Anuraag Singh
Chief Executive Officer and Co-Founder, SysTools Software

" We take pride in what we do, and we believe that we are revolutionizing the lives of millions of computer users and IT administrators. And to truly serve this target market as they expect to be served, we needed a stronger online channel and a better way to monetize our solutions. The improvements we made with 2Checkout in our digital commerce operations are even more important given this context, and I am very pleased with this partnership. "

SysTools®
Simplifying Technology

Customer:
SysTools Software

Vertical:
Software - Data Recovery, Cloud Backup, Cloud Migration, and Digital Forensics

Target:
B2C and B2sB

Company Size:
SMB

Benefits & Results:

✓ 15%+ overall estimated revenue uplift

✓ 51% cart conversion rate (17% increase compared to previous provider)

✓ AOV increased by 40%

✓ 6%+ increase in sales using promotions, upsell, cross-sell, and bundling tools

✓ 7%+ additional revenue driven by the Affiliate Network

✓ Consolidated and customizable reporting

2Checkout Solution:

Avangate Monetization Platform

2checkout

www.2checkout.com
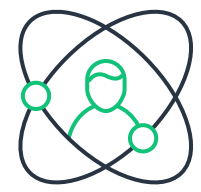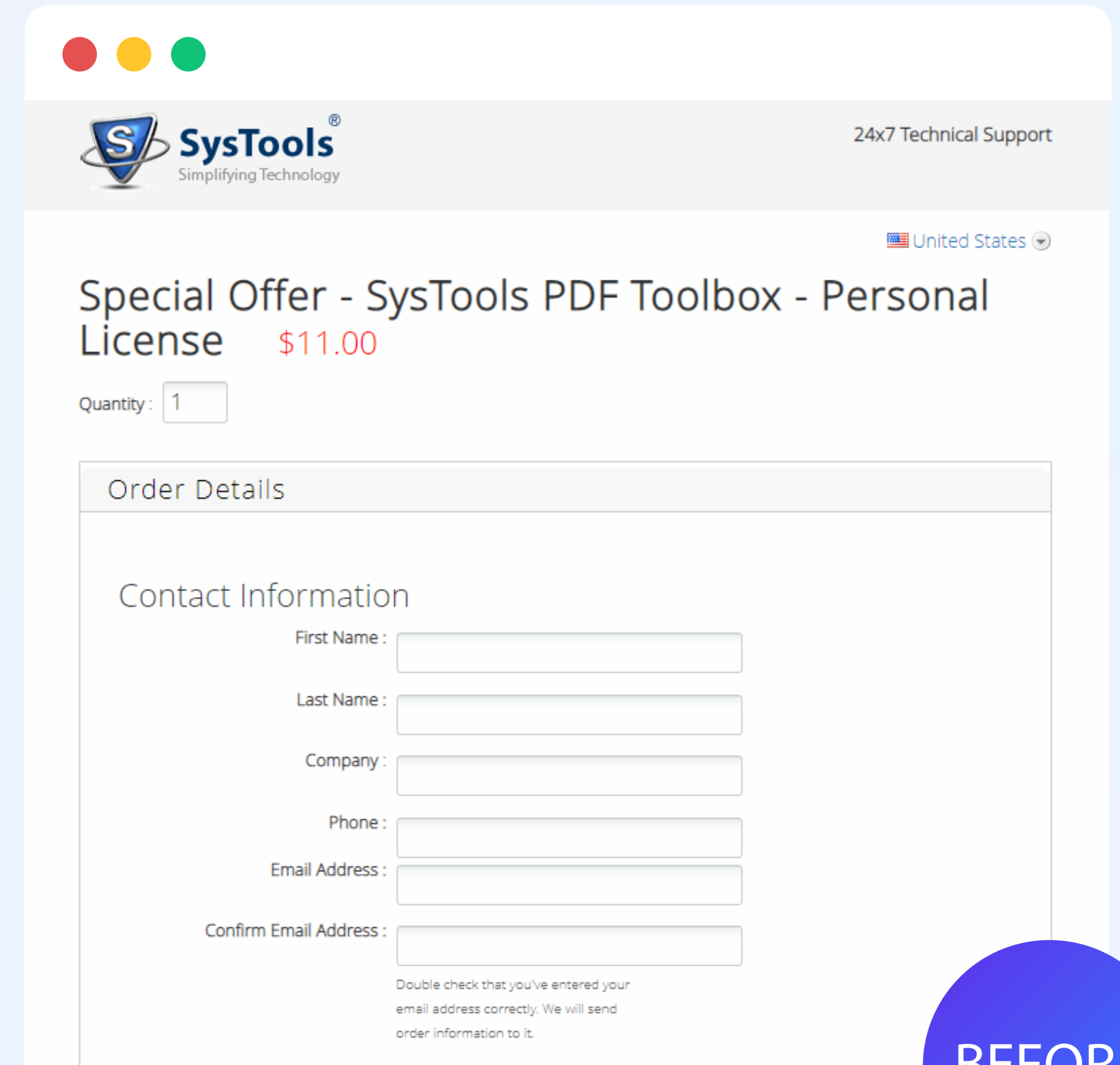
Context & Objectives

Before working with 2Checkout, SysTools was struggling to improve internal efficiencies and agility related to their online sales, both direct and via the channel. The main pain points were low cart conversion rates, limited out-of-the box functionality, and delays in creating new marketing campaigns, as well as scarce support for affiliate marketing. In addition, the company was working with multiple providers, which led to siloed and disintegrated reporting and additional man hours required to conduct multiple campaigns across markets.

Solution & Results

Since working with 2Checkout's Avangate Monetization Platform, SysTools experienced an immediate improvement in digital commerce operations across multiple areas, including conversion rates, average order value, cart recovery, refund management and shopper support, affiliate channel revenues, reporting, and many others.

SysTools®
Simplifying Technology

SysTools®
Simplifying Technology

24x7 Technical Support

🇺🇸 United States

Special Offer - SysTools PDF Toolbox - Personal License $11.00

Quantity : 1

Order Details

Contact Information

First Name :

Last Name :

Company :

Phone :

Email Address :

Confirm Email Address :

Double check that you've entered your email address correctly. We will send order information to it.

SysTools' Shopping Cart with Previous Commerce Provider

BEFORE

2checkout

www.2checkout.com

By working with 2Checkout, SysTools achieved more than 15% overall revenue uplift, generated through several improvements:

SysTools performed a cart optimization project, which led to an increase in conversion, with the software company achieving over 51% cart conversion rates for new acquisitions, a 17% increase compared to their previous provider.
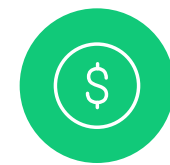
Average Order Value increased by 40%, mainly through improved usage of upsell and cross-sell tools in the cart

Increase in overall sales by 6% through the usage of promotions, upselling, cross-selling, and bundling capabilities

1% revenue recovered through cart abandonment tools

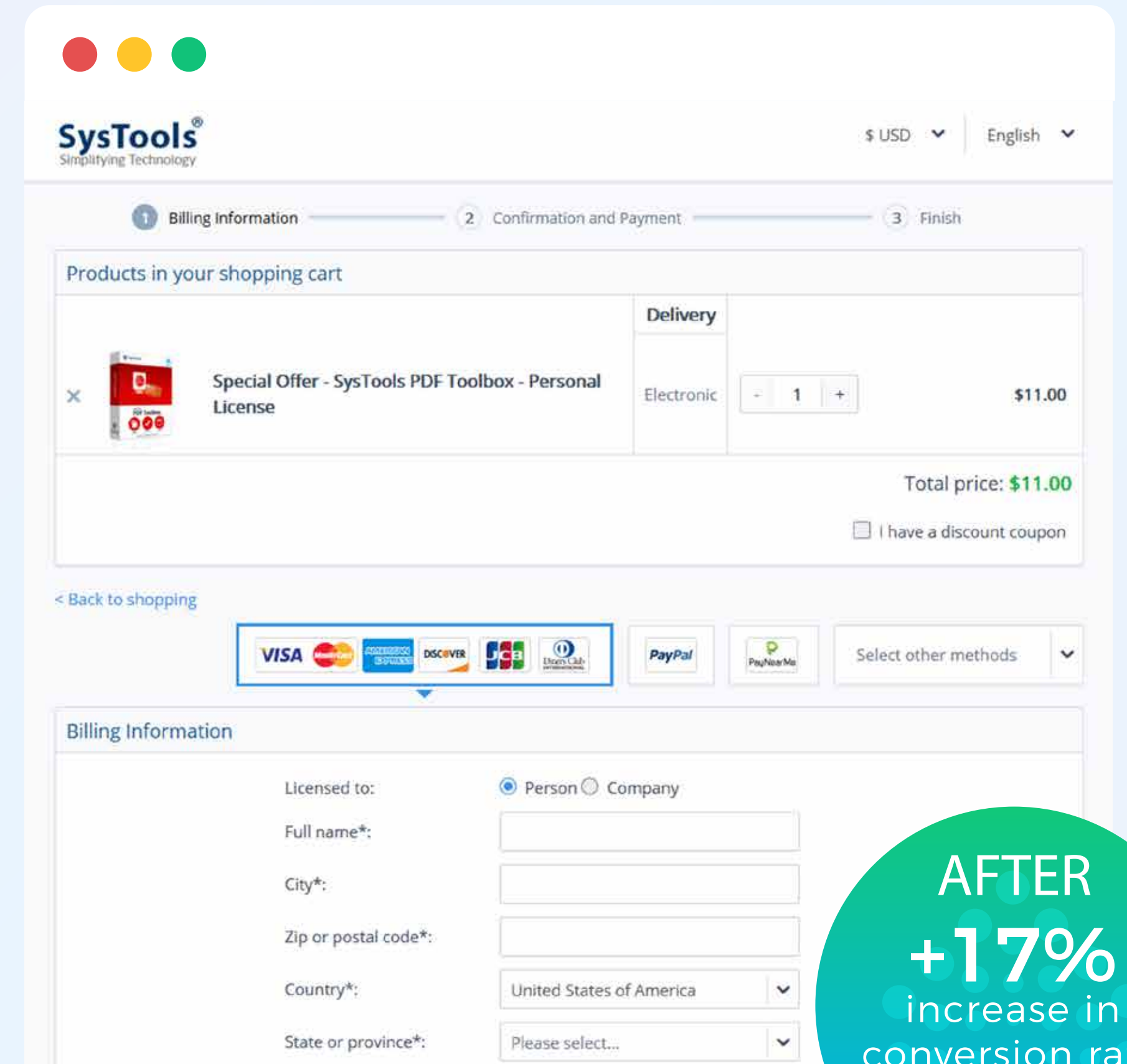More than 7% additional revenue driven by the Affiliate Network

Significant sales improvements in regional markets, such as Brazil or Poland, due to improved localization, including local payment methods and currencies

Consolidated and customizable reporting, helping the finance team improve operational efficiency

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$ USD   English

1 Billing Information   2 Confirmation and Payment   3 Finish

Products in your shopping cart

		Delivery		
✕	Special Offer - SysTools PDF Toolbox - Personal License	Electronic	- 1 +	$11.00

Total price: **$11.00**

☐ I have a discount coupon

< Back to shopping

VISA AMERICAN EXPRESS DISCOVER JCB Diners Club   PayPal   PayNearMe   Select other methods ▾

Billing Information

Licensed to: ⦿ Person ◯ Company

Full name*:

City*:

Zip or postal code*:

Country*:   United States of America

State or province*:   Please select...

SysTools' Shopping Cart with 2Checkout

AFTER
+17%
increase in conversion rate

2checkout

www.2checkout.com

Chirag Arora
Digital Marketing Manager, SysTools Software

" We've had amazing feedback internally about working with 2Checkout from several departments, from day one–starting with eCommerce, customer support, finance, and affiliate management. The numbers also speak for themselves – we've had improvements in our KPIs across the board. Both commercial and technical support is great. We couldn't be happier with our decision to switch. "

Customer:
SysTools Software

SysTools®
Simplifying Technology

SysTools is a digital forensics company that offers result-oriented support for businesses and consumers. SysTools will not only simplify your security operations and minimize risks, they will help protect your most crucial data, and effectively reduce the cost and complexity of your enterprise's security infrastructure. SysTools is known for its products' exceptional features and their premier expertise in data recovery and elimination of corrupted data, risk management, business compliance solutions, and email server management. Among SysTools' recent breakthrough developments is MailXaminer, a signature email forensics software that has emerged as one of the leading global products in digital forensics.

For more information, please visit www.systoolsgroup.com/ and www.mailxaminer.com/.

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2checkout

www.2checkout.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

NORTH AMERICA (HQ)

Atlanta,

Georgia, USA

NORTH AMERICA

Columbus,

Ohio, USA

WESTERN EUROPE (HQ)

Amsterdam,

The Netherlands

EASTERN EUROPE

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