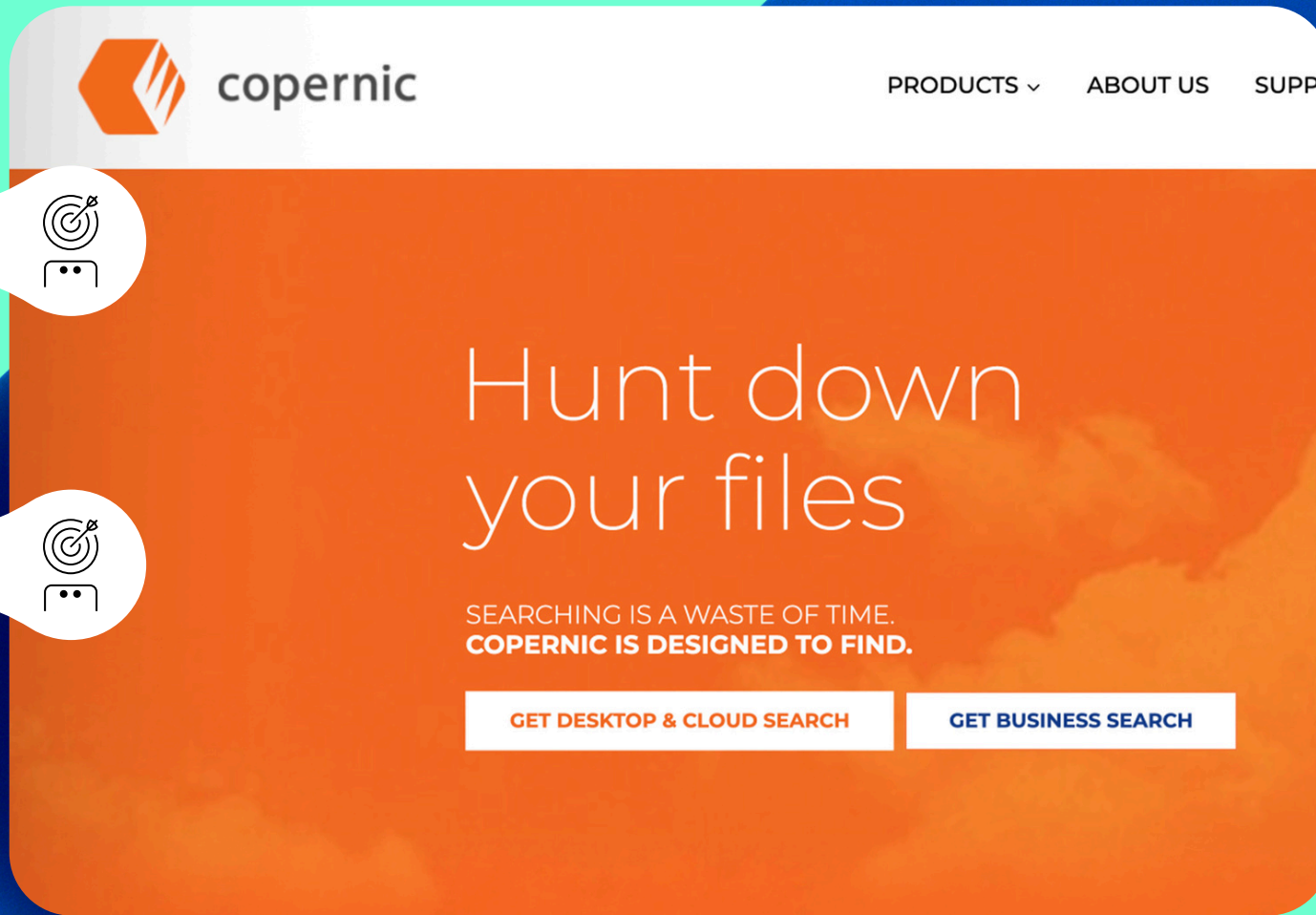
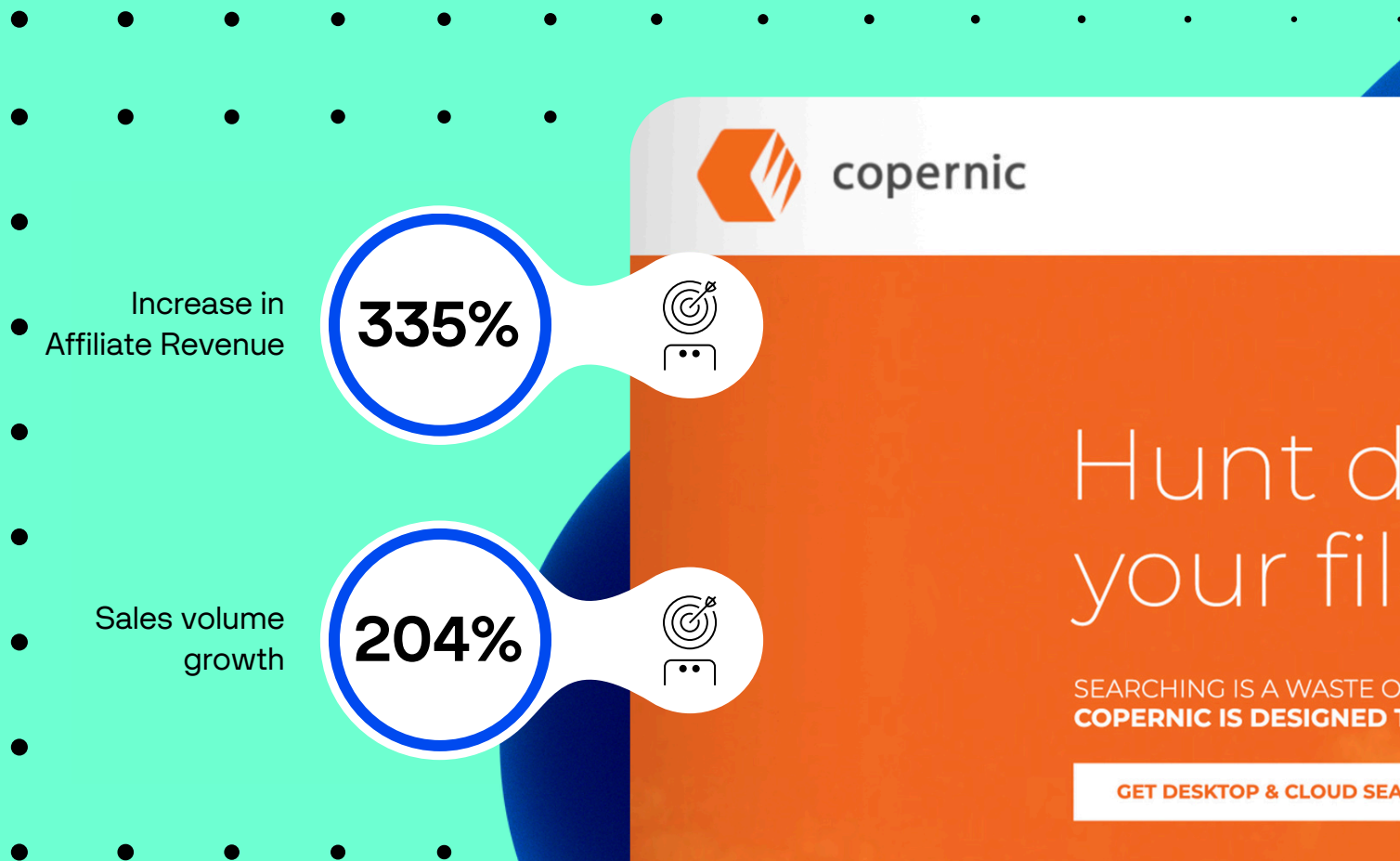


Copernic Achieves 335% Affiliate Revenue Growth with Managed Services



2Checkout (now Verifone) Client Success Story



Increase in
Affiliate Revenue

335%



Sales volume
growth

204%





Philippe Franco

Product Manager at Copernic

“ For many years, we have trusted 2Checkout’s Affiliate Network platform to manage all our affiliate sales. As we continue to expand our global reach, 2Checkout’s Affiliate Network has proven to be a valuable channel for accomplishing this objective.

The seamless integration into our operations through the Affiliate Network’s backend features has made the process straightforward and efficient. As a result, we experienced steady growth in affiliate participation, leading to increased sales and a substantial boost in overall revenue through subsequent subscription renewals.

Additionally, our collaboration has offered valuable insights into our product’s international market expansion, as affiliates from diverse countries join and drive conversions.

Last but certainly not least, it has been an absolute joy to collaborate with their team members, who have seamlessly become a natural part of our Copernic family.”

Customer

Copernic



Vertical

Software Development

Target

B2B

Website

<https://copernic.com>

Company Size

SMB

About

Founded in 1996 as the Internet was just starting to flourish, Copernic paved the way to what search technology is today. Copernic’s vision has always been to help people find exactly the files or data they need, regardless of whether they are on the web, on a computer or on a business server. Over the years, our solutions evolved, garnering rave reviews and rewards from top technology experts everywhere

In 2010, Copernic became a subsidiary of Harris Computer Corporation, which is a part of Constellation Software Incorporated, a Toronto-based provider of software and services to various public and private sector markets.

Copernic remains the first desktop and enterprise search choice in the market. Our success resides on how we continue to develop search solutions that resolve real-world problems that are critical for business growth and personal achievement.

Copernic’s team will never stop until that last file can be found.

More information on www.copernic.com.



Context & Objectives



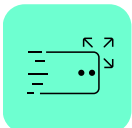
Driving Growth with Managed Affiliate Services (MAS) Program

Copernic, a company specializing in software solutions, implemented a Managed Affiliate Services (MAS) program through 2Checkout's Affiliate Network to optimize and grow its affiliate marketing efforts.



Optimizing Affiliate Program Performance

The MAS program focused on auditing and refining Copernic's affiliate program to enhance key performance metrics like affiliate engagement, sales, clicks, and overall revenue. The program also included continuous optimization of onboarding processes, affiliate communication, and support to drive sustained growth.



End-to-End Solutions for Affiliate Program Success

The program provided a full suite of services, including regular updates to materials and tracking links, as well as monthly newsletters to keep affiliates informed and motivated. Ongoing support ensured affiliates had the resources needed to succeed.





Solution & Results



Personalized Affiliate Strategies for Growth

The program led to a 335% increase in Copernic's affiliate revenue by leveraging the Affiliate Network module and a personalized approach.



Affiliate Orders Growth

During the program period, affiliate orders saw a 53% increase compared to the period without it, demonstrating significant growth in affiliate-driven sales.



Increased Affiliate Sales Volumes

Affiliate sales volumes experienced a notable boost of 204%, reflecting a strong upward trend in revenue generated by affiliates.



Enhanced Affiliate Exposure and Engagement

With the expertise of 2Checkout's affiliate managers, Copernic secured partnerships with five high-performing affiliates, dramatically increasing their brand's exposure in key markets for defined time periods. This resulted in a 90% increase in affiliate traffic and strong engagement growth.



Boosted Affiliate Exposure

Five key power affiliate partnerships saw a significant boost in exposure, enhancing visibility and contributing to the affiliate program's success.

Benefits & Results

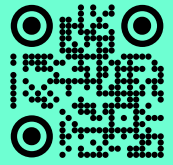
- Affiliate revenue grew by 335.73%
- Affiliate sales volumes increased by 204%
- Clicks from affiliate links experienced a 90% boost
- Affiliate orders recorded a 53% increase
- Five power affiliate partnerships offered increased exposure

Verifone Solution

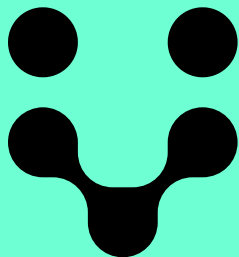
[2Checkout's Affiliate Network](#)



2Checkout (now Verifone)
2744 University Drive
Coral Springs,
Florida USA



www.2checkout.com



2Checkout (now Verifone) is the payments architect shaping ecosystems for online and in-person commerce experiences, including everything businesses need

– from secure payment devices to eCommerce tools, acquiring services, advanced business insights, and much more. As a global FinTech leader, Verifone powers omni-commerce growth for companies in over 165 countries and is trusted by the world’s best-known brands, small businesses and major financial institutions. The Verifone platform is built on a four-decade history of innovation and uncompromised security, annually managing more than 12B transactions worth over \$500B on physical and digital channels.

Learn more at www.2checkout.com

CS2025Q2CPN | Published February 2025

