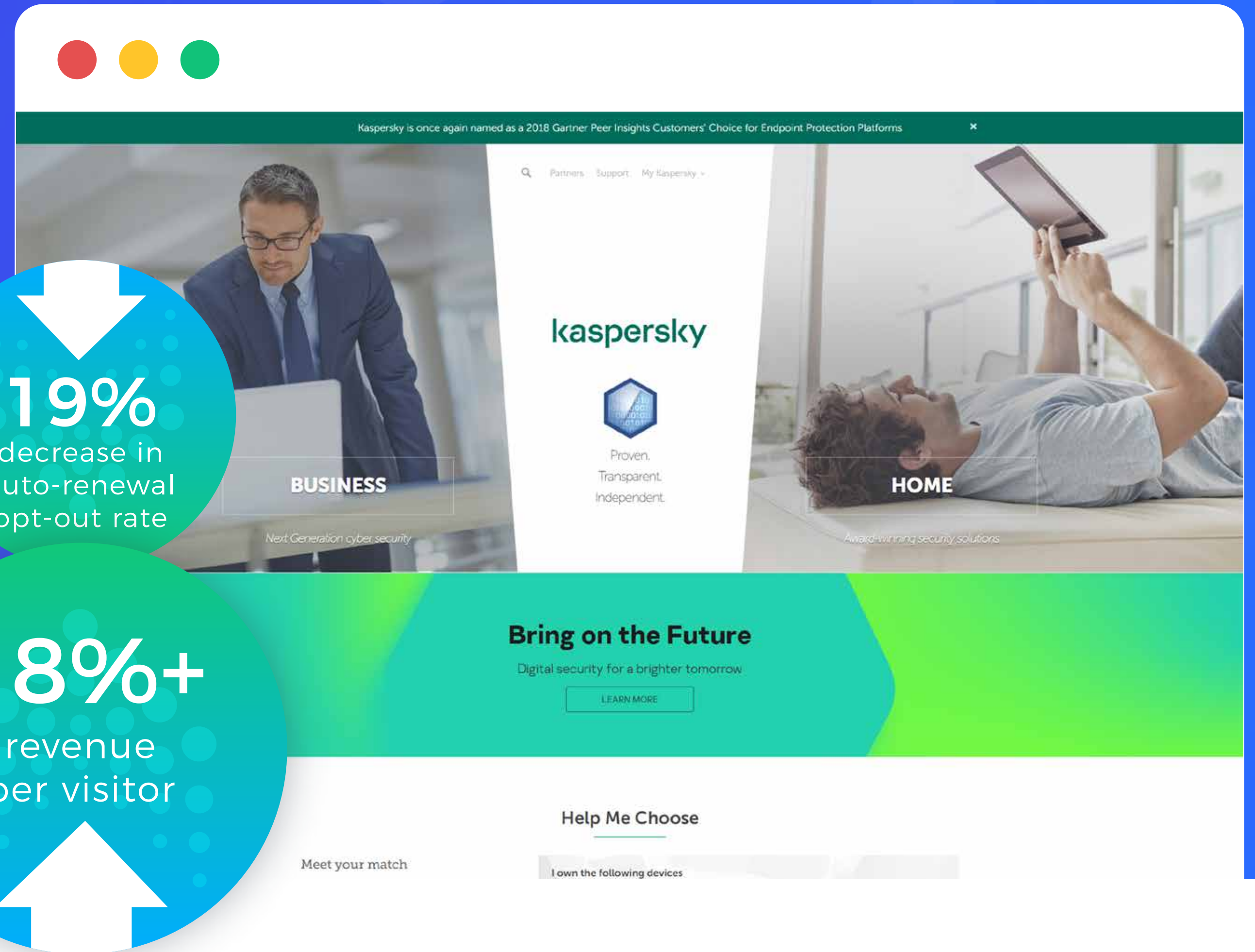CLIENT SUCCESS STORY

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Kaspersky Lab Increases Revenue Per Visitor by 18% with 2Checkout

19% decrease in auto-renewal opt-out rate

**18%+** revenue per visitor

2checkout

Ekaterina Uchaeva
Head of Digital Sales, Kaspersky Lab
(Middle East, Africa and Turkey)

> By methodically split-testing different elements of the shopping cart, we have increased not just our cart conversion rate, but also our auto-renewal rate. We are thrilled with the results and the return on our investment from 2Checkout's CRO Services.
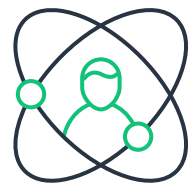
Context & Objectives

Kaspersky Lab aimed to increase their acquisition revenue and recurring annual revenue by optimizing their shopping cart. To achieve this goal, they partnered with 2Checkout CRO Team to perform a series of a/b tests to optimize revenue per visitor (RPV) and auto-renewal opt-in rates.

Customer:
Kaspersky Lab

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Vertical:
Endpoint security

Target:
B2C and B2sB

Company Size:
Enterprise

Benefits & Results:

✓ 18%+ increase in revenue per visitor

✓ 19% decrease in the auto-renewal opt-out rate

2Checkout Solution:

Avangate Monetization Platform, CRO Services

2checkout

www.2checkout.com

Optimizing the Cart Template

First, we split-tested a different layout for the cart. The original layout was a two-column template with radio buttons for payment methods, as shown on the left. The new template, as shown on the right, uses a one-column layout with payment buttons. This enabled 2Checkout's advanced PayPal features which optimize the user experience. In addition, the money-back guarantee and risk-reduction text about reviewing the order were moved closer to the call-to-action button. The overall result was an 8.95% increase in revenue per visitor (RPV) with the new shopping cart template.

BEFORE

Original Shopping Cart template

New Shopping Cart template

AFTER
+8.95%
RPV
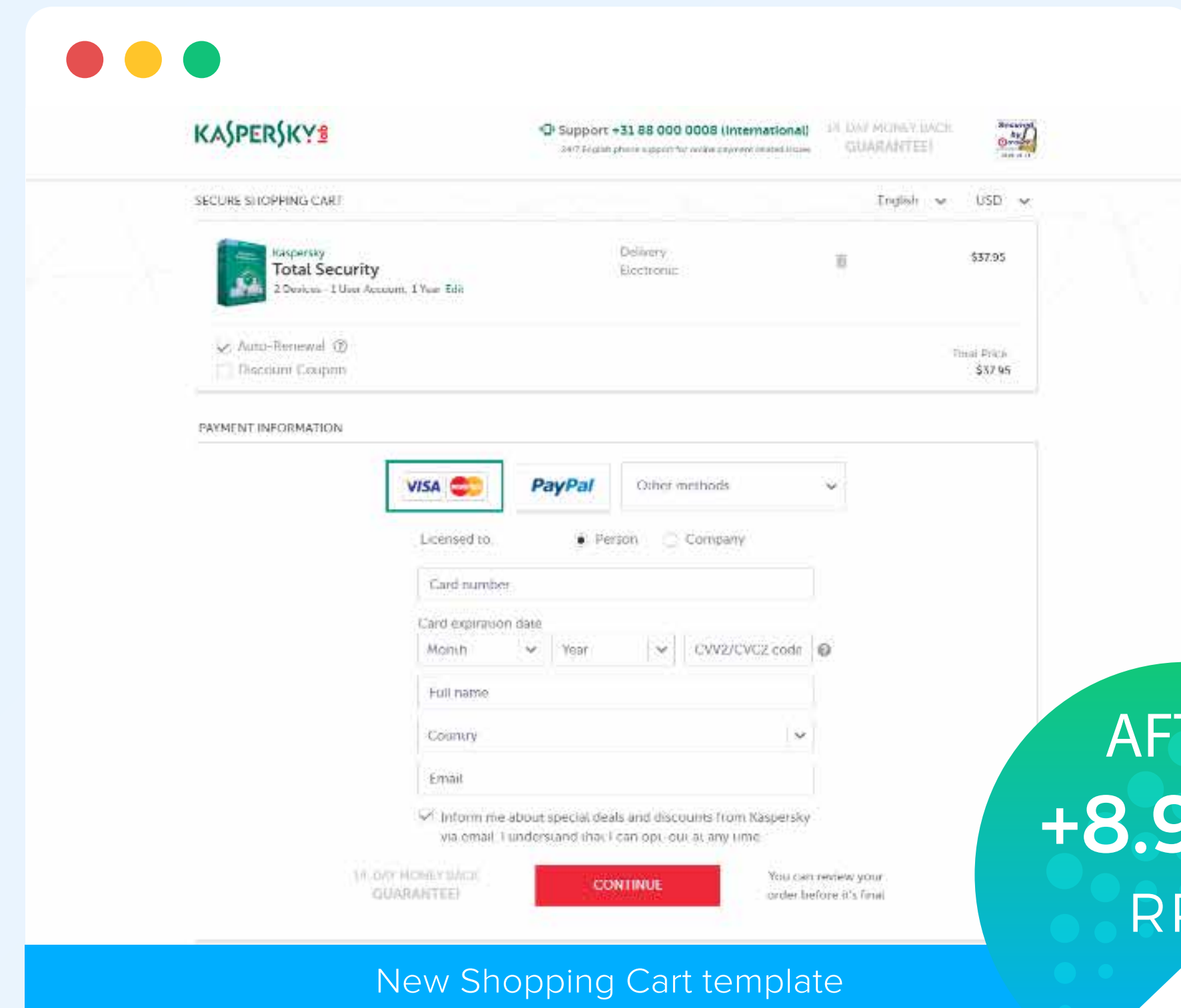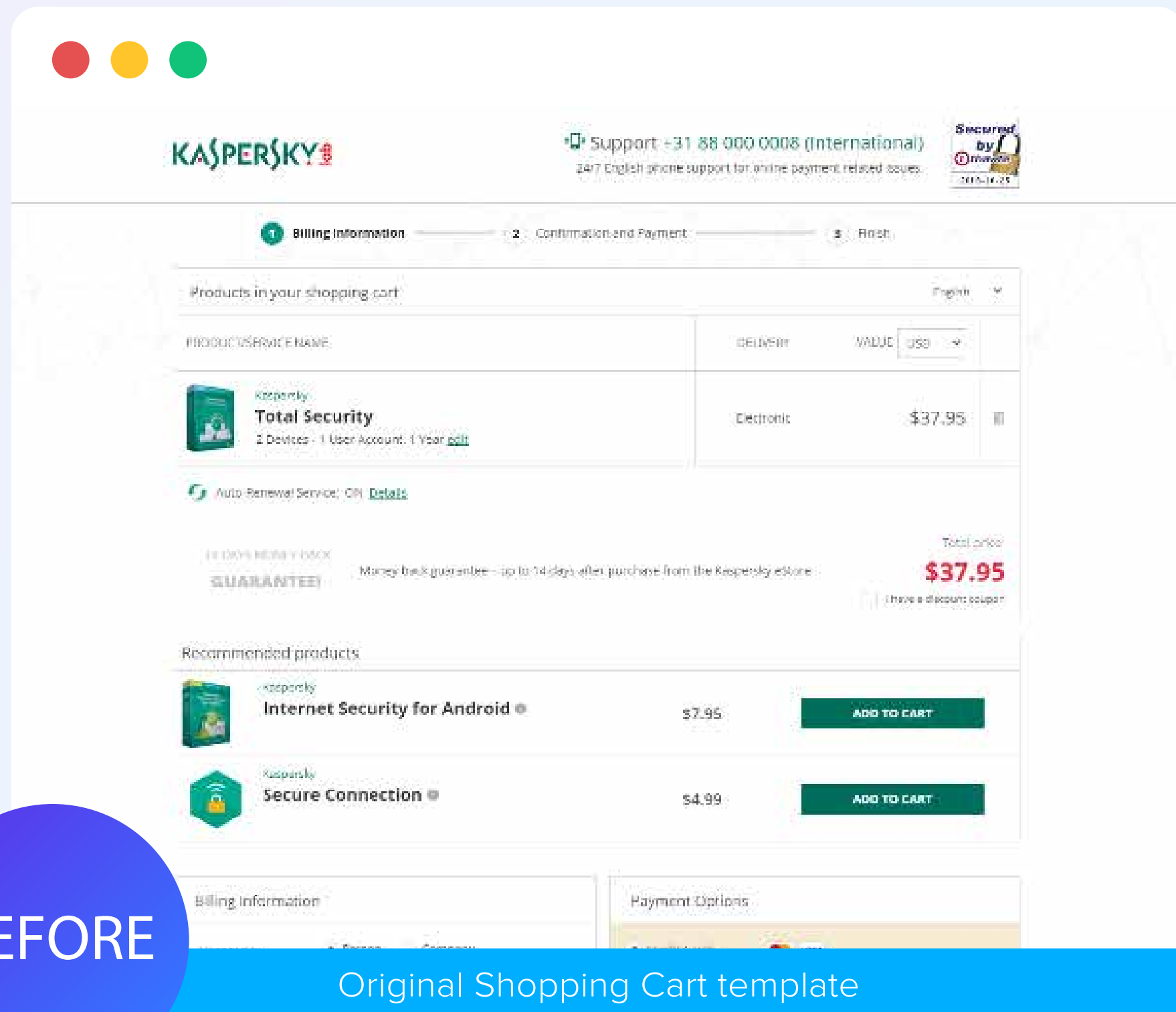
Isolating the Payment Fields

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Next, we split-tested moving the order of the fields in the payment form to further increase the revenue per visitor. The Control was the winner of the previous test, and the payment form listed Name as the first field in the checkout form, which is the industry best practice. The hypothesis we tested was that listing the card number field first would increase the conversion rate, as it would be more natural for shoppers to enter their card number and expiry date first because the payment form was directly under the payment buttons with credit card logos.

We isolated this one change in an a/b test and proved that moving the card number and expiry date higher on the form increased the RPV by an additional 9.5%.

BEFORE

Control: Name field listed first in the form

Variation: Card Number and Expiry field listed first

AFTER
+9.95%
RPV

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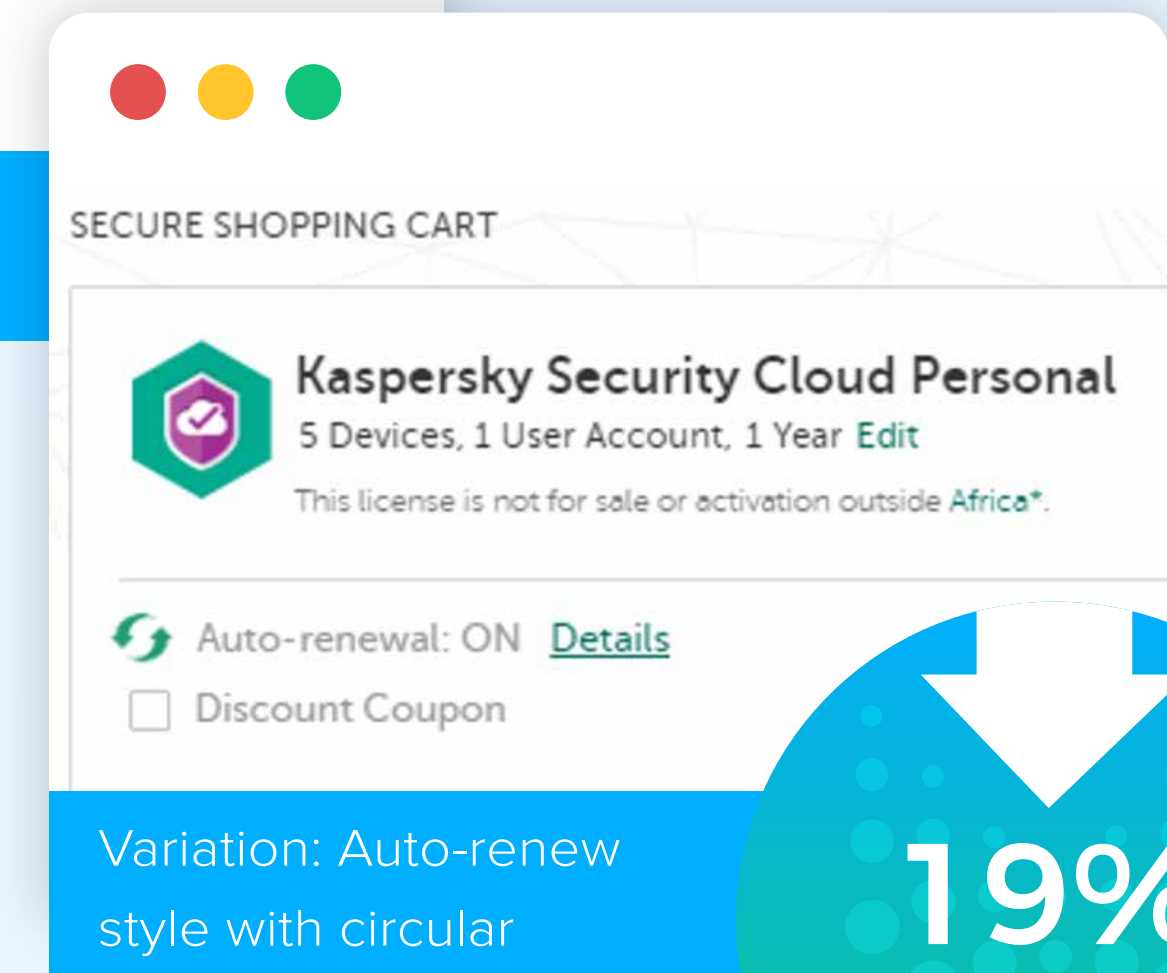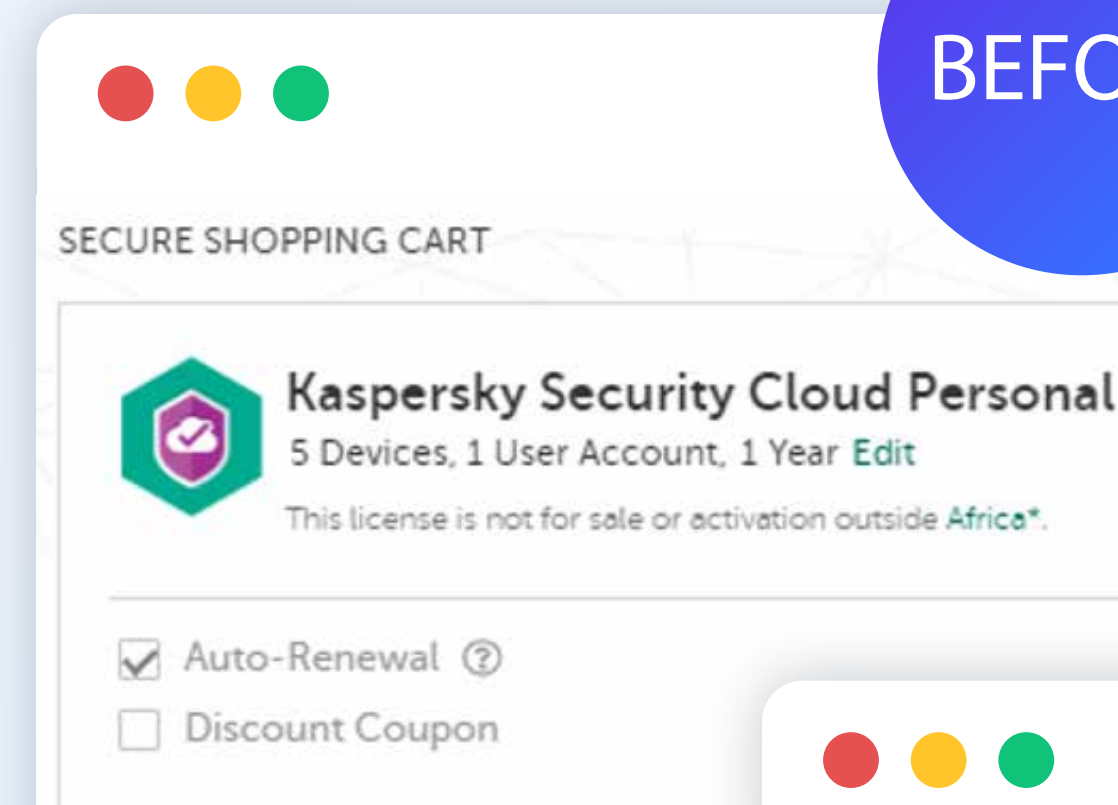
Increasing the Auto-Renewal Opt-in Rate

Our analysis of key metrics during the first two tests showed that although the conversion rate and RPV was increasing, the auto-renewal opt-in rate was lower with the new cart template. We decided to isolate this in a third test to increase the percentage of shoppers that agree to auto-renew their subscription; a key factor in recurring annual revenue.

The Control for this test was the auto-renew checkbox, which has a tool-tip to explain the auto-renewal service

The variation in the test was an alternate style of auto-renewal opt-in that was used on the original shopping cart template. This also has auto-renewal pre-selected by default, and uses ON/OFF instead of a checkbox to indicate the shopper's preference. Clicking the Details link displays an overlay that describes the benefits of the auto-renewal service and allows shoppers to opt-out of the auto-renewal service.

We isolated this 1 change during the test; otherwise the two cart templates were exactly the same. The a/b test reached 100% statistical significance and generated a 19.48% decrease in the auto-renewal opt-out rate. More importantly, the cart conversion rate remained the same; changing the auto-renewal opt-in style did not have a noticeable effect on the conversion rate.

BEFORE

Control: Auto-renew style is a check-box

Variation: Auto-renew style with circular

19% decrease in auto-renewal opt-out rate

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Wrap-up

Kaspersky Lab's conversion rate optimization program shows the power of iterative split-testing, and how online merchants can isolate and test specific elements in their shopping cart to maximize both acquisition revenue per visitor and also recurring revenue with subscription renewals. After 3 tests, Kaspersky was able to increase revenue per visitor by 18.45% and decrease in the auto-renewal opt-out rate by 19.48%.

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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