



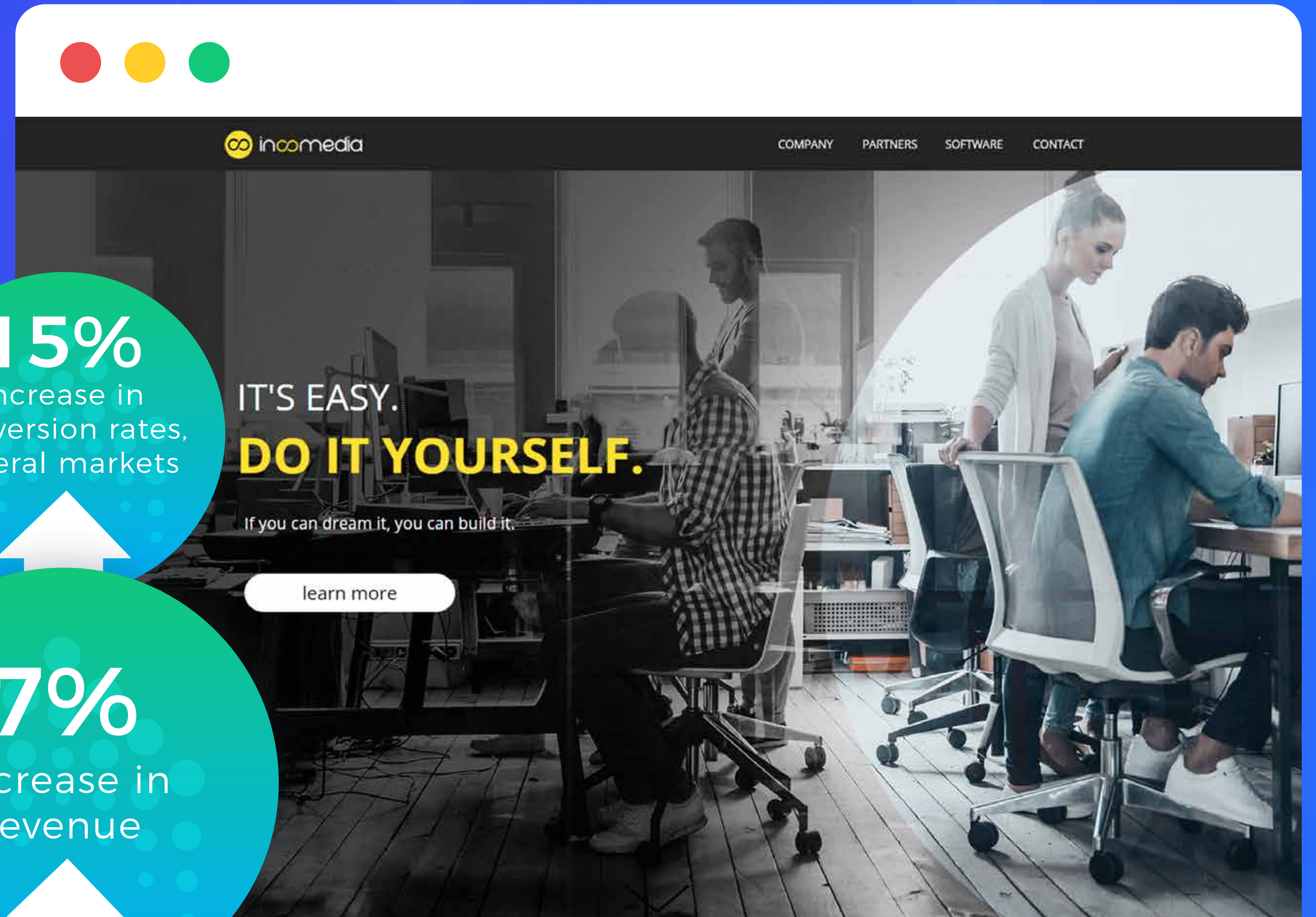
CLIENT SUCCESS STORY



Incomedia Increases Revenue at a Global Level by 7% Following CRO Project with 2Checkout

15%
increase in conversion rates, several markets

7%
increase in revenue





Federico Ranfagni
CEO, Incomedia

“ We are very grateful for this CRO project, showing us, once again, that we need to keep testing in order to optimize various aspects of the ordering process. Also, it is always interesting to see different results in different countries, which show that per-country localization is a must, at least in our top markets. ”

Customer:
Incomedia



Vertical:
Website Building Tools

Target:
B2sB, B2B

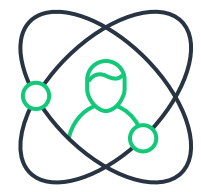
Company Size:
SMB

Benefits & Results

- ✓ 7% revenue increase at a global level
- ✓ Optimized cart flow on a per-country basis



Avangate Monetization Platform
CRO Service

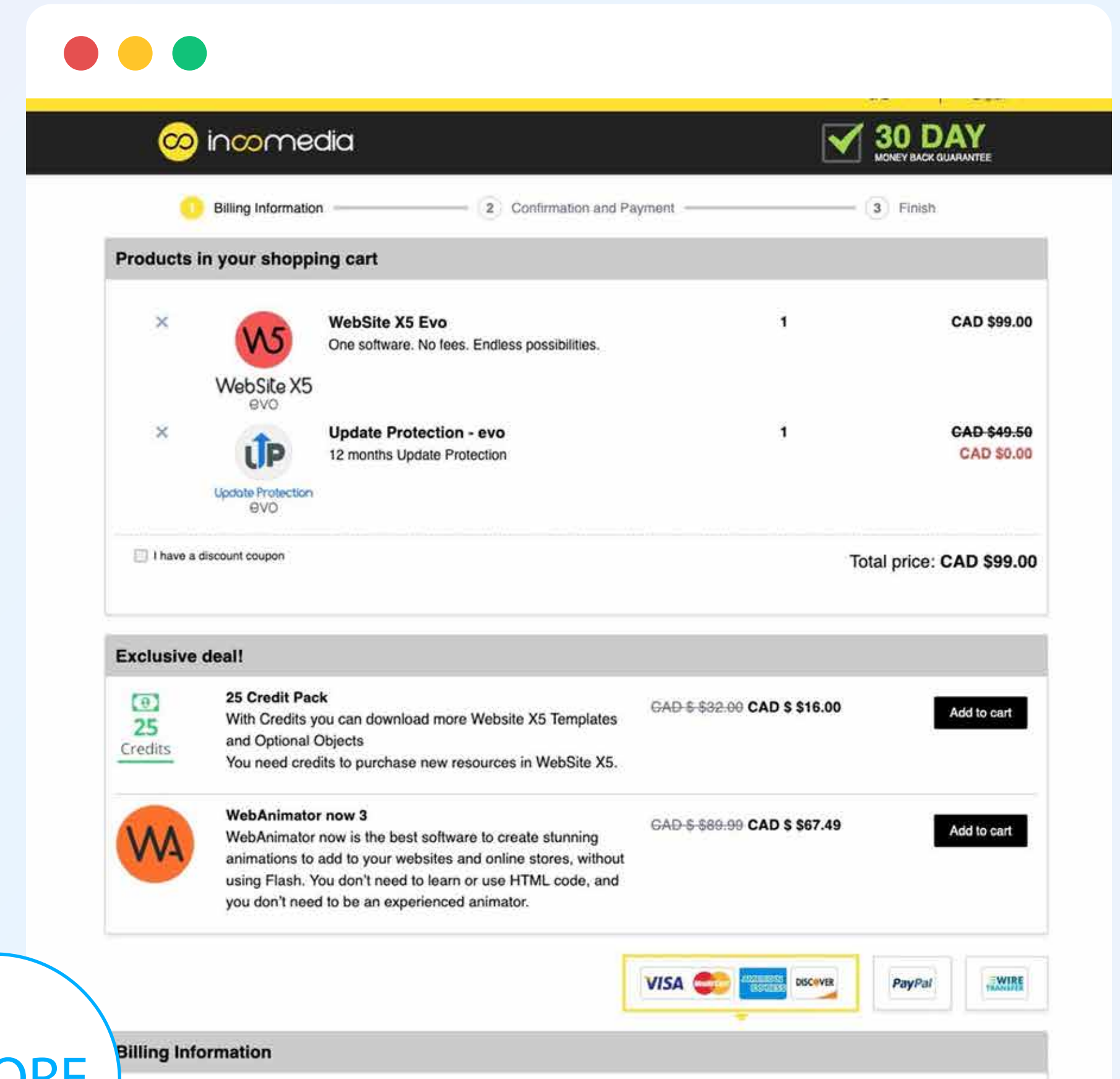


Context & Objectives

The objective was to increase the conversion rate of the main checkout page. Due to the high usage of PayPal in top markets, PayPal optimization with custom logic was tested at a global level. The project also tested the review flow, and aimed to optimize the review page.

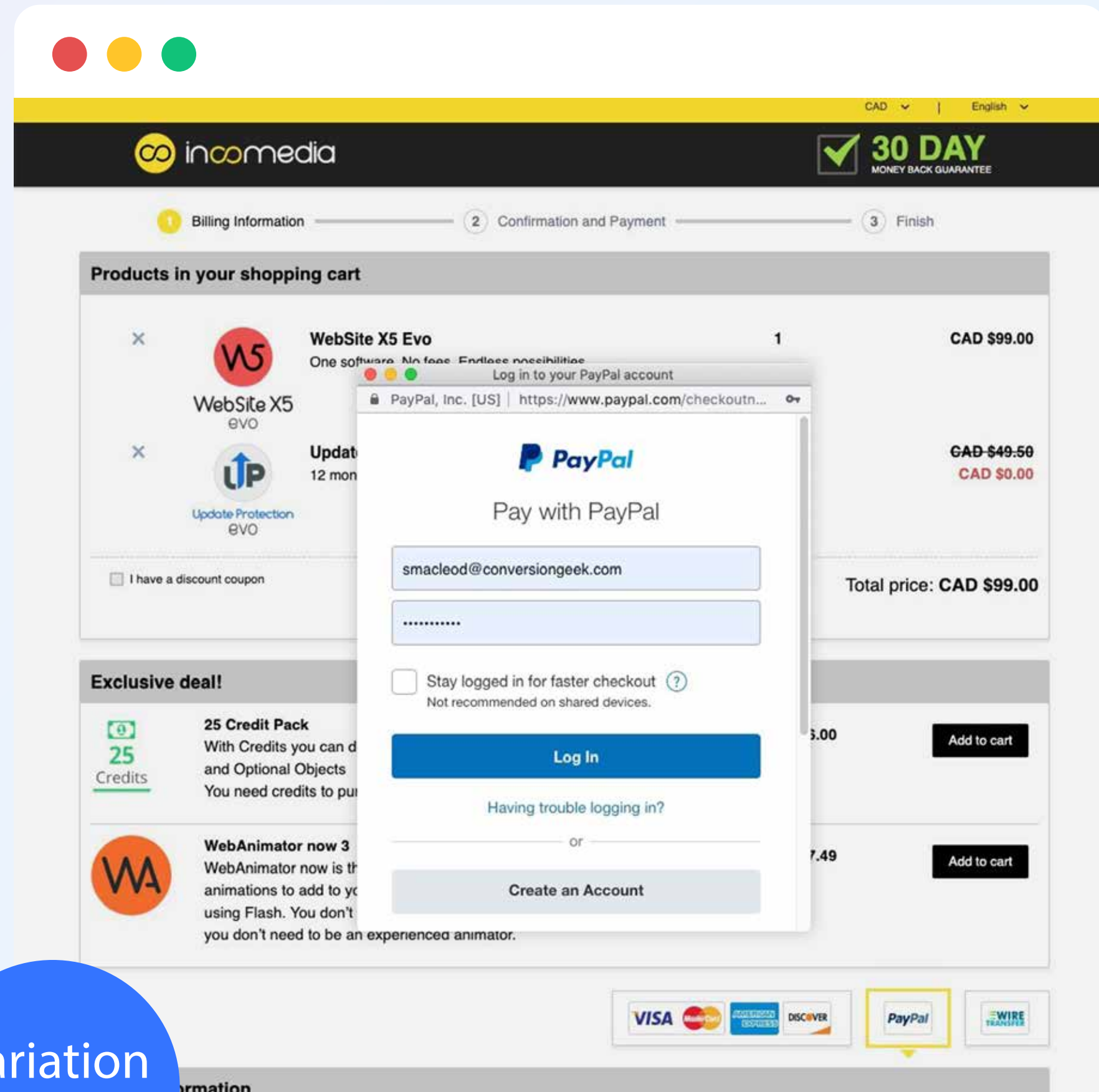
The control used for this project was Incomedia's current template, consisting of the current checkout page and cart flow (with review page) with no PayPal or review page optimizations. Variation 1 – PayPal and Optimized Review Page – was the same as the current checkout page and cart flow (with review page), but with PayPal optimization added and optimized review page. Variation 2 – PayPal and No Review Page – was the same as Variation 1 (including PayPal optimizations), but with no review page.

Customer:
Incomedia



BEFORE

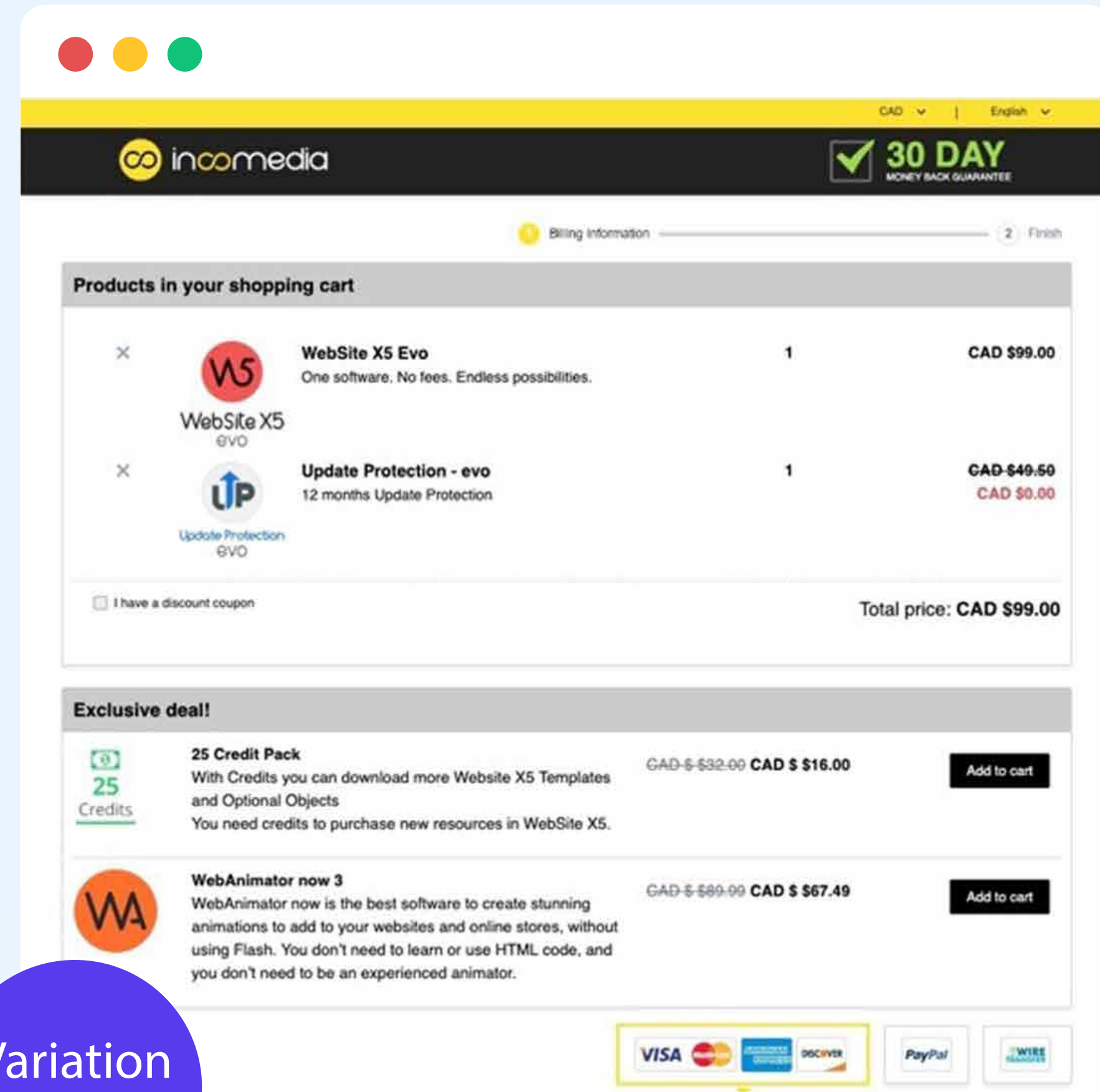
Current checkout page and cart flow (with Review Page)



Variation
no. 1

PayPal and Optimized Review Page

When the shopper clicks the PayPal button, the PayPal InContext login automatically appears.



Variation
no. 2

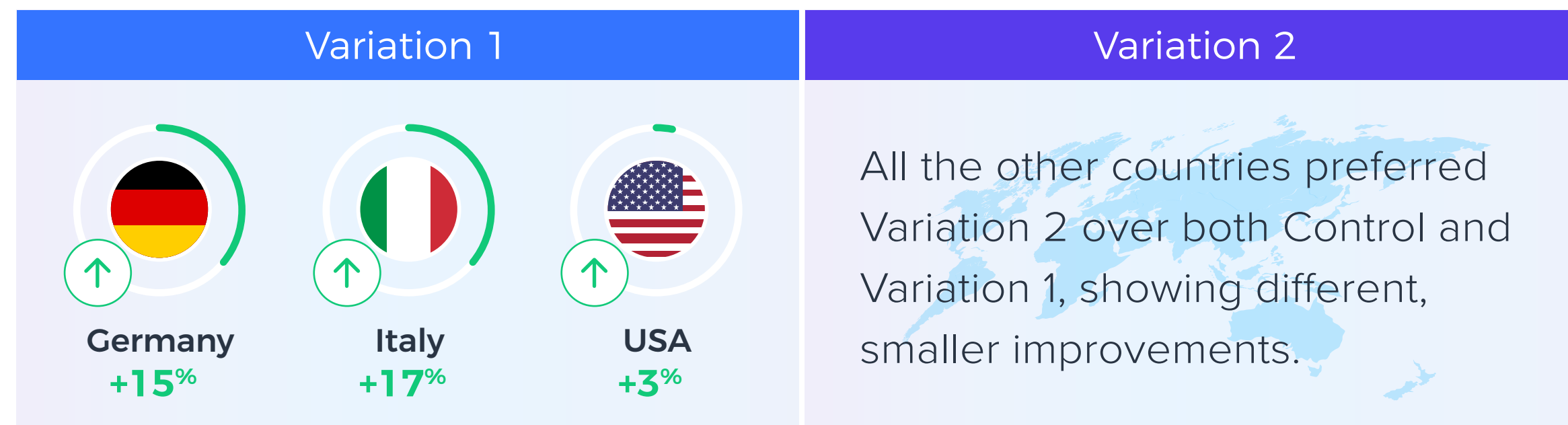
Variation 2 – PayPal and No Review Page

The second, "Confirmation" step has been removed from the navigation map to reflect the shorter flow.

Solution & Results

At a global level, both Variation 1 (PayPal and Optimized Review Page) and Variation 2 (PayPal and No Review Page) are on par with control, with no visible CR difference.

However, at a country level, the test results showed that different countries prefer different variations. Top countries (such as Germany and Italy) preferred Variation 1, with improvements of 15.80% and 17.13%. U.S. also showed a slight preference for Variation 1.



The recommendation following this project was for Incomedia to switch to the new optimized template at a global level and optimize the cart flow (with/without review) on a per-country basis. The countries that showed a preference towards the review page should get it, and all the other countries should be served a flow with no review page.

Incomedia was founded in 1998, out of a passion for technology shared by two brothers, Federico and Stefano Ranfagni, and their belief that technology should always exist to serve people. The next phase started in 2000, when a friend asked, "I'm not a programmer but I want to launch a website. Can you help me?" It may have seemed crazy, but during a trip one hot summer day, the core idea for what would become WebSite X5 was born. This software, as intuitive as it is comprehensive, would allow anyone, even the inexperienced friend, to create their own website in just 5 steps.

Today, WebSite X5 is sold all around the world, and we are still excited to keep developing it and to seek new software and solutions.

More information on <https://www.incomedia.eu/> and their dedicated product sites www.websitex5.com and www.webanimator.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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