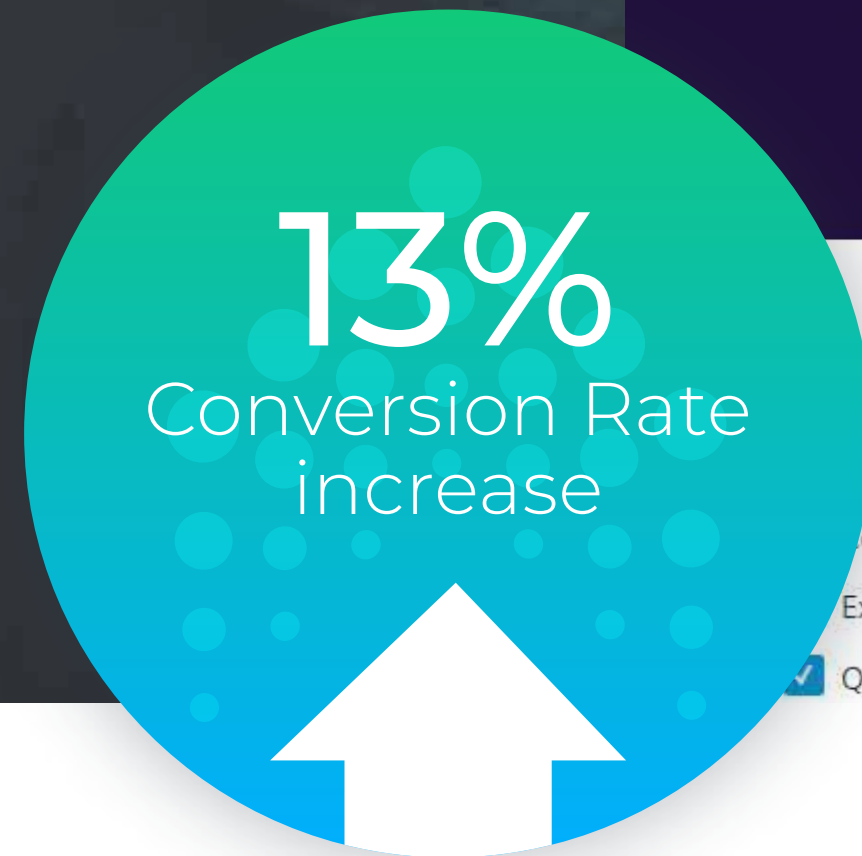
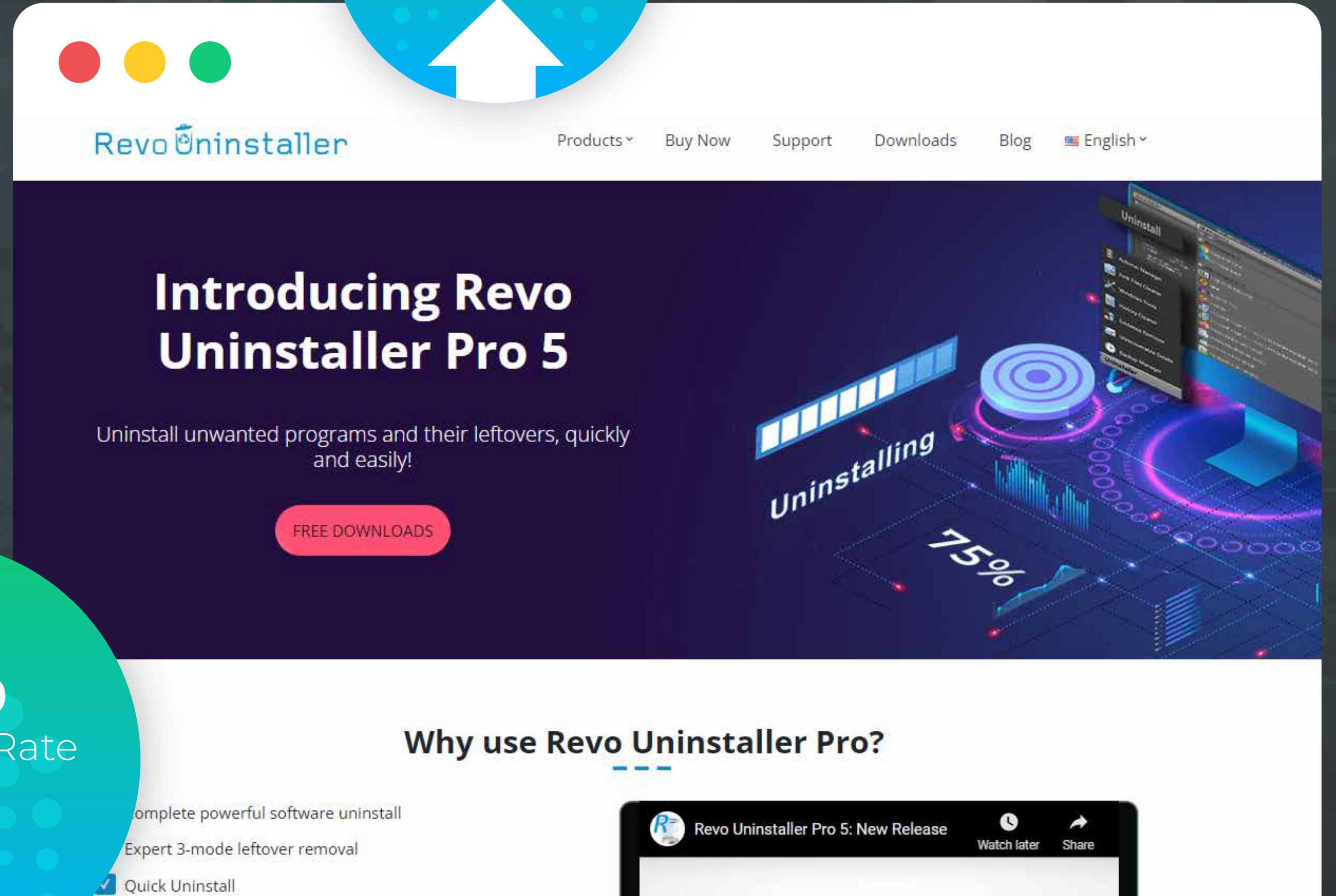
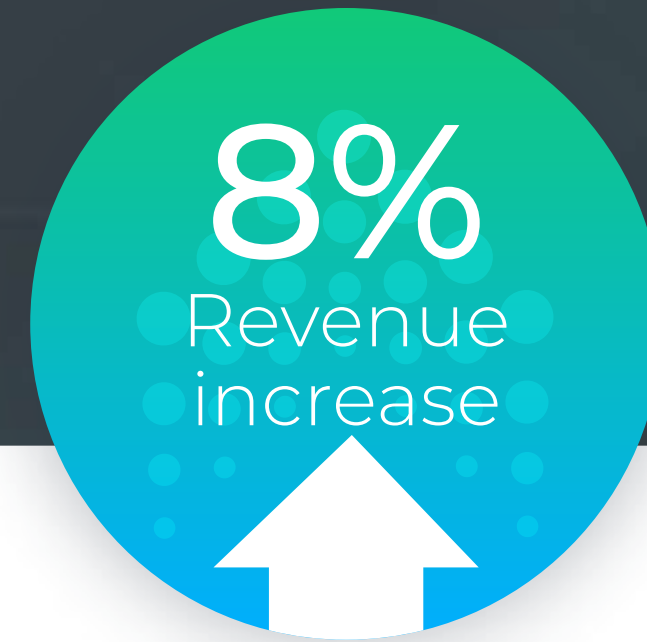




VERIFONE CLIENT SUCCESS STORY

Revo Uninstaller

VS REVO Achieves Higher Conversion Rates by Switching to Convert Plus



2Checkout is now

**Verifone**<sup>®</sup>

www.2checkout.com



**Tihomir Yordanov**

Digital Marketing Manager at VS REVO Group



When developing our products, we always focus on offering a great customer experience, and with Verifone, we succeeded in simplifying the payment process for our clients. By switching to the current Convert Plus type of checkout, we increased the conversion rate and overall revenue and aligned the Verifone technology with our brand identity. Safe to say, it's been an overall success, and I couldn't be happier with their dedication and professionalism. ”

**Customer:**  
VS Revo Group

**Revo Uninstaller**

**Vertical/ Industry:**  
Utility software

**Target:**  
B2C

**Website:**  
[www.revouninstaller.com](http://www.revouninstaller.com)

**Benefits & Results:**

- ✓ 13% increase in cart conversion rate due to the new Convert Plus cart
- ✓ 8% increase in annual revenue and 16% increase in RPV
- ✓ Overall improved checkout experience

**Verifone Solution:**



2Checkout Monetization Platform | Reseller Model  
CRO Services

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

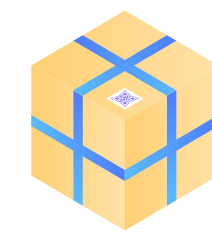
## Context & Objectives

VS Revo Group Ltd. is a software company that develops and manages various utility software products that streamline otherwise difficult processes for the average user. The group is best known for its Revo Uninstaller, a freeware-advanced uninstall utility.

The software provider was looking to improve conversion rates and revenue per visitor on their website. The VS Revo team worked with Verifone's CRO experts, who recommended making the switch from their current cart to a Convert Plus type of checkout.

Convert Plus helps merchants simplify the process of collecting payments from their customers, while offering them a straightforward and unique buying experience. Built with the latest technologies, this cart is highly optimized for a minimal input on the shopper's side during the checkout process.

The proposed 2-Column template was meant to maximize the above-the-fold space, shorten the fields length, and increase the load speed.



Revo  Uninstaller



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# Results

The Verifone CRO team executed an optimization project on the VS Revo cart which included a 14-day test, globally, in all countries and languages. The cart was also enhanced and customized to be aligned with VS Revo's brand identity.

Revo Uninstaller 60 DAY MONEY BACK GUARANTEE English EUR

Secure Shopping Cart

Revo Uninstaller Pro 4 - 1 year - 9.69 €

Discount (REVO-EASTER) -3.70 €

Enable auto-renewal for this order

Revo Uninstaller Mobile & Revo Permission Manager - 1 year 2.38 €

Total price: 11.53 €

VISA Mastercard PayPal Select other methods

Person Company

Email

Full name

Country: Romania

State or province: Please select

Payment Options

Card number

Card expiration date: Month Year

Security code

Card holder name

I want to receive emails about special offers, services & news from Revo Uninstaller

By completing my purchase I confirm that I am over 16 years of age and I agree to the Terms and Conditions.

Place order

CONTROL

Revo Uninstaller 60 DAY MONEY BACK GUARANTEE USD English

Revo Uninstaller Pro 5 Portable - 1 year - \$29.95

Total : \$29.95 Includes TAX \$0.00

Pay securely with VISA Mastercard PayPal

Your information

Personal Company

Email address

Country: United States of America

City

Zip / Postal code State: Search

I want to receive emails about special offers, services & news from Revo Uninstaller

Card details

Card number

Expiration date Security code

Name on card

Enable auto-renewal for this order

By placing the order with the auto-renewal option selected, you are confirming that you are over 16 years of age, and you agree that your license will automatically renew in accordance with the terms above (as such terms may be amended by mutual agreement), for an additional period of up to 12 months, as well as with 2Checkout's Terms and Conditions.

Place order

back to shopping

VARIATION 1

2Checkout is now





## Results (continued)

After two weeks, the 2-column Convert Plus template was seen to maximize both CR (+13% increase) and RPV (+16% increase) at 99% statistical significance, streamlining the checkout experience for their global customers.

- ✓ 13% increase in cart conversion rate due to the new Convert Plus cart
- ✓ 8% increase in annual revenue and 16% increase in RPV
- ✓ Overall improved checkout experience (faster loading time, localized ordering process, configurable promotion and marketing tools, diverse payment methods, etc.)

The collaboration was smooth and all implementation challenges have been quickly overcome, resulting in a successful transition.

### Do you also want higher conversion rates

...and the ability to offer your clients a frictionless checkout experience?

Get more information on Convert Plus and how to activate it.

[Learn more >](#)



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About:  
VS Revo Group

Revo Uninstaller

VS Revo Group Ltd., founded in 2007, is a software company that develops and manages various utility software products that streamline otherwise difficult processes for the average user. The group is best known for its Revo Uninstaller, a freeware-advanced uninstall utility. The VS Revo Group's engineering team is recognized for its reliable and comprehensive new product development cycle, which includes assurance, testing, and debugging, as well as for its superior customer support.

More information on [www.vsrevogroup.com](http://www.vsrevogroup.com) and [www.revouninstaller.com](http://www.revouninstaller.com).

13%  
CCR

16%  
RPV

8%  
Annual  
Revenue

# 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)



## NORTH AMERICA (HQ)

Atlanta,  
Georgia, USA

## NORTH AMERICA

Columbus,  
Ohio, USA

## WESTERN EUROPE (HQ)

Amsterdam,  
The Netherlands

## EASTERN EUROPE

Bucharest,  
Romania

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