



CLIENT SUCCESS STORY

IObit

Avangate Affiliate Network Drives 28% of Sales for IObit



28%
of revenue
via affiliates

2checkout

www.2checkout.com



May Lee

Marketing Director, IObit



We have a long-term partnership with 2Checkout. Together, we have looked at ways to optimize our eCommerce operations and increase sales. The affiliates channel is working very well for our downloadable software products. Together with the 2Checkout's affiliates team, we have pushed numbers up year after year. We are very proud of what we have achieved, with 28% of our online revenue driven by affiliates. ”

Customer:
IObit

IObit

Vertical:
Software – Utilities and
Anti-malware Products

Target:
B2C, B2sB

Company Size:
SMB

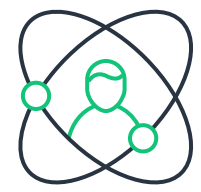
Benefits & Results

- ✓ 28% of online revenue generated by the affiliates channel in 2019, up from 18% in 2018

2Checkout Solution:



Avangate Monetization Platform | Avangate Affiliates Network with Affiliates Managed Services



Context & Objectives

IObit has a long-standing tradition of working with affiliates; the channel contributed 18% of their online sales in 2018. For 2019, the IObit team, together with the 2Checkout affiliates management team, set a more ambitious goal: to surpass 25% of all online sales with the affiliates channel effort.

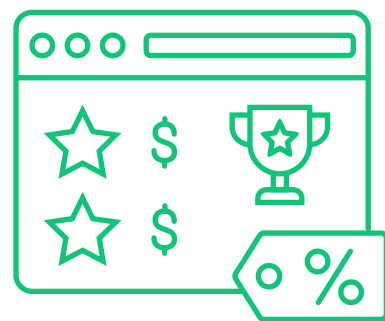


Benefits & Results

Throughout 2019, the teams worked on various promotional campaigns to boost IObit sales via the award-winning Avangate Affiliates Network.

Initiatives:

The Avangate Affiliate Network has been promoting IObit to the affiliate database using a variety of tools:



Premium listing on the 2019 Winter major contest campaign

For IObit, the Frozen campaign has generated a 62% increase in affiliate sales volume during the contest; a 16% increase in affiliate clicks; and 22% of the total affiliate partnership requests in 2019.

Customer:
IObit



The contest admission is as easy as it gets - all Avangate Affiliate Network affiliates are eligible to join the competition and win as it is stated in our Terms&Conditions.

Product	Commission	Discount Coupon
IObit	up to 75%	up to 80%
movavi	30%	30%
ABSOLUTE HOME & OFFICE	25%	30%

Initiatives (continued):



2Checkout monthly newsletter dedicated for affiliates



30 best-selling merchants landing page

Devart product's main features include Intelligent SQL Coding, Database Comparison and Synchronization, Visual Query Builder, Database and Table Designer, Import/Export Data, Database Administration and Backup, MySQL Debugger, Database Reports, and more!

HOT PICKS OF THE MONTH

- Absolute** 12% Commission
- IObit** 40% Commission
- 123FormBuilder** 12% Commission

INDUSTRY TRENDS

- 6 Ways to Get More Organic Traffic, Without Ranking Your Website
- 11 Ways to Drive Free Traffic to Your Site

Avangate HQ | US HQ | Get in Touch!

30 Best Selling Merchants

Merchant	Cookie Life	Commission
IObit	120 days	70%
Mondly	100 days	4%
Movavi	100 days	4%
Esseware	100 days	4%
AVS4YOU	30 days	4%
ABYY	100 days	3%
Alisesoft	100 days	3%
Apowersoft	30 days	5%
AtomPark	100 days	3%
Malwarebytes	100 days	3%

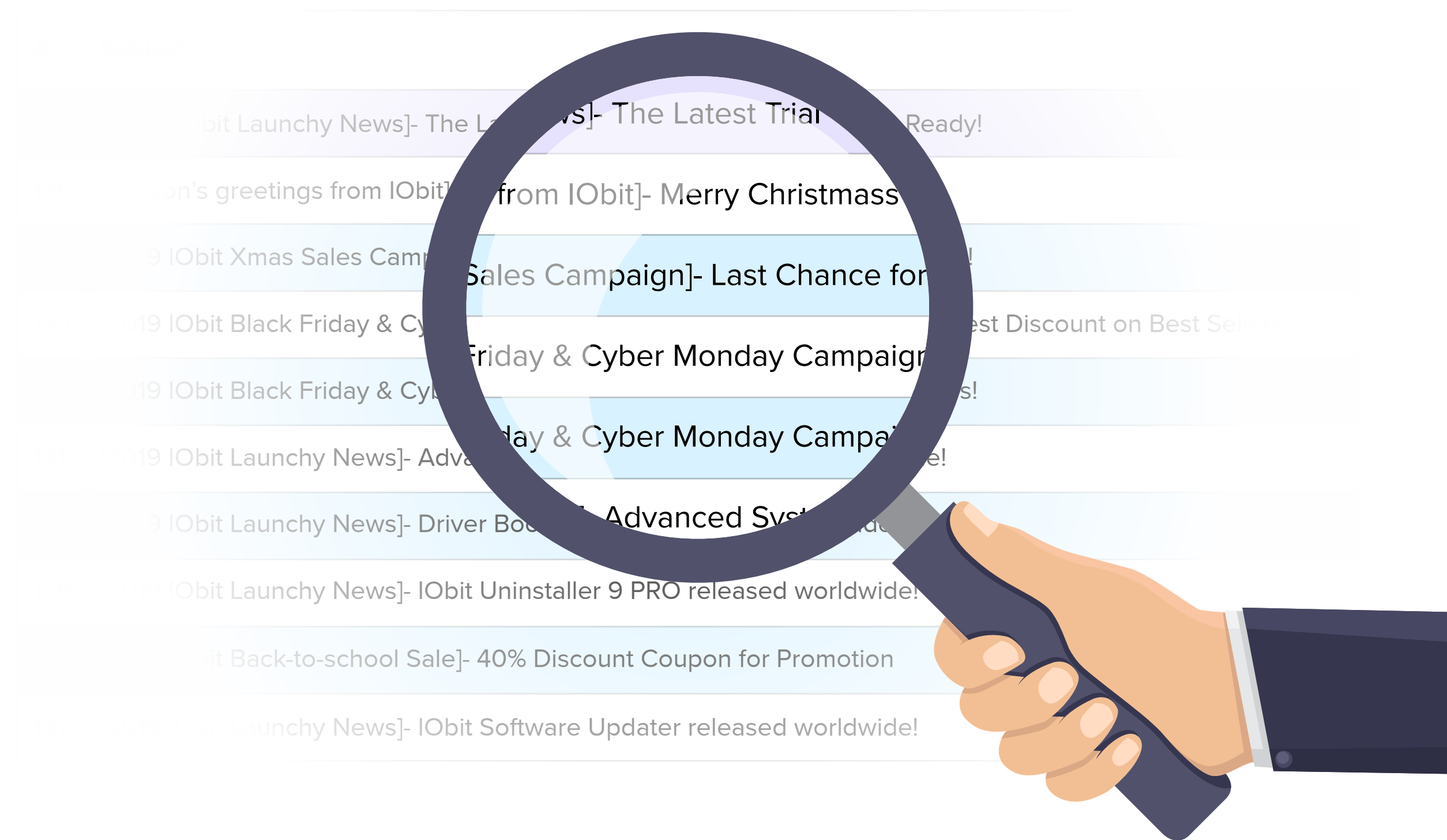
IObit

Cookie Life: 120 days
Commission: 70%

Request Partnership

The IObit team worked alongside these campaigns and nurtured affiliate relationships using the “Newsletter” tool from the 2Checkout’s merchant control panel, holding promotional campaigns around main events such as Black Friday, Cyber Monday, etc.

Newsletters



Customer:
IObit

IObit





Overall Results

48%
increase in
affiliate sales

With help from all these actions, **IObit increased affiliate sales by 48%** in 2019 compared to the previous year.

28%
of total
online sales

The affiliate channel brought 28% of total online sales, up from 18% in 2018, making IObit the number-one-promoted merchant by affiliates in the Avangate Network.

About
IObit

IObit

IObit provides innovative system utilities that are as simple to use as they are powerful and reliable. It also makes available free versions of its software for personal or non-commercial use. IObit's flagship product, Advanced SystemCare, has received numerous awards and positive reviews along the years.

More information on www.iobit.com.

About 2Checkout's Avangate Affiliate Network for Software and Digital Goods

avangate
Affiliate Network

We are the **number 1 network**
for digital goods worldwide,
for 6 years in a row!



Whether it's tech content publishers, deals aggregators, paid search, or other online services affiliates, your products and services will benefit from a wider visibility using this global channel as well as targeted reach to specific markets. Better visibility also has a real impact on the bottom line: affiliates in our network increase sales by 25% on average. For more information, visit www.avangatenetwork.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



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