



Patxi Gadanon

Audience Engagement Team Lead

“We highly appreciate 2Checkout (now Verifone)’s proactive approach. They took the initiative to suggest testing a new checkout layout, recognizing that our existing setup was outdated.

Not only proposed the change but also led the entire process, from implementing A/B tests to analyzing the data.

The collaboration with 2Checkout (now Verifone) was highly effective and smooth. They handled both the technical and analytical aspects of the project, allowing us to focus on strategic decision-making.

They were instrumental in overcoming challenges related to our custom technical implementations, such as tracking affiliates and unlocking premium accounts after purchases.

2Checkout (now Verifone)’s expertise and familiarity with our infrastructure, as well as their adaptability, were vital to the success of this project. Additionally, their initiative, attention to detail, and commitment to accurate data analysis made this a truly successful partnership.”



Customer

Mondly by Pearson



Vertical

Educational/Language Learning software

Target

B2C & B2B

Website

www.mondly.com

Company Size

SMB

About

Mondly is a leading online language learning platform that enables over 100 million learners from 190 countries to learn 41 languages. Launched in 2014, it quickly became a household name in the mobile space, reaching the #1 position in Education in most European countries, LATAM, and Asia. Mondly is also a pioneer in VR Education, with its most recent launch on Meta Quest being a top app in the VR category. The VR app continues to be popular among users and maintains a strong presence in the VR education market. Starting May 2022, Mondly became a part of Pearson, the world’s leading learning company, and continues its mission to make language learning fun, easy, and accessible to everyone. Mondly’s partnership with Pearson has further enhanced its offerings, including an extensive content library and specialized business lessons.

For more information, visit www.mondly.com.

www.2checkout.com



Context & Objectives



Boosting Conversion Rates and Revenue

The primary goal was to improve the checkout conversion rate and increase revenue. To achieve this, different cart layouts were tested across key markets, including the U.S. and Germany. Additionally, an exit modal strategy was implemented to capture potentially lost sales by offering a 10% discount to users about to leave the checkout process.



Tailoring the User Experience for Success

The focus was on optimizing the user experience and streamlining the payment process. This included both layout adjustments and strategic use of exit modals to boost conversions at critical points.



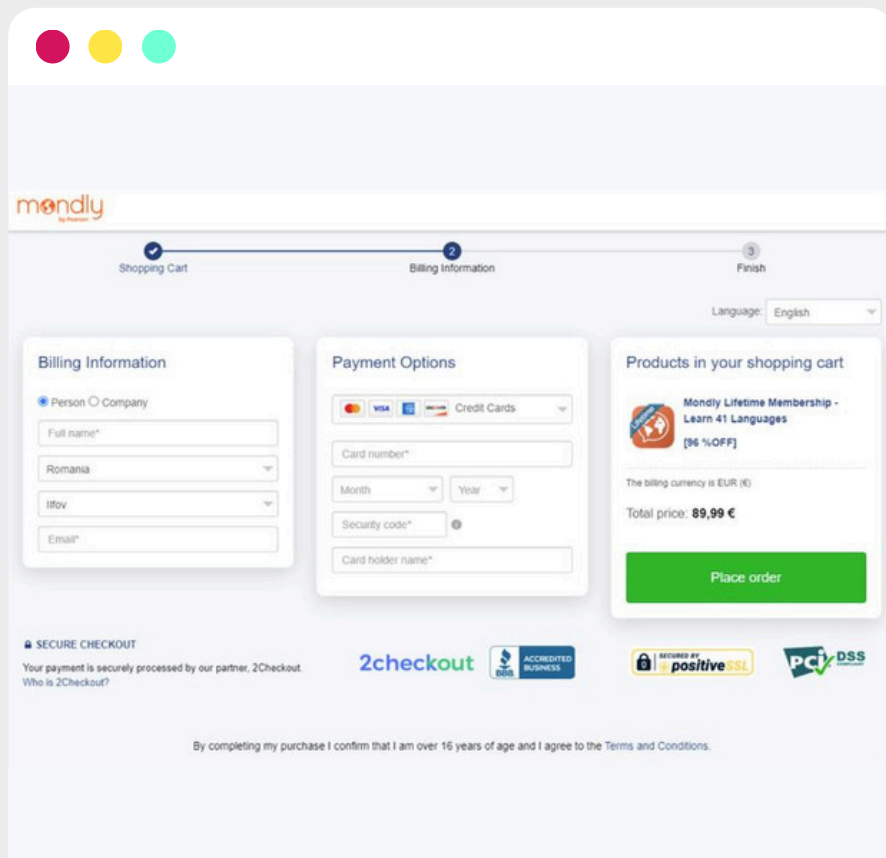
Utilizing Verifone's Expertise for Market-Specific Solutions

Verifone was brought in to oversee the project, execute A/B tests, and deliver a customized approach for each market. Their efforts ensured that the cart layouts and exit modals were optimized to drive conversions and revenue growth across different regions.



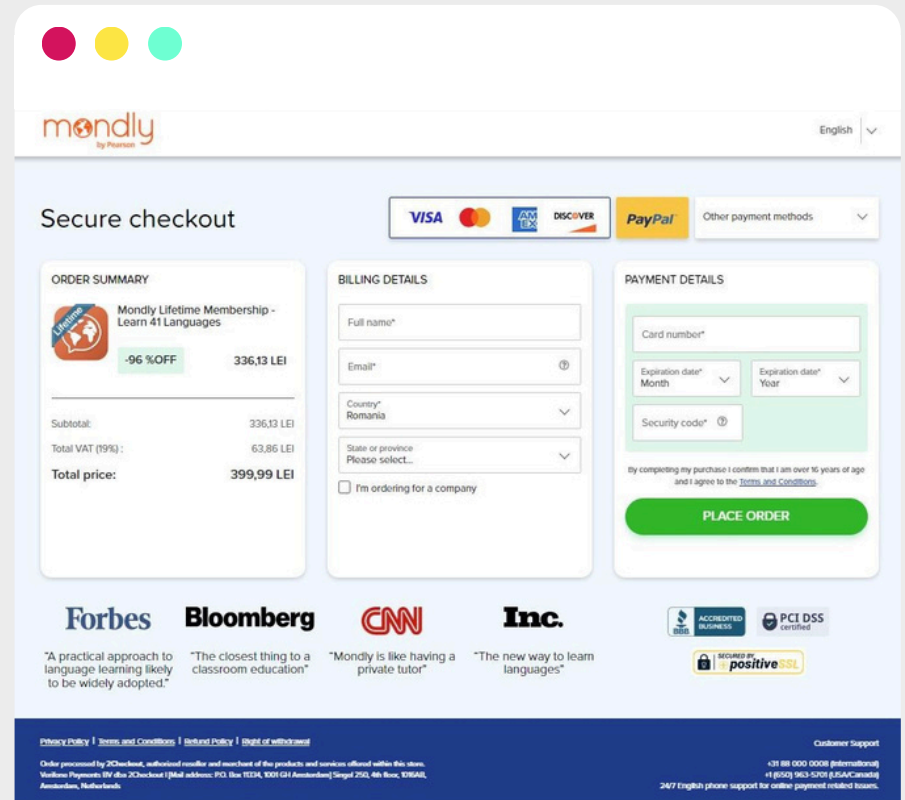
Germany

3 Column summary on the left



Before

Control



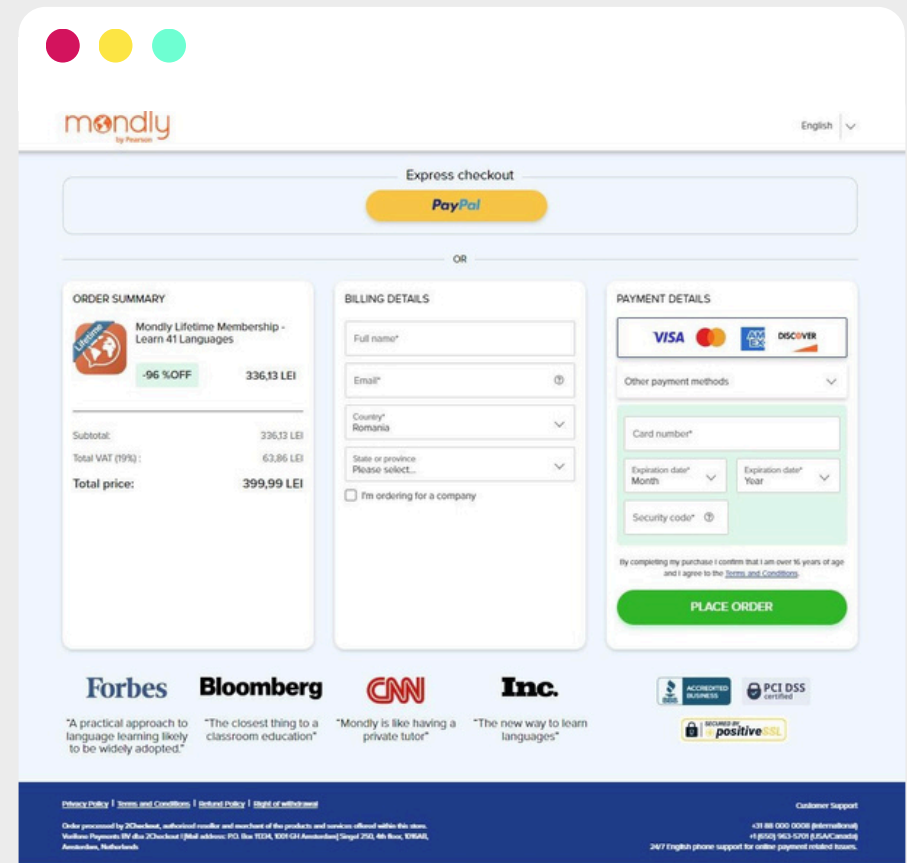
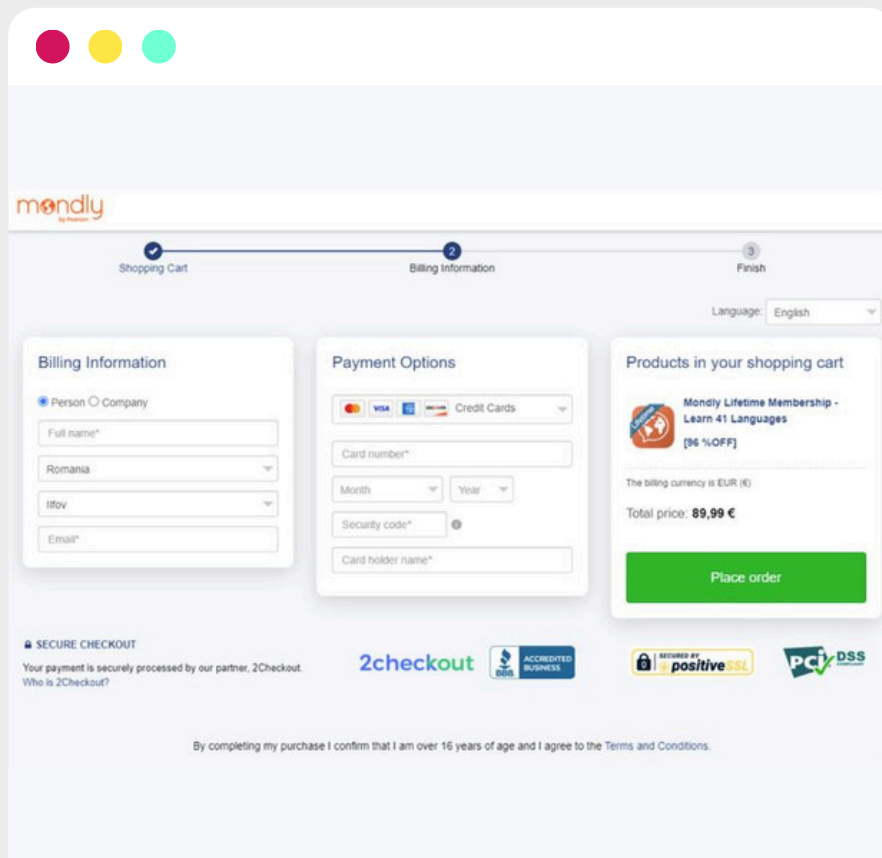
After

Optimized 3-Column with summary on the left

United States



3 Column summary on the left & express checkout



Before

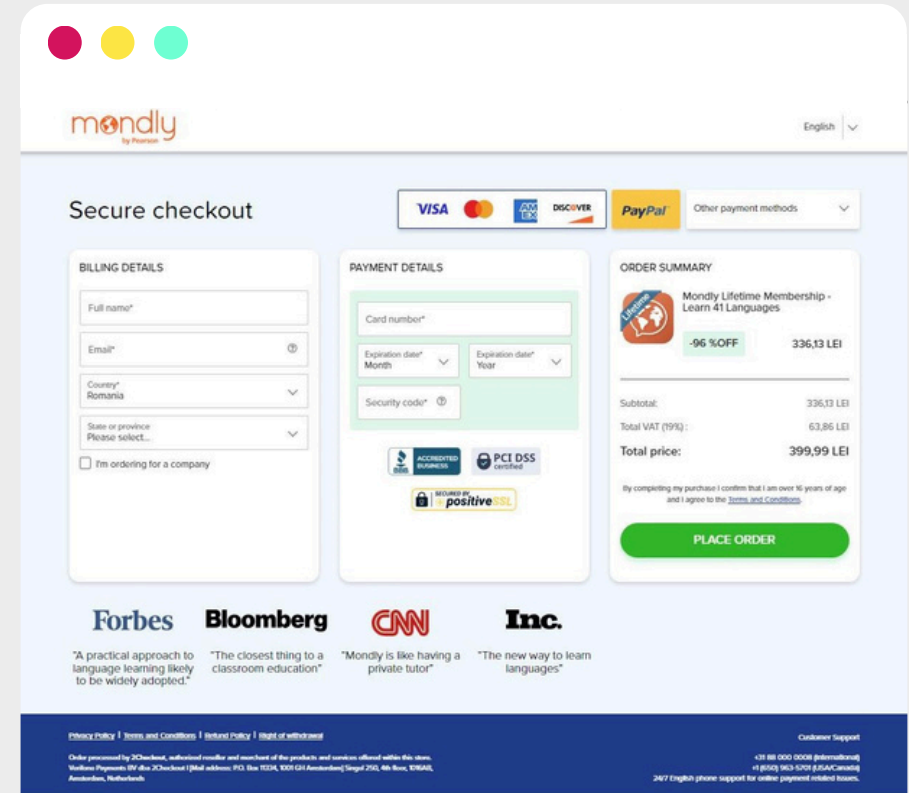
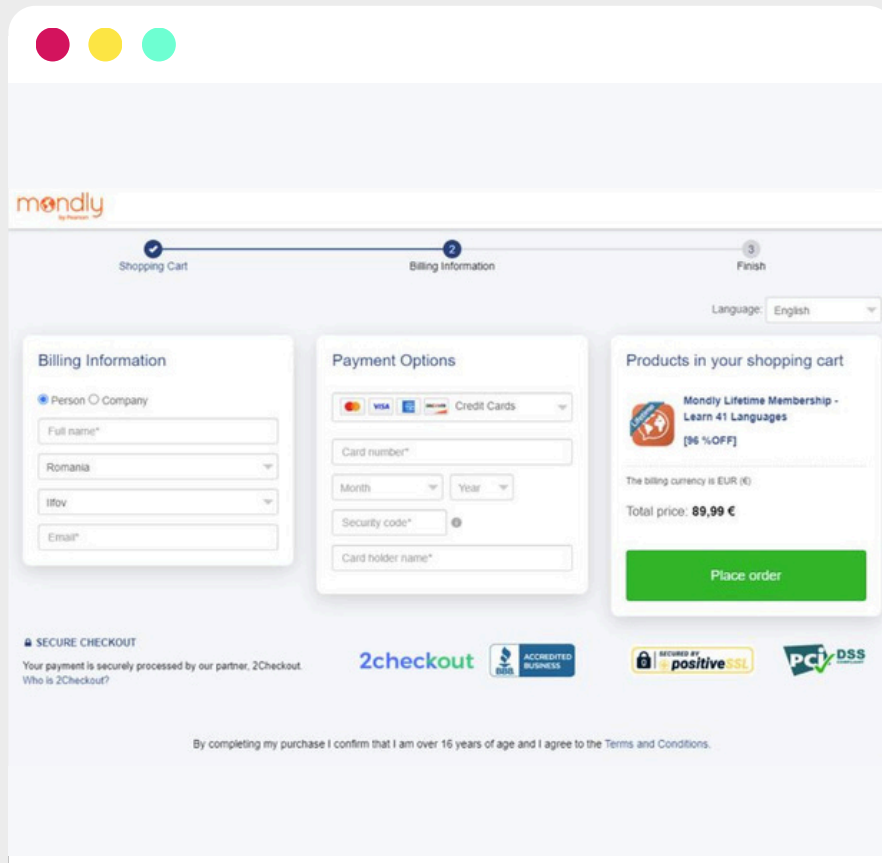
Control

After

Optimized 3-Column, summary on the left & express checkout

ROW (other countries)

3 Column, summary on the right



Before Control

After Optimized 3-Column, summary on the right





Optimized 3-Column Template A/B Test Results

Significant improvements were seen in different markets with different 3-column template variations.



Germany

In Germany, the 3-column template variation featuring the cart summary on the left, led to a 15% increase in conversion rate (CR) and a 17.6% rise in revenue per visitor (RPV).



United States

In the U.S., the 3-column template variation with the cart summary on the right resulted in a 68.2% boost in CR and a 98.2% increase in RPV.



Other Countries

In the rest of the countries, the 3-column template variation with the cart summary on the left and express checkout generated a 15.7% CR increase and a 24.2% rise in RPV.



Global Results and Revenue Forecast

Overall, the project delivered a 21.70% increase in global conversion rate, exceeding expectations and providing a substantial revenue uplift across markets, generating globally a 22.91% growth in annual revenue.

Benefits & Results

Optimized 3-column template with local implementation:

22.91% Annual Revenue Growth

21.70% increase in global Conversion Rate

10% discount Exit Pop-Up global implementation:

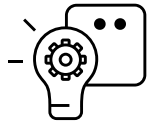
10.57% Annual Revenue Growth

5.04% increase in Revenue Per Visitor

Verifone Solution

2Checkout Monetization Platform CRO Services





Exit Modal A/B Test Results

Significant improvements were observed across key markets with the winning exit modal variation featuring a 10% discount. These results highlight the success of customizing the checkout experience for each market, leading to measurable improvements across the board.



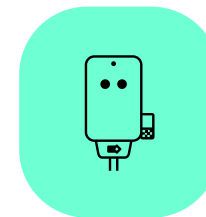
Germany

The conversion rate improved by 3.2%, accompanied by a 2.8% rise in revenue per visitor (RPV).



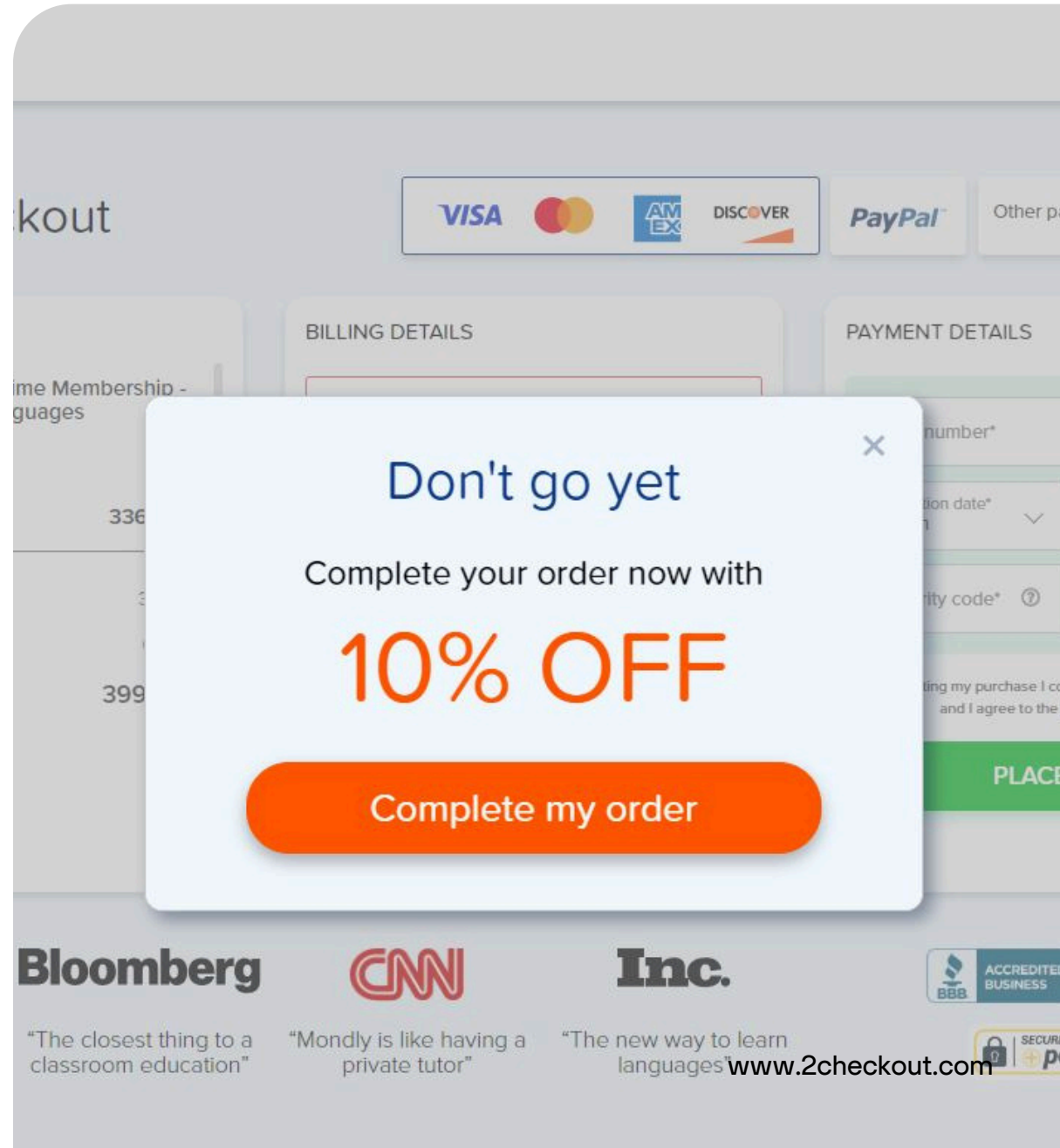
United States

The conversion rate improved by 3.9%, with a modest but meaningful 0.7% increase in RPV.



ROW (the rest of the world/the rest of the countries)

Experienced even more substantial gains, with a 5.6% increase in conversion rate and a 7.6% boost in RPV.



Bloomberg

"The closest thing to a classroom education"

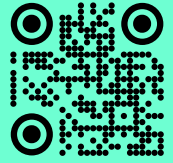
CNN

"Mondly is like having a private tutor"

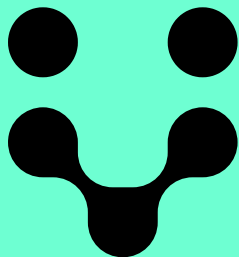
Inc.

"The new way to learn languages"

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

CS2024Q4Mondly | Published October 2024

