Cross-Sell Campaign Success: A Deep Dive into the Digital Transformation of EaseUS

2Checkout (now Verifone) Client Success Story

EaseUS | SINCE 2004

Increase in Click-Through Rate

98%

Increase in Cross-Sell Effectiveness:

150%

2Checkout is now

verifone®

www.2checkout.com

Eva San

Marketing Director at EaseUS

Customer

EaseUS

"Collaborating with Verifone has truly transformed our operations. We appreciate the swift and effective support from the local team, which has ultimately led to greater satisfaction.

Subscription management has become more efficient with noticeable advancements in the control panel, which propelled our conversion rates to a significant increase.

Our interaction with Verifone has been marked by outstanding support, powerful features, and a dedicated team that invested in our success. "

Vertical

Data Management and Recovery Software

Website

www.easeus.com

Target

B2C & B2B

Company Size

SMB

About

EaseUS is a software company known for providing data recovery, backup, and disk management solutions.
Their user-friendly tools cater to both individual consumers and businesses, offering efficient ways to recover lost data, safeguard important files through backup solutions, and manage disk partitions effectively. With a focus on simplicity and effectiveness, EaseUS has gained recognition for its reliable software in the data management and recovery domain.

More information on www.easeus.com.

Context & Objectives

EaseUS Partners with Verifone for Checkout Growth

EaseUS, a provider of digital solutions, was looking to grow their business from their checkout page and turned to Verifone's CRO Team to identify such opportunities

Cross-Selling Strategies

The CRO team recommended strategically deploying cross-selling campaigns on their thank-you page, which follows the checkout page after a shopper successfully places an order.

Discounted Product Pairings Strategy

This tactic displayed product pairs with a discount in place to encourage user engagement and to generate additional revenue for EaseUS.

Evaluating Shopper Response and Performance

Implementing the cross-sell on the thank-you page helped us understand the shoppers' response to cross-selling campaigns, while the CRO Team evaluated the performance of the campaign for further improvements.

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Cross-sell on the Thank You page

Before   Cross-sell on the Thank-You page

After   Cross-sell on the Thank-You page

www.2checkout.com

Solution & Results

Enhancing Cross-Sell Performance

Optimizing the cross-sell campaign for EaseUS involved relocating the cross-sell section to the upper side of the thank-you page, substituting the copy text "We also recommend" with "Exclusive offers," and highlighting the discount percentages available. ated to sales taxation and payment processing

Enhancing Shopper Experience

A more substantial discount was given to high-performing shoppers (>5% take rate), the CTA button color was adjusted for better readability, and the CRO team provided each product with an appealing copy text description.

Boosting Cross-Sell Visibility

These changes collectively enhanced the visibility and the appeal of the cross-sell section, nurturing improved engagement and user interaction with the offers EaseUS had in place.

Remarkable Results

The optimization of the cross-sell section in the thank-you page resulted in a remarkable 396% increase in conversion rate, showing substantial improvement in the percentage of customers making additional purchases after the initial placed order.

Cross-Sell Success

The click-through rate saw a notable uplift of 98%, indicating a nearly doubling of user engagement with the cross-sell product. Cross-sell effectiveness surged by an impressive 150%, highlighting a significant boost in the proportion of shoppers who, after placing their order, then clicked on the cross-sell product displayed on the thank-you page and finalized their new order.

Benefits & Results

- Click-Through Rate doubled
- Increase in Cross-Sell Effectiveness went up a massive 25 ppts (from 17% to 42%)
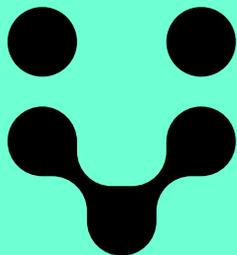- CR increased four times (from 0.10% to 0.40%)

Verifone Solution
2Checkout Monetization Platform

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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
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