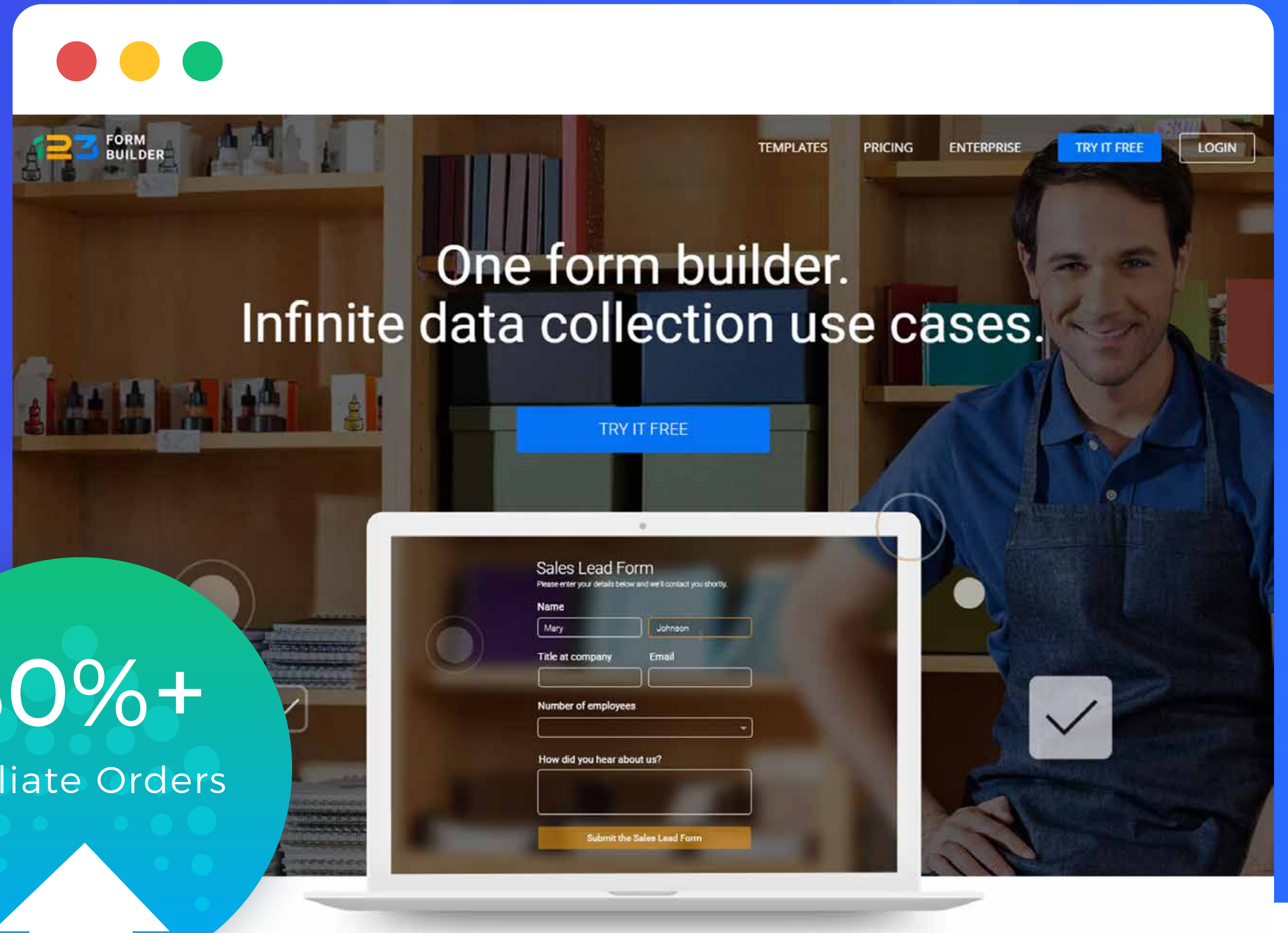




CLIENT SUCCESS STORY

123 FORM BUILDER

B2B SaaS  
123FormBuilder Sees  
Success with Affiliate  
Marketing with  
2Checkout's Award  
Winning Avangate  
Affiliate Network



30%+  
Affiliate Orders

2checkout  
is now **Verifone**

www.2checkout.com



Florin Cornianu  
CEO at 123FormBuilder

“ We were looking for an additional sales channel for our expanding SaaS products and working with 2Checkout’s Avangate Affiliate Network and services proved very efficient. We have seen encouraging results since the very beginning and it just shows that with the right support, affiliate marketing works also for B2B SaaS. ”

Customer:  
123FormBuilder



Vertical:  
Web Tools - online  
form builder

Target:  
B2B, B2sB  
and B2C

Company Size:  
SMB

#### Benefits & Results

- ✓ Increased awareness of 123FormBuilder products among affiliates
- ✓ 38% more orders via affiliates
- ✓ 19% increase in affiliate-sales

#### 2Checkout Solution:



4Enterprise for digital commerce  
Avangate Affiliate Network with Affiliates Managed Services



## Context & Objectives

123FormBuilder, a B2B SaaS with additional products for the B2sB and B2C market, decided to expand their online sales through the affiliates channel. For this purpose, they selected 2Checkout's award winning Avangate Affiliate and Affiliates Managed Services.

## Solution & Results

In order to increase awareness of 123FormBuilder among the affiliate community and improve online sales, the 2Checkout team has proposed the SaaS provider a series of promotional affiliate campaigns such as placement in the Spotlight monthly newsletter, product listing into the Avangate Marketplace and several other promotional campaigns during April and May 2020 – the promo period.

Customer:  
123FormBuilder







**avangate**  
Affiliate Network

**123 FORM BUILDER**

**50% Commission for Affiliates.**  
**Mic Drop.**

Sign Up Today

Hi,

We hope everything is well with you!

We are happy to announce that **we have bumped our affiliate commission to 50%** for the entire duration of this spring! The increased commission is available starting TODAY, 25 February 2020.

The offer's standing for the months of March, April, and May, so hurry up and get those affiliate links up and going! For the next three months, 123FormBuilder will reward you with no less than half of what you sell through our affiliate program.

You know the basic rules: [get the affiliate link](#), [tell people about our awesome form builder](#), and [cash in!](#)

Interested? Click the button below to learn more!

Sign Up Today

Contact Us

Any questions? Do not hesitate to drop us a line at

## Examples of promotional activities:

### Network Contest Premium Listing Spring SALE

123FormBuilder has been premium listed in the 2020 Spring Sale campaign that helped increase awareness of the company's products across affiliates. During the campaign, 123FormBuilder has generated 38% more completed affiliate orders and achieved 30% more affiliate partnerships during the promo period, compared to the previous two months.

**avangate**  
Affiliate Network

**Spring Sale**  
Win Amazon Vouchers of up to \$1,500!

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
<b>123 FORM BUILDER</b>	50%	50%
<b>Bitdefender</b>	50%	50%
<b>SysTools</b> Simplifying Technology	25%	25%

**123 FORM BUILDER**

**commission:** 50%    **Discount Coupon:** 50%

**Campaign description:**  
Recommend 123FormBuilder to your followers and earn a 50% commission this spring! This spring, 123FormBuilder will be offered at a 50% discount for selected plans - so let's spread the news together!

**Products included:** [Click to see all Products](#)

**Coupon Codes:** [Click to see all Codes](#)

**Duration:** April 1st, 2020 - May 31st, 2020

**Join Program**

**Bitdefender**

**commission:** 50%    **Discount Coupon:** 50%

**Campaign description:**  
Best protection and best performance for your workstations and servers, physical or virtual. GravityZone Business Security is constantly ranked #1 in independent security tests, providing trusted security for companies of all sizes.

**Products included:** [Click to see all Products](#)

**Coupon Codes:** [Click to see all Codes](#)

**Duration:** April 1st, 2020 - May 31st, 2020

**Join Program**

**SysTools**  
Simplifying Technology

**commission:** 25%    **Discount Coupon:** 25%

**Campaign description:**  
Celebrate this spring season with "SysTools" and grab the best offers. Get 25% Off on all Software. HURRY UP!! AND GRAB THIS GOLDEN OPPORTUNITY.

**Products included:** [Click to see all Products](#)

**Coupon Codes:** [Click to see all Codes](#)

**Duration:** April 1st, 2020 - May 31st, 2020

**Join Program**

**In the Spotlight**

**Earn 50% Commission with 123FormBuilder!**

123FormBuilder is a comprehensive and easy to use form building tool that enables organizations to create internal and external workflows. The tool offers multiple customization options for forms and surveys.

123FormBuilder is fully integrated with a range of third party tools (such as Salesforce, PayPal, Google Drive, and WordPress), allowing companies to create seamless connections between the platforms they use the most.

**Join 123FormBuilder Affiliate Program today!**

**123 FORM BUILDER**



## Summary of Results

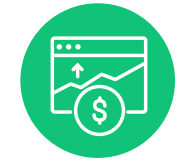
Results were obtained during the promo period of April and May 2020, compared to the previous two months.



**30% new recruited affiliates**



**38% increase in orders during the Spring Sale campaign**



**19% increase in sales volumes obtained via the affiliate network**



About  
123FormBuilder

**123** FORM  
BUILDER

123FormBuilder is a trustworthy and user-friendly web form builder that allows organizations to easily securely build and customize forms or surveys without programming skills. With 123ContactForm anyone can create from simple to complex forms or surveys and start collecting data within minutes. It is the right tool for individuals, but also for small businesses and large enterprises. It integrates with many third-party apps, such as Google Drive, Salesforce, MailChimp, PayPal, Stripe and many more. Founded in 2008, 123FormBuilder is among the 5 top form builders in the world used by a wide diversity of businesses and institutions.

For more information, visit [www.123formbuilder.com](http://www.123formbuilder.com).

**2checkout**  
is now **Verifone**

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

# Ready to Sell Worldwide, Hassle-Free?

Our digital commerce capabilities are available to all 2Checkout customers. Choose your product based on your business model and go-to-market needs. For more details, compare plans and choose the best commerce solution for you:

## 2SELL

Accept mobile and online payments from buyers worldwide



## 2SUBSCRIBE

Subscription management solution to maximize recurring revenue



## 2MONETIZE

Full commerce solution built for digital goods sales



## ADD-ONS

Additional services to boost online sales



For businesses that want to scale to their maximum potential, we offer dedicated support with premium onboarding, custom integrations, professional services and an affiliate network. [Contact our sales team](#) to find the best solution for your needs.



# 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](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