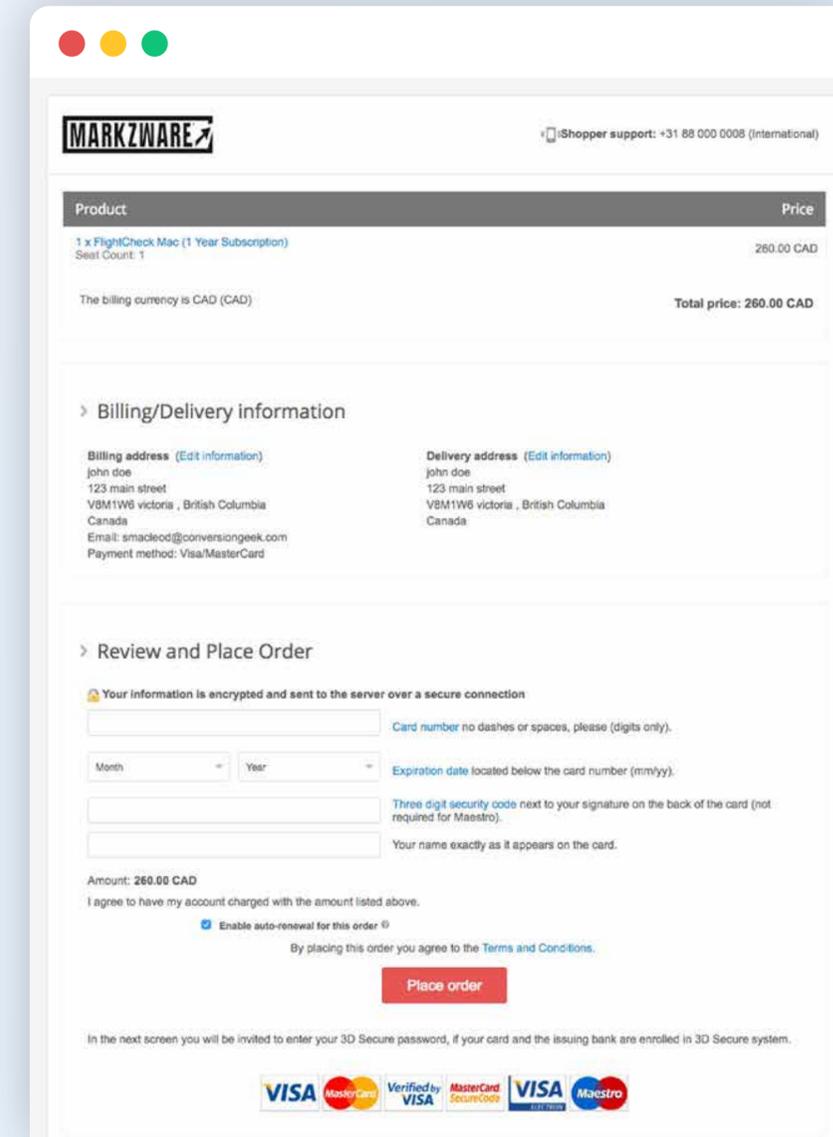


The call-to-action is red



There are no security icons or money-back guarantee displayed to reduce risk in the mind of the shopper

Customer:  
Markzware

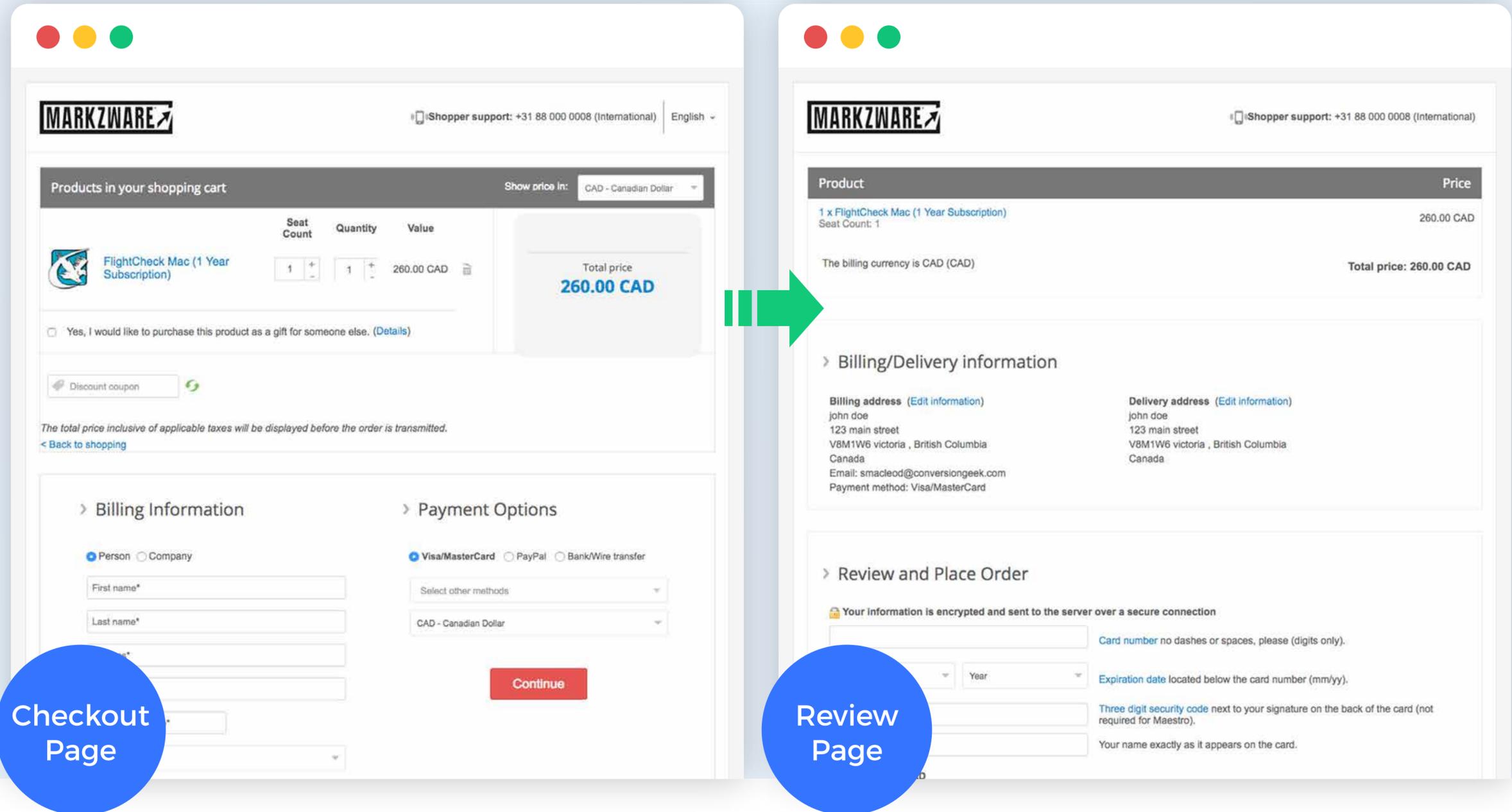


BEFORE

Current checkout page and cart flow (with Review Page)

### Test Strategy

2Checkout designed a new shopping cart that would address all of the issues identified in the Heuristics Analysis. Instead of implementing the new design without testing it first, Markzware and 2Checkout a/b tested the new template and the original template to know for certain which shopping cart design maximized revenue. The test ran globally in all countries and languages.



Variation: New Design and Cart Flow



New cart layout is one-column with payment buttons and streamlined payment form



Card details are entered on Checkout page instead of Review page



When PayPal is selected, all fields are hidden and PayPal window opens directly over the cart



The coupon field is less visible



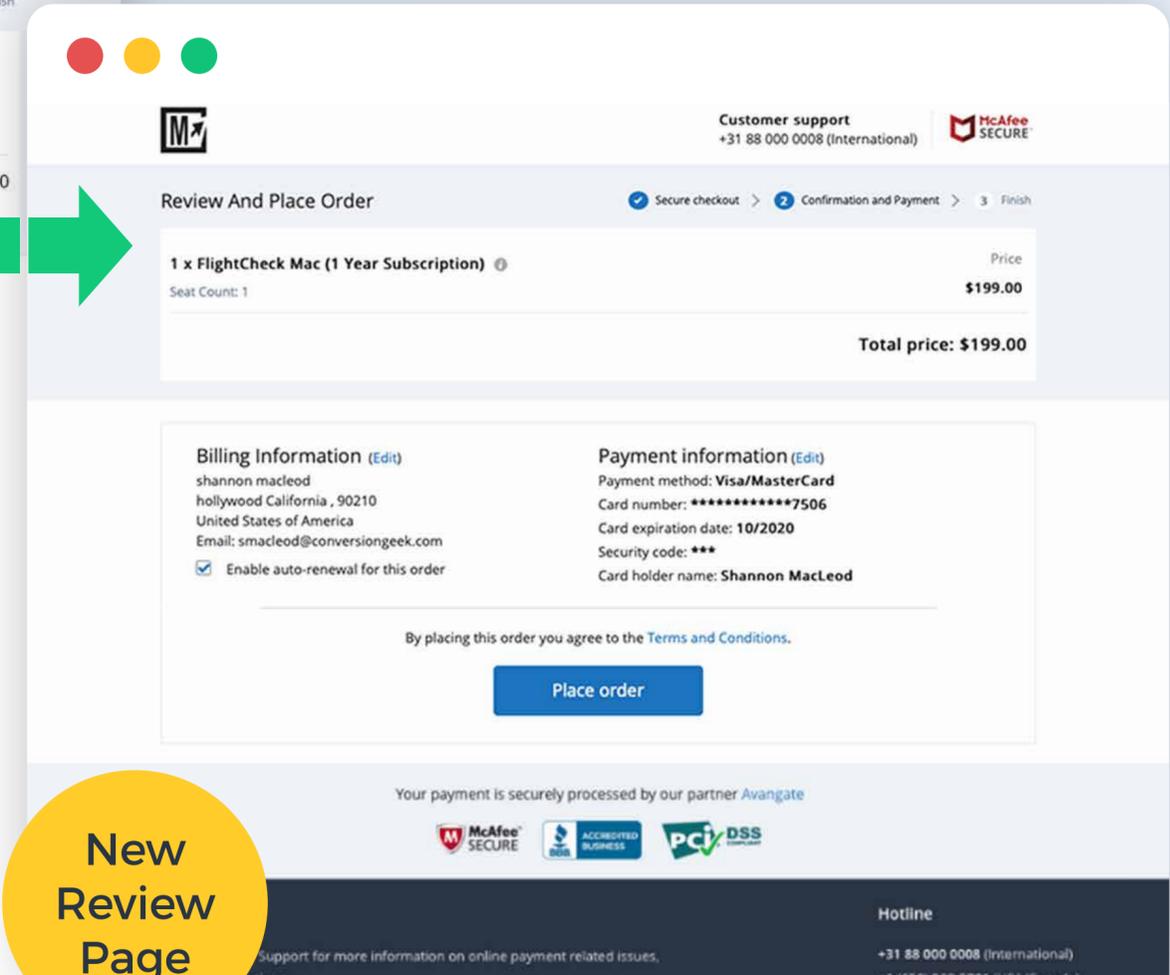
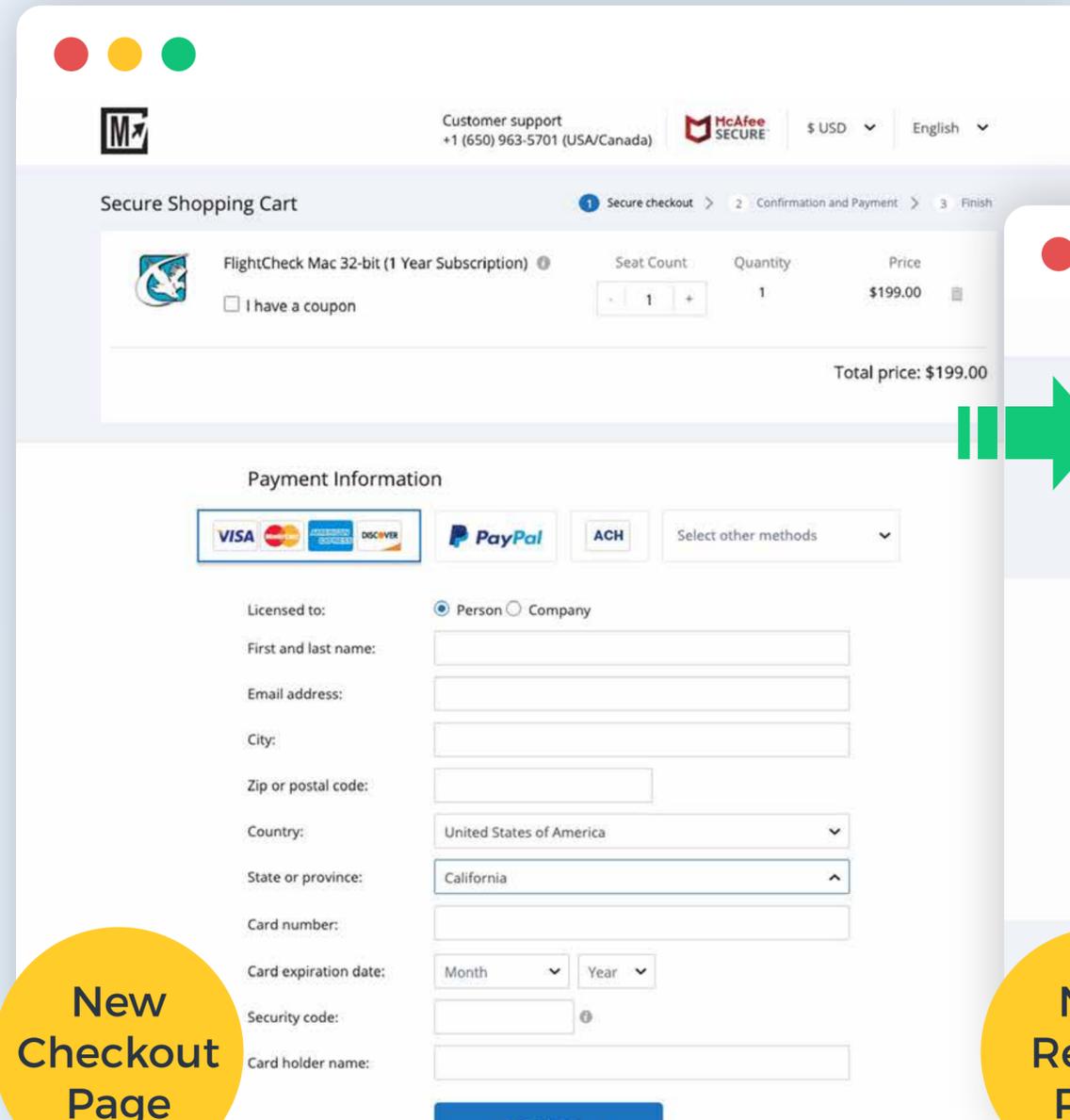
Security logos were added to both Checkout and Review page



Review page has been simplified with cleaner layout and shorter page height



There is a clear call-to-action without distractions



# 💡 Solution & Results

After 6 weeks of testing, the Variation globally out-performed the Control at 90% statistical significance.

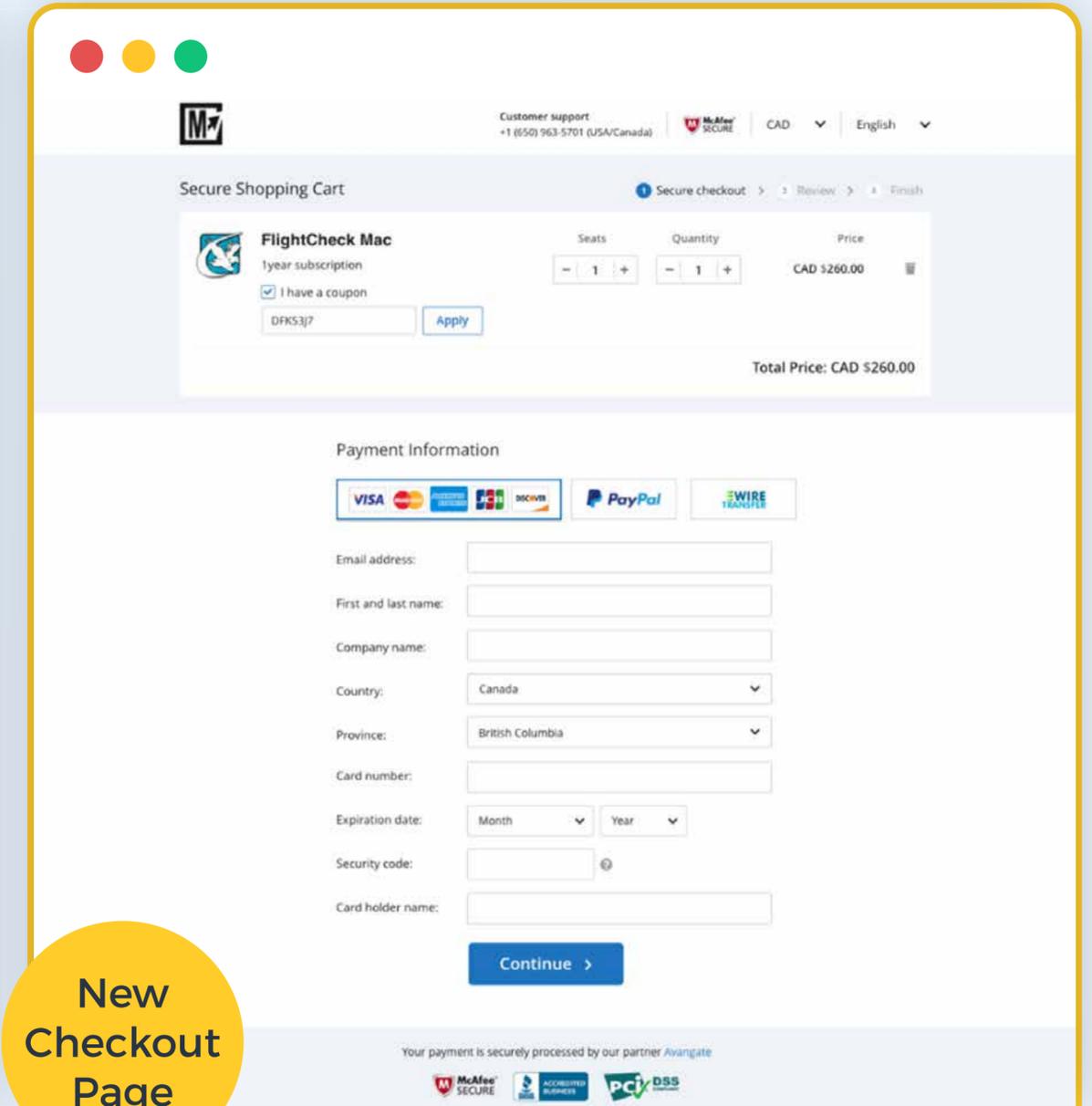
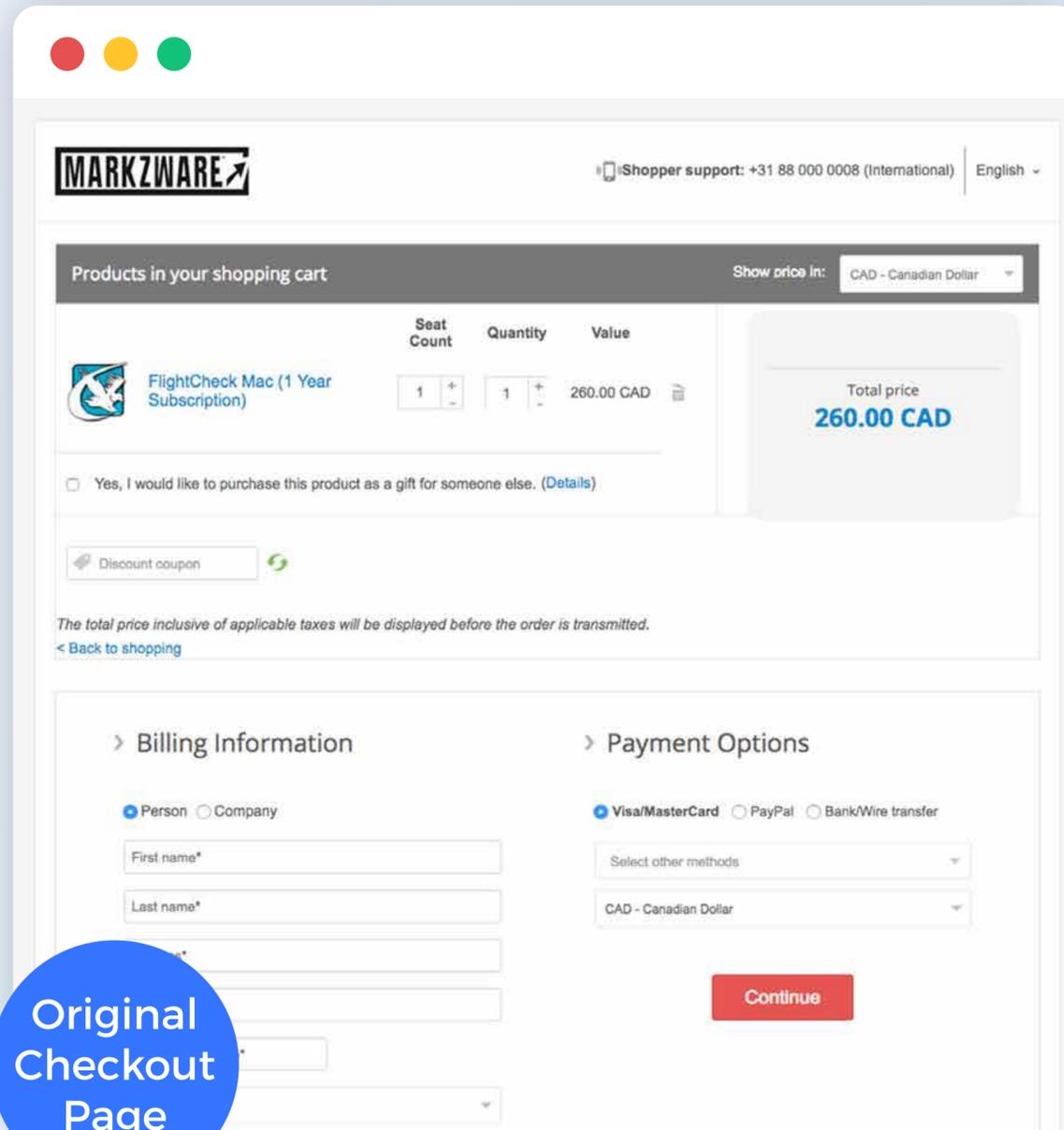
## Detailed Results (New Template)

Conversion rate Improvement **+10.78%**

RPV Improvement **+13.45%**

The conversion rate of the new Checkout page was 15% higher. More shoppers were completing the Checkout page and landing on the Review page.

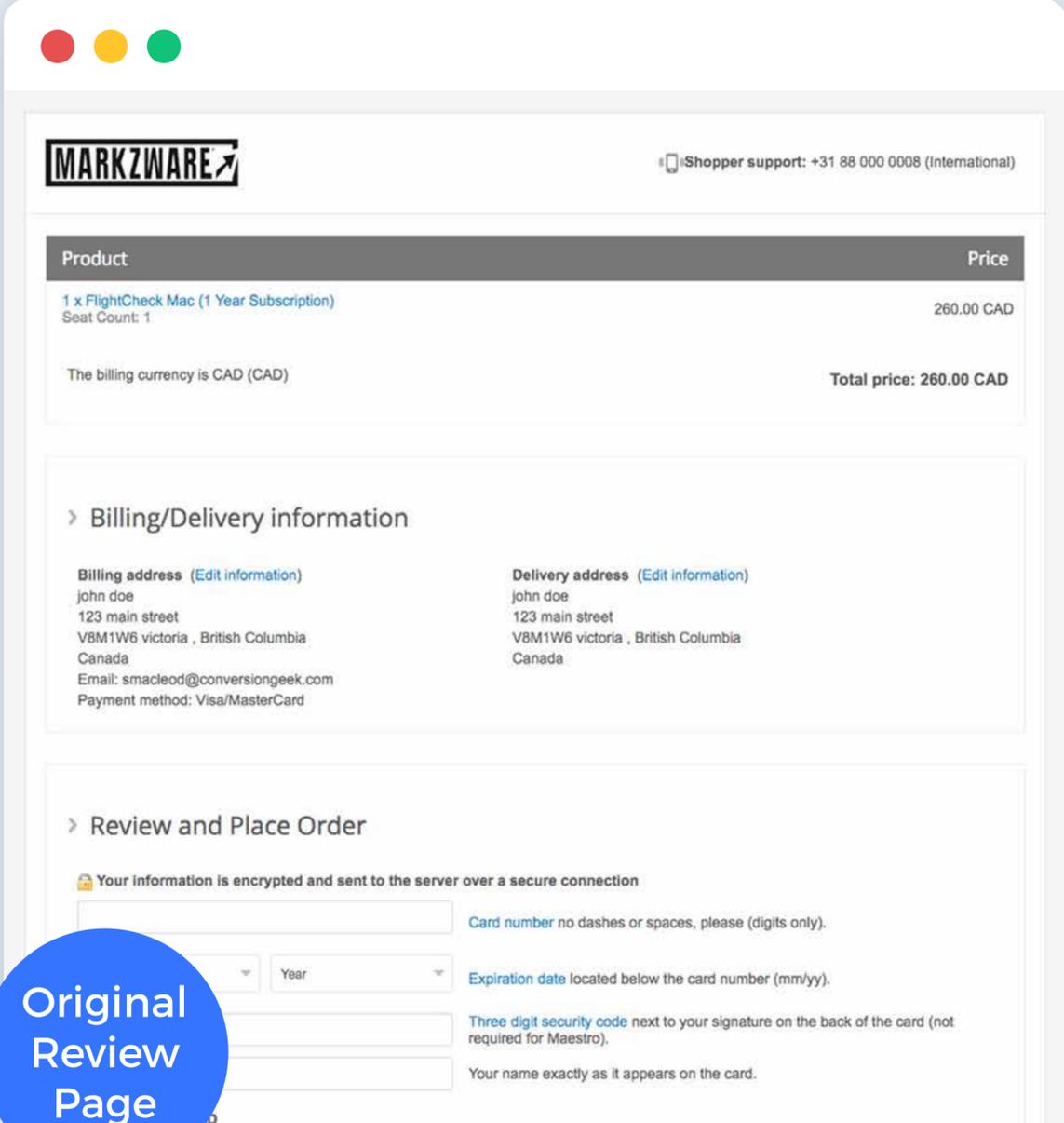
**WINNER: Variation** (Checkout Page)



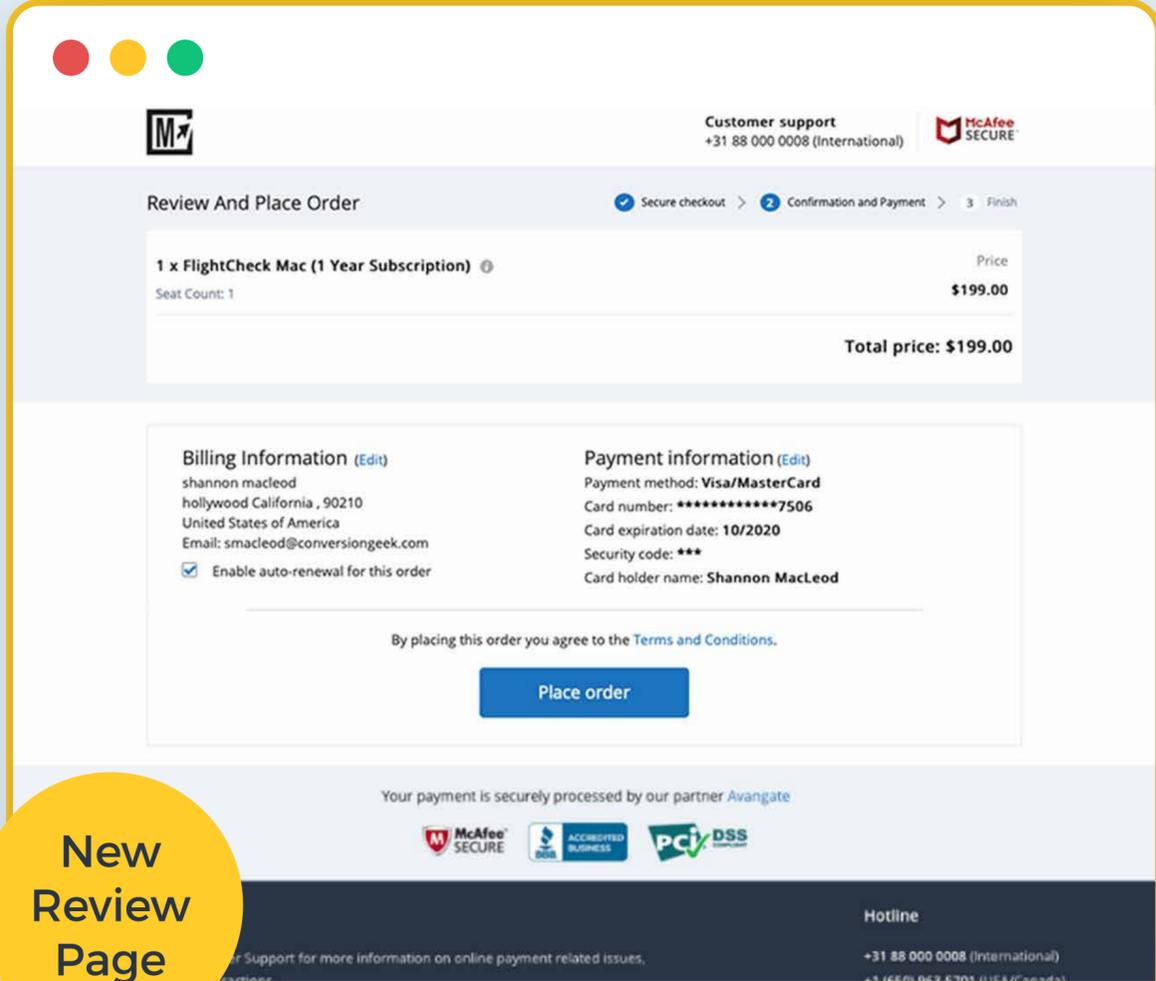
WINNER: Variation (Review Page)



The conversion rate of the new Review page was 7% higher. More shoppers were completing their order after landing on the Review page.



Original Review Page



New Review Page



## Summary

Markzware exceeded their original objective and increased the global cart conversion rate by over 10%. They achieved an 18x return on investment for CRO Services.



### About

## Markzware



Markzware provides desktop search, data conversion and preflight solutions for content and print. Specialising in the ability to read and write complex DTP (Desktop Publishing) file formats, products include FlightCheck, Q2ID, PDF2DTP, MarkzTools and more. You can think of file formats like Adobe InDesign, Illustrator, Photoshop, QuarkXPress, Microsoft Publisher, PDF and so forth. Markzware became a sole-proprietorship in 1992 and incorporated in 1995.

More information on [www.markzware.com](http://www.markzware.com).

# About 2Checkout

2Checkout is the leading all-in-one monetization platform for global businesses. It was built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce like global payments, subscription billing, merchandising, taxes, compliance, and risk, so they stay focused on innovating their products and delivering exceptional customer experiences.

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



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