



## CLIENT SUCCESS STORY



# ZoneAlarm Improves Customer Experience and eCommerce Operations with 2Checkout



**20%**  
Improvement in  
Conversion Rates

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

www.2checkout.com



**Dror Levy**

Head of Consumer Sales at Check Point



Our new digital commerce setup is helping us go to market faster and take the customer experience to a new level. We found in 2Checkout an integrated solution that offers advanced capabilities in every single area, starting with global payments with local options, marketing tools, subscription billing, and revenue recovery capabilities. We look forward to leveraging 2Checkout's solution even further and grow our online channel! ”

**Customer:**  
ZoneAlarm

Consumer security solutions by  
Check Point Software Technologies



**Vertical:**  
Cyber security software  
products for PC & Mobile

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

**Target:**  
B2C

**Benefits & Results:**

- ✓ Modern buying experience via an optimized, mobile responsive cart with deep localization capabilities;
- ✓ Early results include a 20% improvement in conversion rates for new acquisitions;
- ✓ User-friendly platform interface with a robust product catalog and promotions engine; cutting-edge subscription billing capabilities;
- ✓ Speed to market;
- ✓ Affiliates Network as an additional sales channel.

**2Checkout Solution:**



Avangate Monetization Platform | Reseller Model



# 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