



## CLIENT SUCCESS STORY



Utility mobile apps provider Backuptrans has seen significant revenue uplift since switching to 2Checkout



**Doubled**  
Online Sales



**Eric NG**  
CEO at Backuptrans

“ We have literally doubled our online revenue since switching to 2Checkout’s eCommerce engine, by getting a better cart conversion rate to start with. We love the support we get from the 2Checkout team and the fact that they did not stop at the cart improvement. We are employing marketing and merchandizing tools to continue optimizing and boosting our sales – both direct and via affiliates – and overall eCommerce operations, ultimately providing a better customer experience. ”



**Customer:**  
Backuptrans

**Vertical:**  
Utility software for mobile apps: backup and recovery

**Target:**  
B2B

**Website:**  
[www.backuptrans.com](http://www.backuptrans.com)

**Benefits & Results**

- ✓ Doubled direct online sales
- ✓ 13% improvement in cart conversion rate
- ✓ 35% improvement in affiliate sales; affiliate network now drives 27% of online revenue

**2Checkout Solution:**



Avangate Monetization Platform  
Avangate Affiliate Network | Reseller Model

## Context & Objectives

Backuptrans had been using 2Checkout's Avangate Affiliate network for a few years and were – in general – happy with the results: the network was driving about 20% of their online sales.

Due to some issues with their previous eCommerce provider, and the excellent results on the affiliate side with Avangate, they switched to 2Checkout's all-in-one Avangate monetization platform, including its eCommerce, global payments, and subscription billing capabilities. Backuptrans opted for the reseller model, in which 2Checkout relieves the merchant of the burden related to sales tax management, invoicing, and compliance, at the global level.

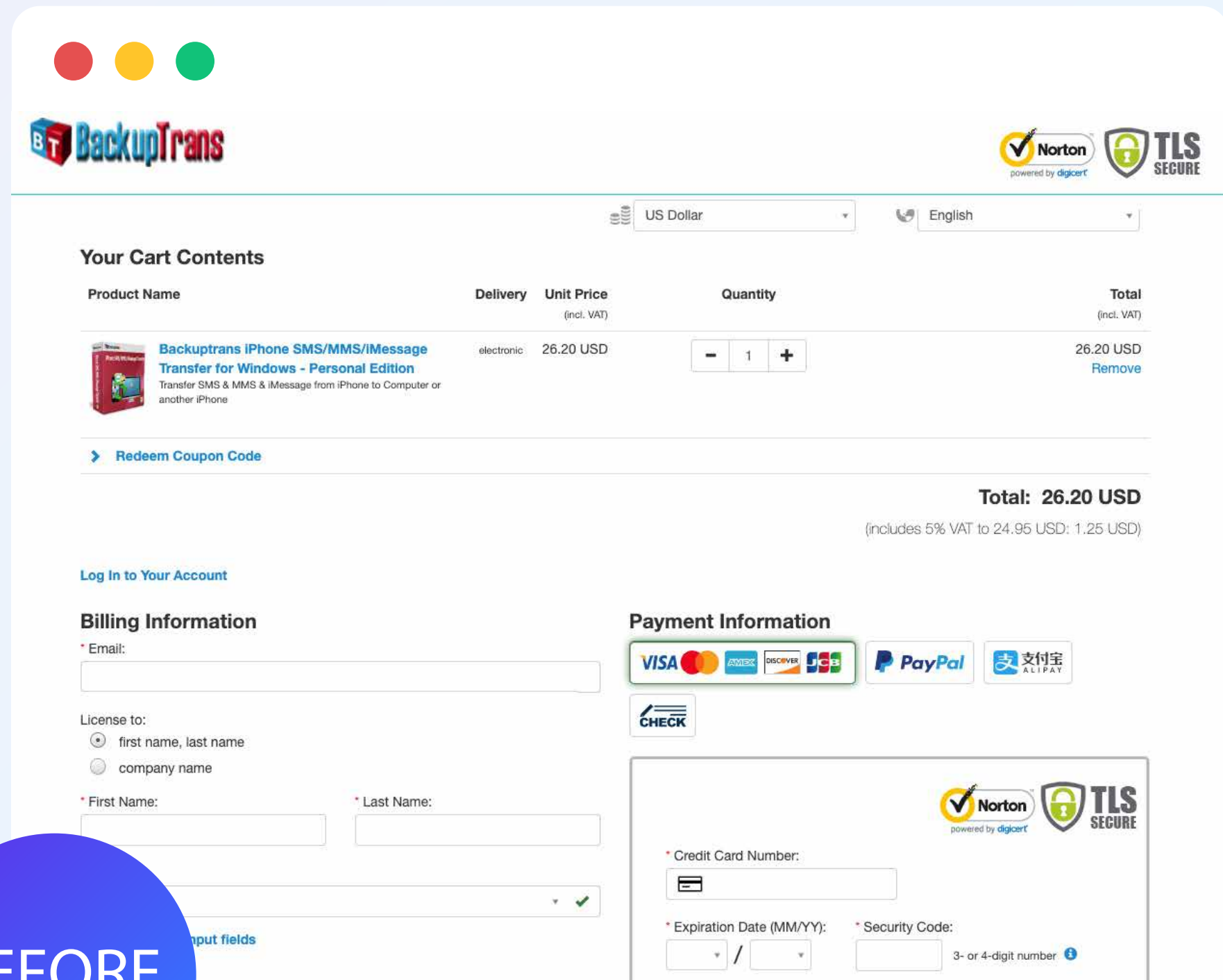
## Solution & Results

Because of their prior relationship with 2Checkout, switching to the full monetization platform was an easy decision for Backuptrans, and implementation was seamless. Within weeks of implementation, Backuptrans noticed an immediate improvement in their website's cart conversion rate and overall sales.

Customer:  
Backuptrans

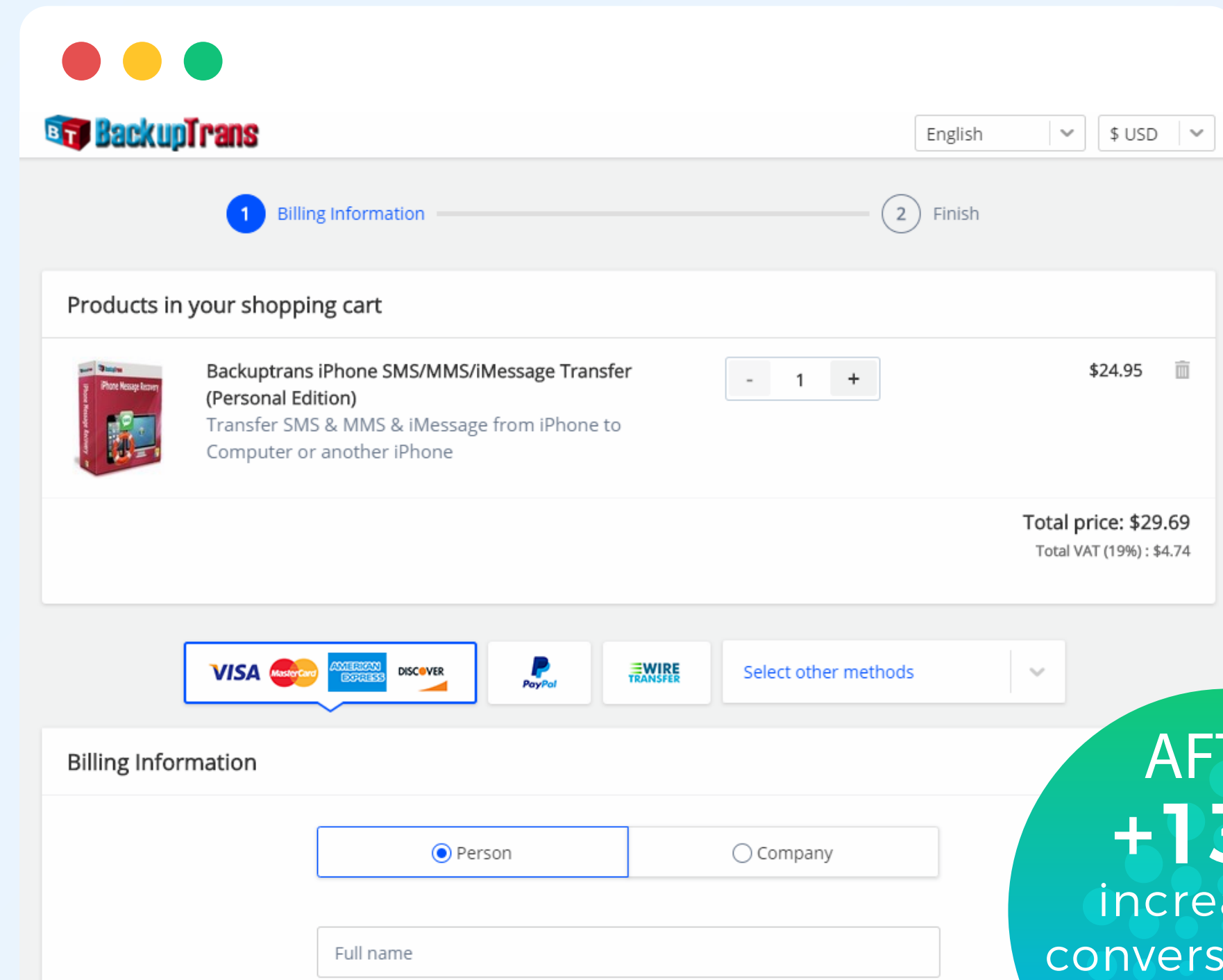


“ The results were astonishing. We hadn't realized how much we were missing with our previous provider. ”



BEFORE

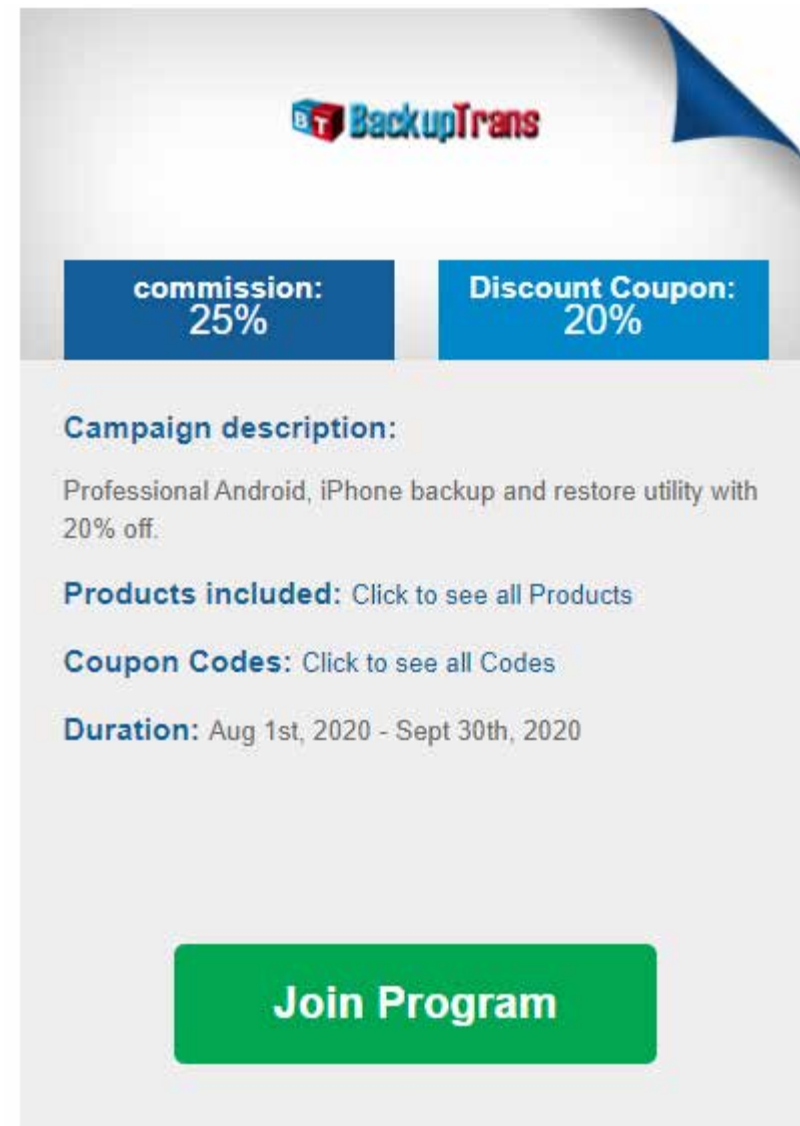
Before switching to 2Checkout: Backuptrans' shopping cart



AFTER  
+13%  
increase in  
conversion rate

After switching to 2Checkout: Backuptrans' shopping cart

In addition, Backuptrans made progress on the affiliates side. Together with the 2Checkout team, Backuptrans engaged in a steady flow of communication campaigns for active affiliates and ran activation campaigns for dormant affiliates by leveraging the tools available in the Avangate Affiliate platform.

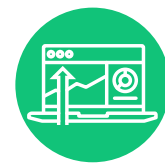


Campaigns were organized around global seasonal shopping trends. The software provider also took part in promotional campaigns organized by 2Checkout for clients employing the Affiliate Network. The result was a 35% increase in revenue generated by affiliates (20% share compared to 27% share of sales generated by the affiliate channel out of total online sales).

Overall, Backuptrans achievements with 2Checkout were:



Doubled revenue from online sales



13% improvement in conversion rates



Improved support, both for the end-customers and the Backuptrans



27% of online sales driven by the Avangate Affiliate Network – a 35% increase in the channel share out of total sales.

## About Backuptrans



Backuptrans is a leading software developer in cutting-edge mobile management field. Their software ranges from iPhone SMS backup and restore, Android SMS backup and restore, iPhone SMS to Android transfer, Android SMS to iPhone transfer, iPhone Contacts backup and restore, Android Contacts backup and restore, iPhone Contacts to Android transfer, Android Contacts to iPhone transfer and iTunes Backup Extractor etc. For more information, visit [www.backuptrans.com](http://www.backuptrans.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)



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Atlanta,  
Georgia, USA

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Columbus,  
Ohio, USA

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Romania