CLIENT SUCCESS STORY

Malwarebytes

# Malwarebytes improves RPV by 9% with an optimized placement of upsell and upgrade offers

**9%**
increase in RPV

Trusted by

2checkout
is now Verifone®

www.2checkout.com
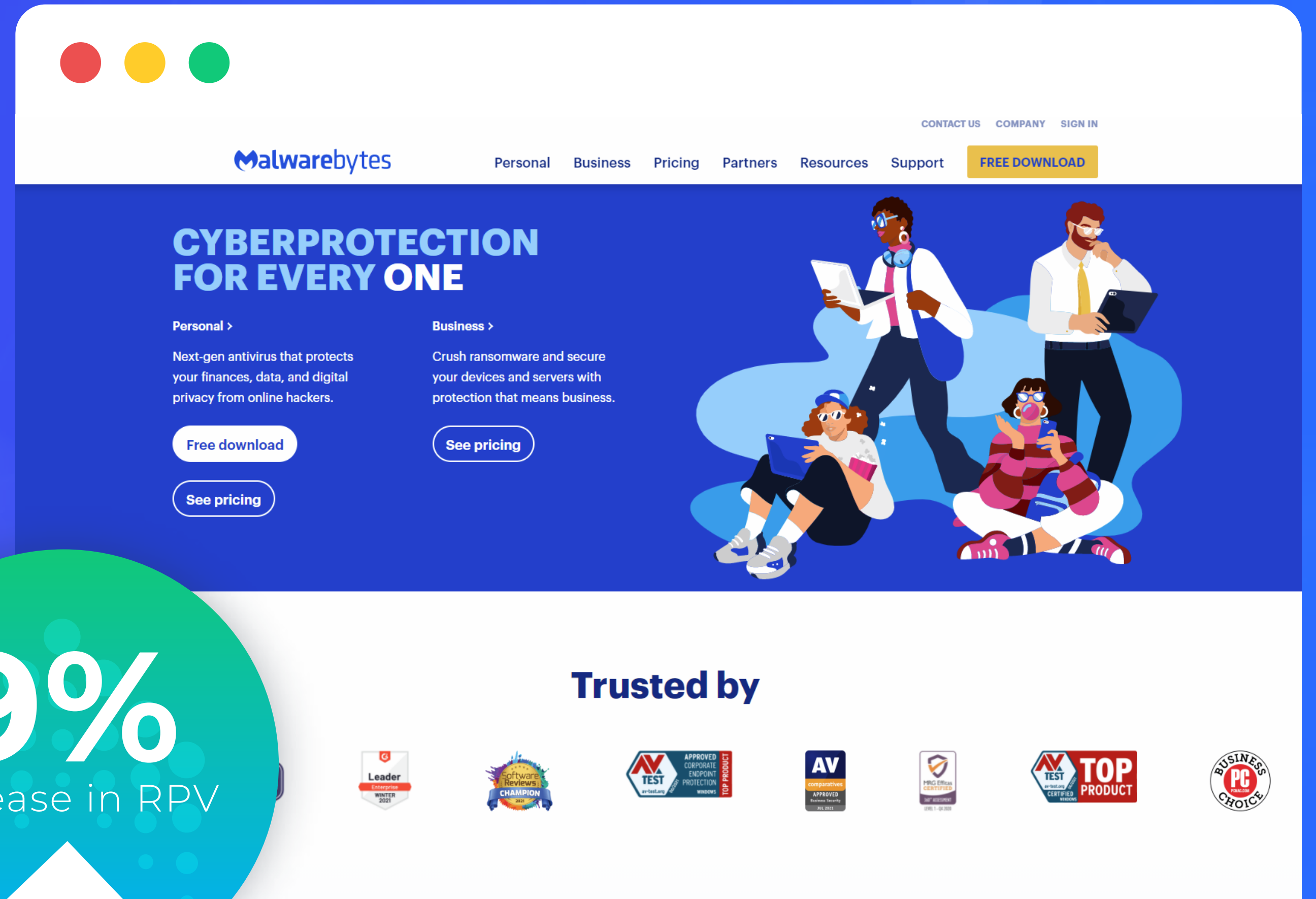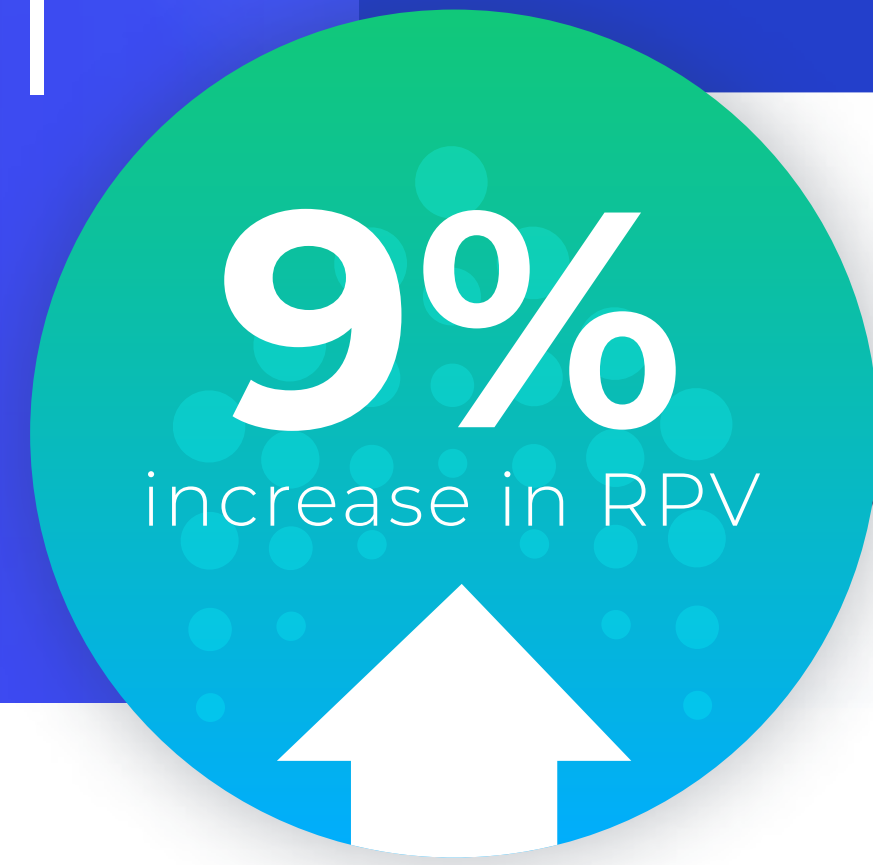
**Erik Hansen**
Sr. Director, Growth Product, Malwarebytes

" Malwarebytes is focused on healthy growth, so we're constantly optimizing the user experience, including the purchase process, from initial acquisition to renewal. Partnering with 2Checkout to test upselling and upgrades offers has increased revenue per visitor by 9%. This is part of a whole series of optimization tests, all helping us to gradually improve revenue and customer experience. "
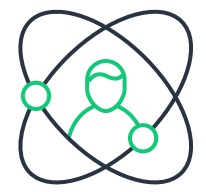
**Benefits & Results:**

9% increase in revenue per visitor from optimizing upsell and upgrade offer displays

**2Checkout Solution:**

Avangate Monetization Platform | Reseller Model
CRO services

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# Context & Objectives

As part of Malwarebytes' continuous effort to optimize their ordering process and customer experience, the software company continued the series of conversion optimization projects alongside 2Checkout's CRO team.

Following several cart flow optimizations, next up was optimizing the content and location of upsell and upgrade offerings in relation to the cart.

These specific tests aimed to answer if having an upsell offer prior to the cart would impact the cart conversion rate, and which are the best offer types (number of years, or number of devices protected by the anti-malware solution) to maximize revenue.

At the same time, the tests explored which style of offer has a higher take-rate: interstitial page or banner.

| Test Variation | Description |
| --- | --- |
| Control | Production template with upgrade offer on Thank You page (no upsell prior to checkout) |
| Variation 1 – Year upsell | Add a Year upsell offer prior to the checkout page, Add Device upgrade before Thank You page |
| Variation 2 – Device upsell | Add Device upsell offer prior to the checkout page, Add Year upgrade before Thank You page |

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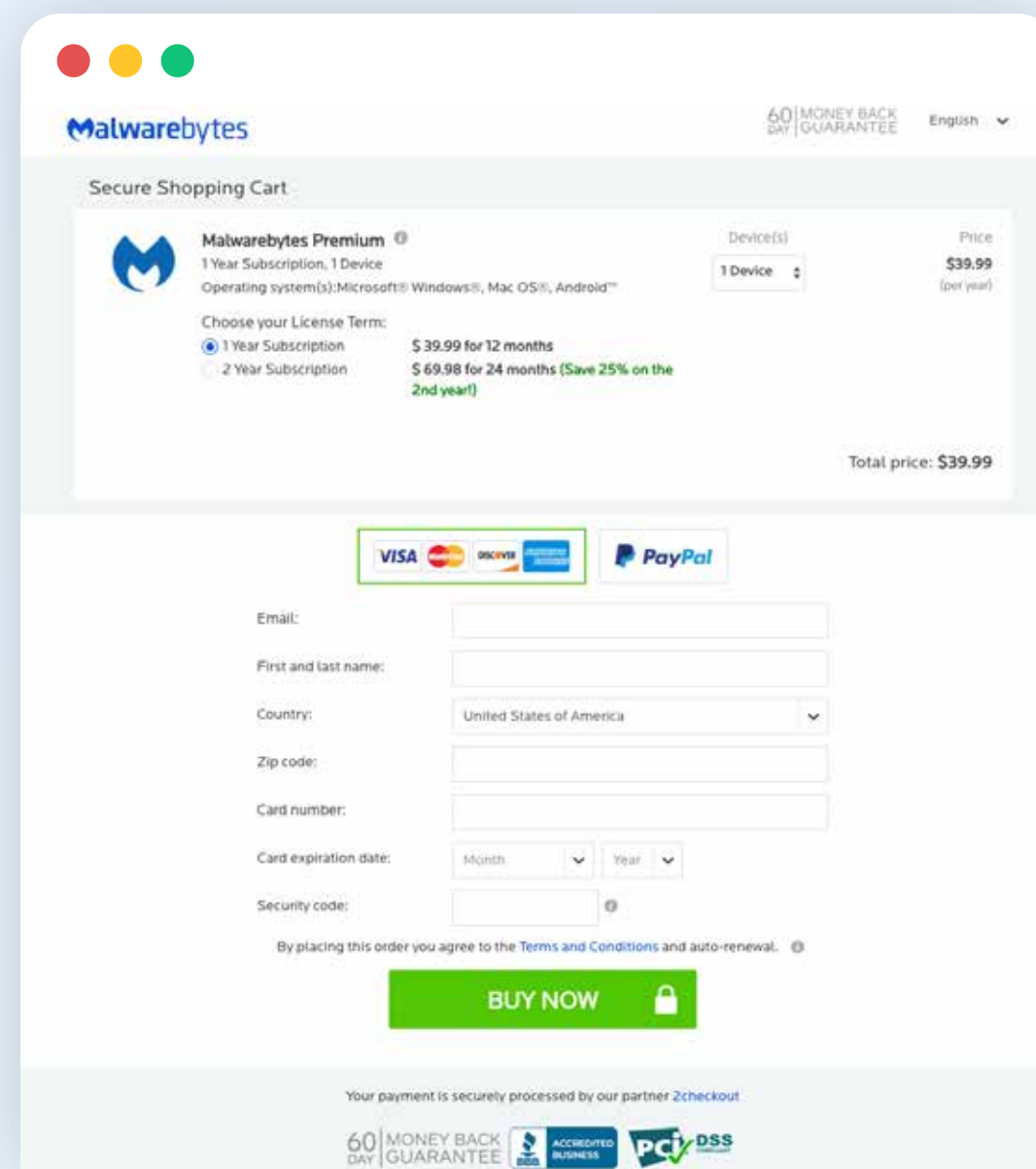is now **Verifone**

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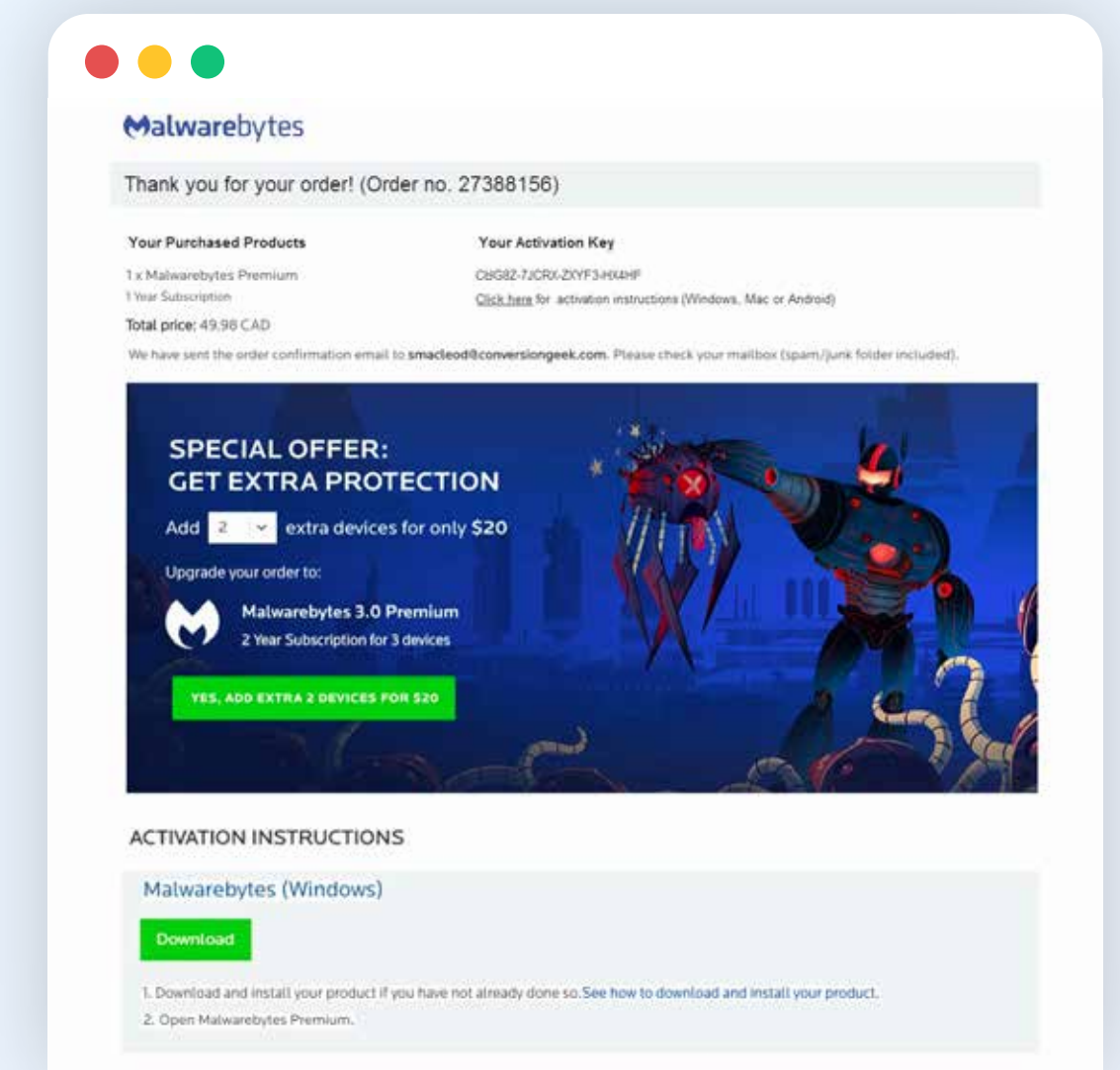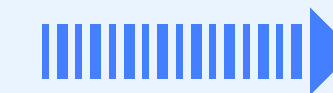
# Control – No Upsell Offers

No upsell offer prior to checkout page. Upgrade offer for extra devices on Thank You page (banner style).
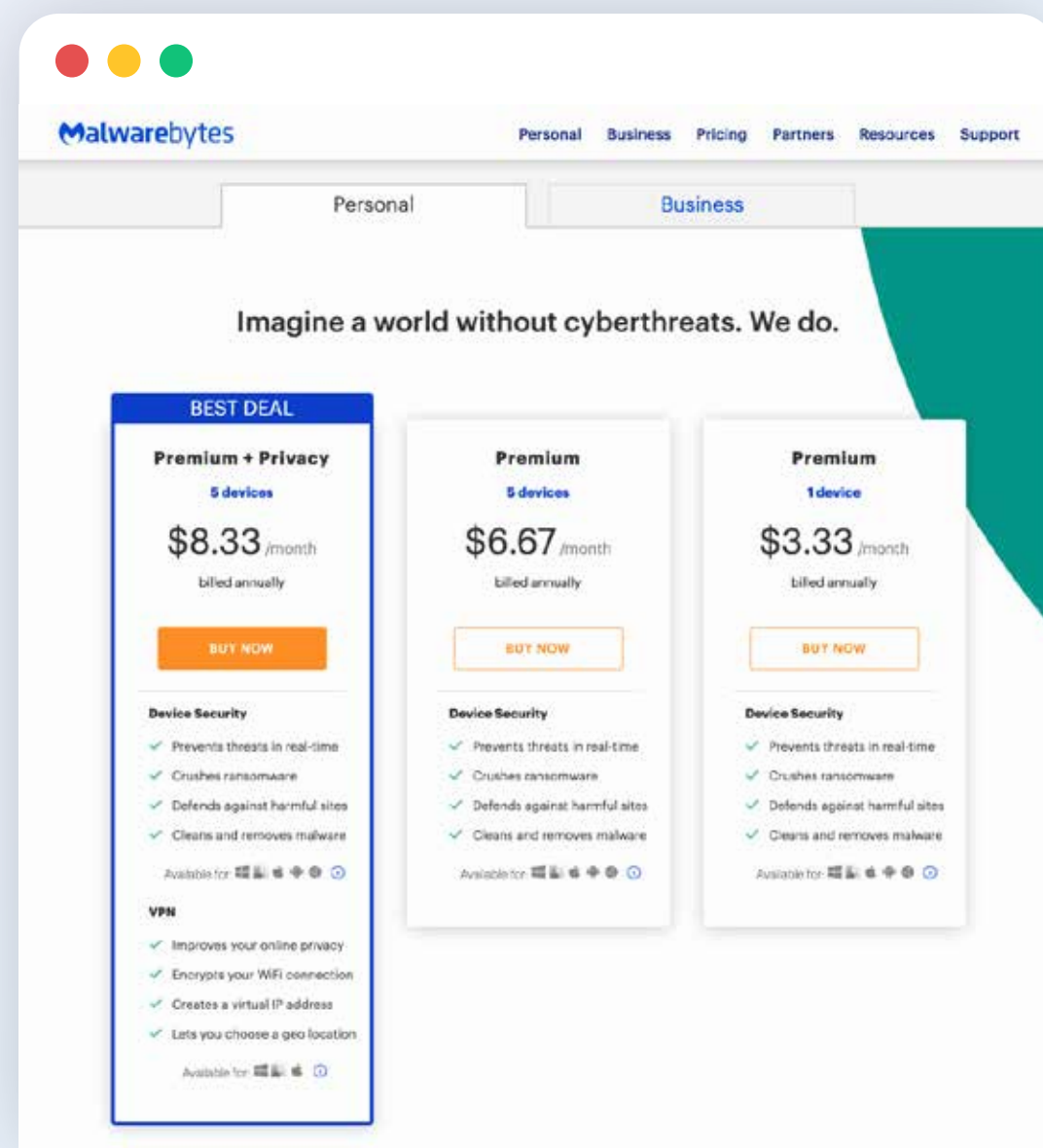


*Malwarebytes-hosted Pricing page*



*Cart hosted by 2Checkout*



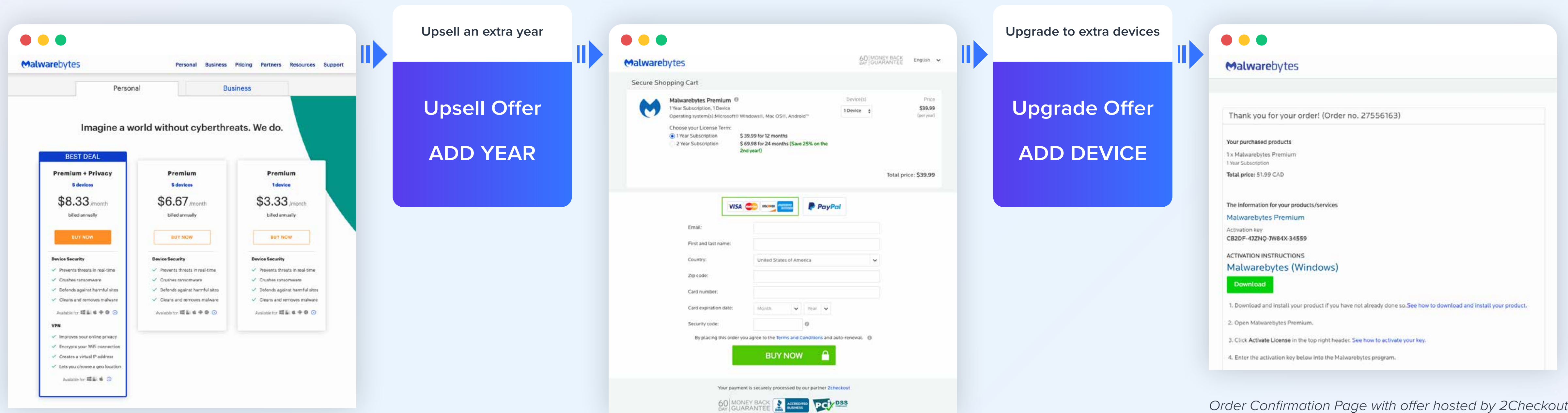*Order Confirmation Page with offer hosted by 2Checkout*

# Variation 1 – Upsell Year, then Upgrade Device

Upsell offer prior to Checkout. The product in the cart is exchanged for a different product prior to completing the order.

After the shopper clicks the BUY NOW button, an **interstitial offer** is displayed with **1-click upgrade feature**.

Order Confirmation page is focused on Activation with no offers.



*Malwarebytes-hosted Pricing page*

*Cart hosted by 2Checkout*

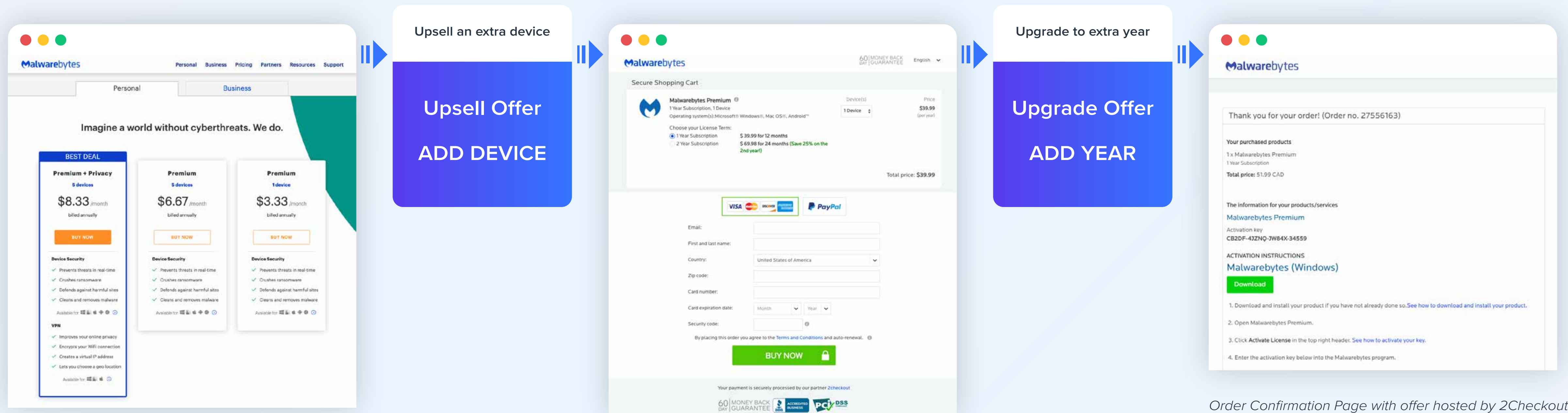*Order Confirmation Page with offer hosted by 2Checkout*

# Variation 2 – Upsell Device, then Upgrade Year

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Upsell offer prior to Checkout. The product in the cart is exchanged for a different product prior to completing the order.

After the shopper clicks the BUY NOW button, an i**nterstitial offer** is displayed with **1-click upgrade feature**.

Order Confirmation page is focused on Activation with no offers.



*Malwarebytes-hosted Pricing page*

*Cart hosted by 2Checkout*

*Order Confirmation Page with offer hosted by 2Checkout*

# Test Results

**Malwarebytes**

Winner: Variation 1 with a **3.92%** increase in conversion rate and **9.16%** in revenue per visitor (RPV), compared to the Control.

Variation 1 also had the highest upsell and upgrade take rates among test variations.

Offering the extra year before the cart maximized revenue per visitor.

**11% Upsell Take Rate**

**8% Upgrade Take Rate**
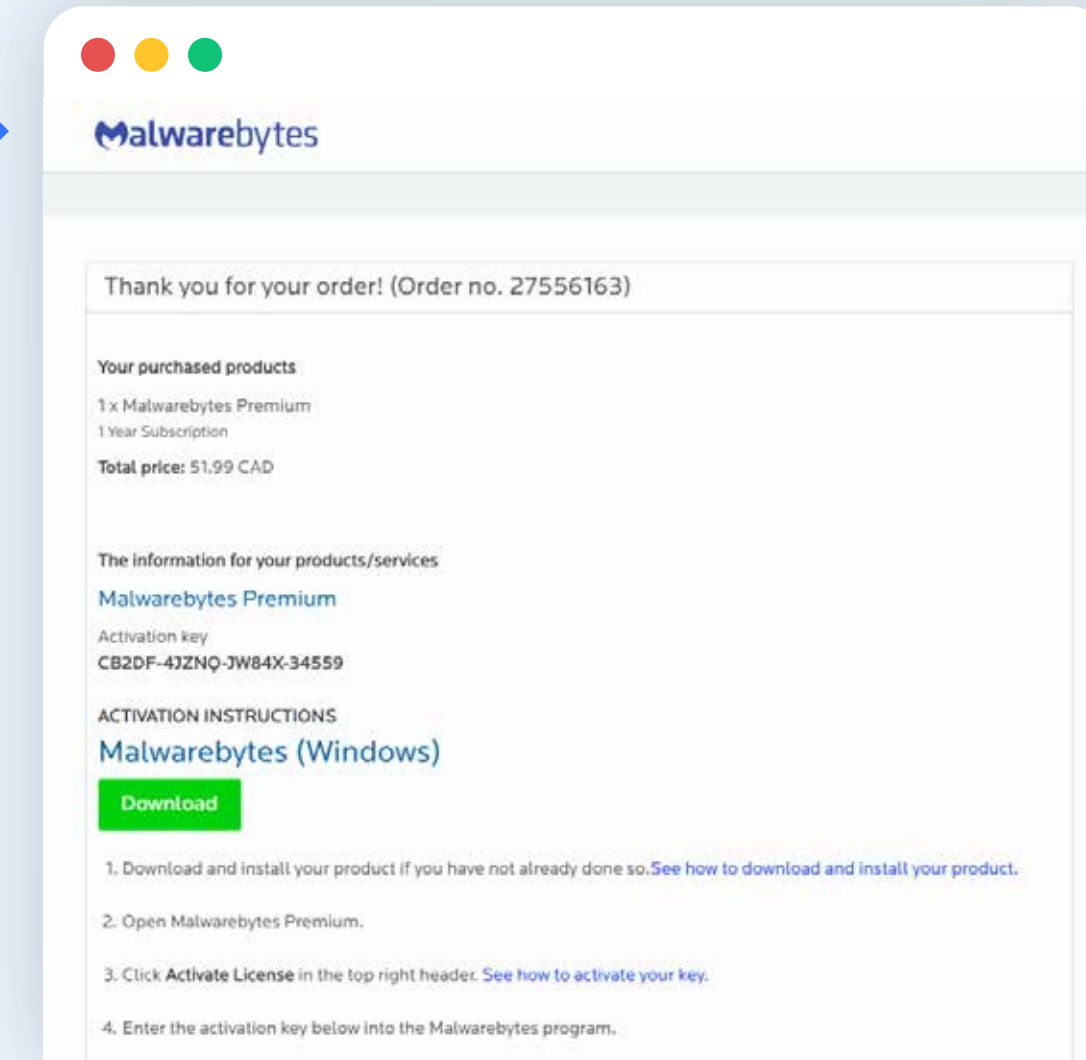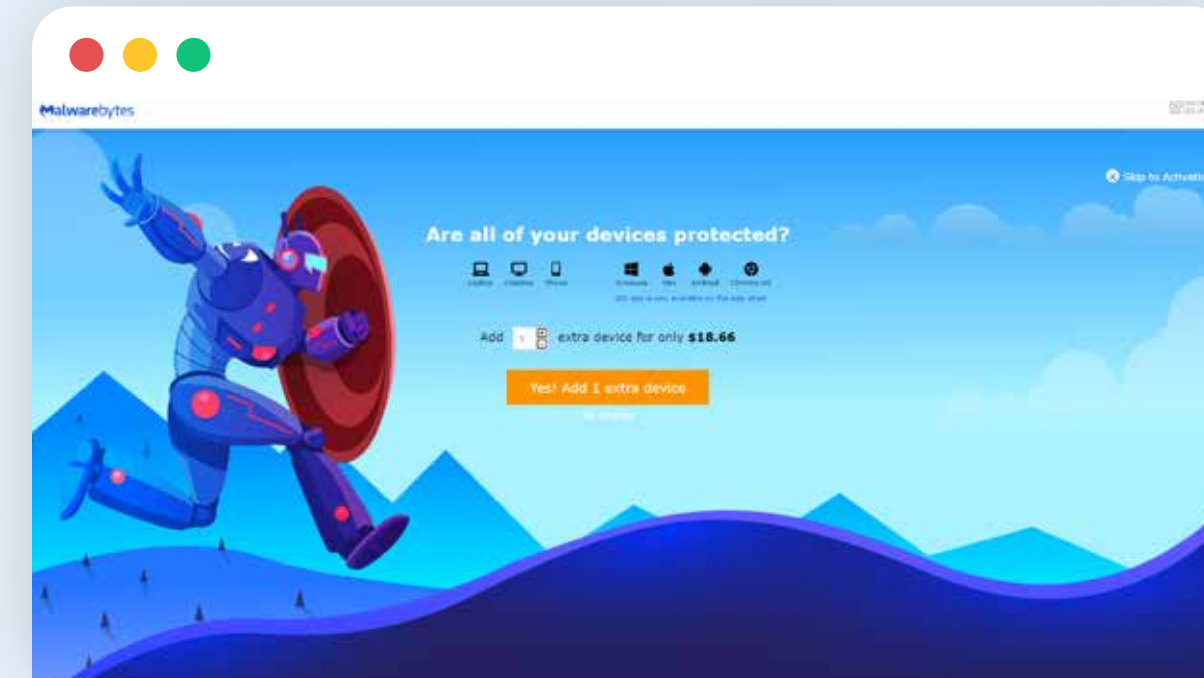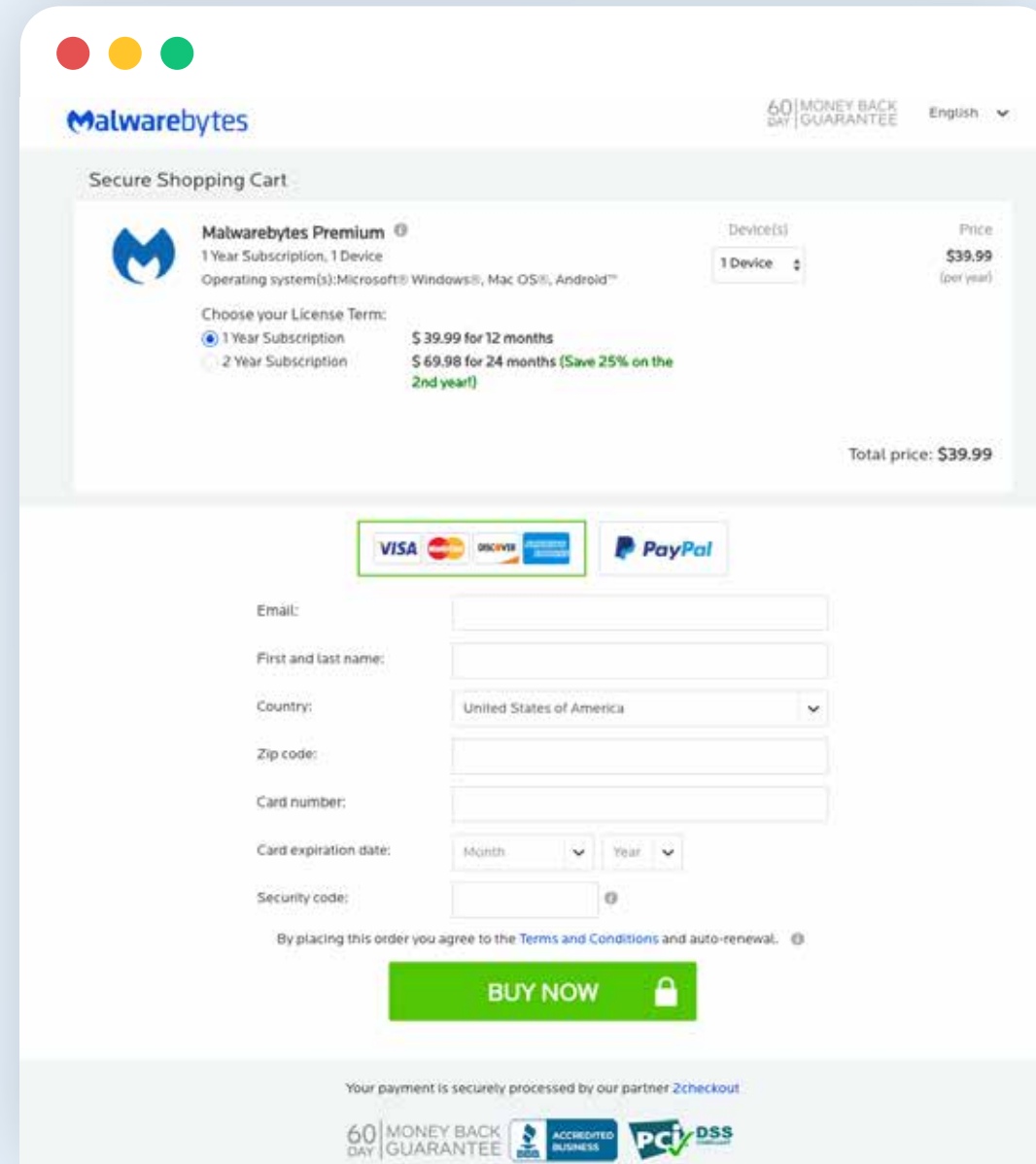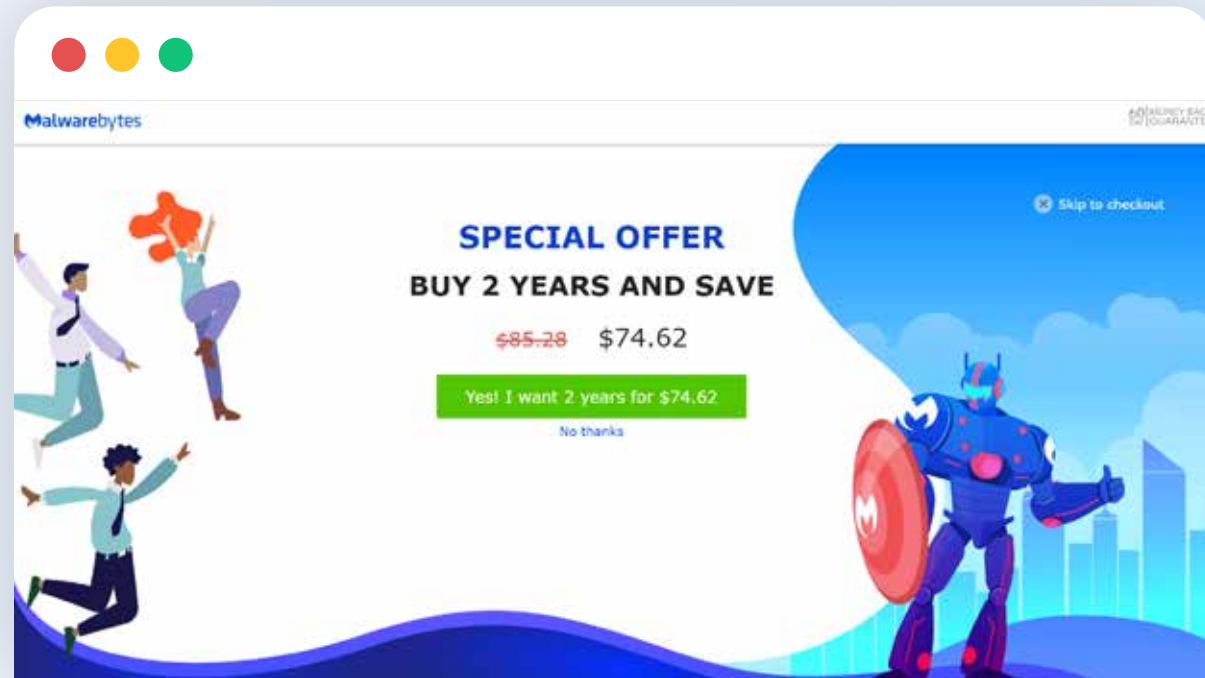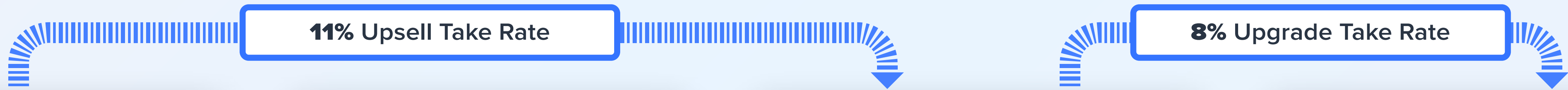


**9% RPV increase vs. control**

# Key Learnings & Recommendations

✓ Upsells and upgrades on the Thank You page are not mutually exclusive and can be used simultaneously to maximize revenue per visitor.

✓ The type of upsell or upgrade offer needs to be tested for optimum results. In the case of Malwarebytes' security solution, upselling for a longer term had a higher take rate and cart conversion rate than upselling for more devices.

✓ Post-purchase upgrades had a higher take rate when displayed as a dedicated page compared to a banner within the Thank You page.

# About 2Checkout

2Checkout (now Verifone) is the leading all-in-one monetization platform for global businesses built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce. 2Checkout's digital services, including global payments, subscription billing, merchandising, taxes, compliance and risk, help clients stay focused on innovating their products while delivering exceptional customer experiences.

In August 2020, leading global payments solution provider Verifone acquired 2Checkout, further solidifying its commitment to providing seamless and frictionless experiences to customers globally through innovative and next-generation hardware and cloud services. 2Checkout will become Verifone, and the unified company will enable omnichannel commerce wherever and whenever clients shop.

Get more information at www.2checkout.com

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