

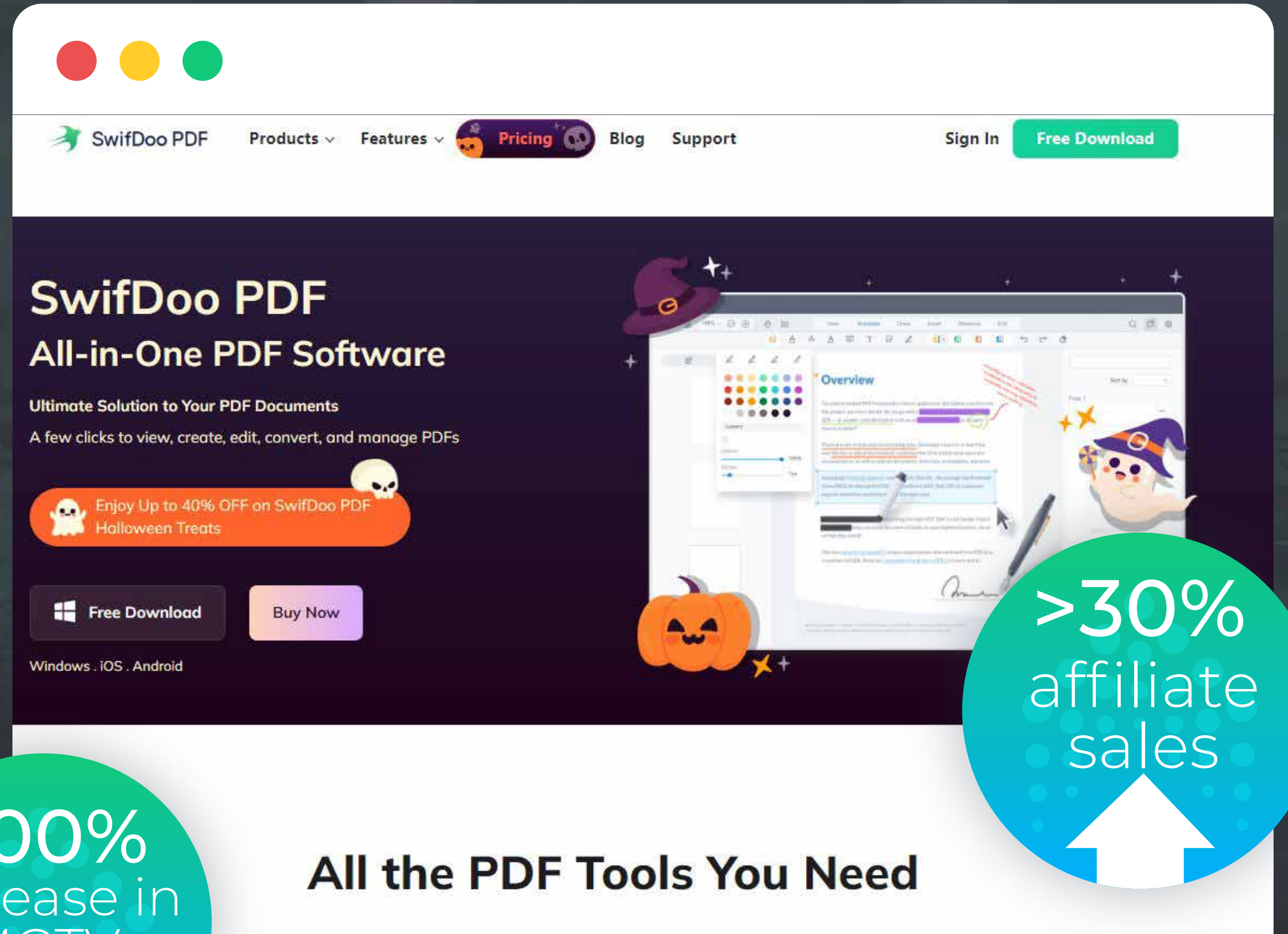


VERIFONE CLIENT SUCCESS STORY



SwifDoo PDF

Fast Lane to Growth:
How SwifDoo PDF
Achieved Significant
Revenue Uplift Since
Switching to Verifone



900%
increase in
MGTV

>30%
affiliate
sales



www.2checkout.com



Tianping Zhang
CEO, Swifdoo PDF



After trying many similar platforms, we were impressed by Verifone's excellent service and powerful technology, which has helped us improve in terms of market strategy and overall operations. The platform offers richer resource, covering all the needs of a new and ambitious company, including global payment methods and a close and effective collaboration with their team. We have confidence in their consistent support, and making our decision to partner with Verifone has been a great one.



SwifDoo PDF

Customer:
SwifDoo PDF

Vertical/ Industry:
Software

Website:
www.swifdoo.com

Target:
B2B & B2C

Company Size:
SMB

Benefits & Results:

- ✓ Increase in Monthly Gross Total Value of 900%
- ✓ During the Summer 2023 campaign, over 30% of total revenue came from the Verifone affiliate network
- ✓ Additional payment methods leveraged
- ✓ Quick support and assistance
- ✓ Boost in overall conversion rates

Verifone Solution:



2Checkout Monetization Platform
Verifone's Affiliate Network

Context

SwifDoo PDF, a rapidly growing software company that provides customers with complete business solutions for PDF documents, encountered a series of challenges on its growth journey.

Their previous payments partner had a difficult-to-use control panel and offered insufficient support and assistance, so naturally it all concluded in a low conversion rate. The SwifDoo PDF team decided it was time for a change, so they made the strategic decision to seek out a new payments partner.



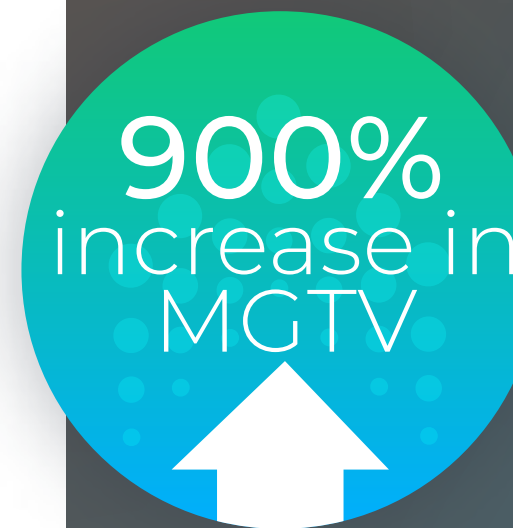


Solution & Results

The transition to Verifone's 2Checkout Monetization Platform resulted in an enhanced experience and a significant increase in conversion rates.

The introduction of additional payment options, along with strong and collaborative support from our team, contributed immensely to their revenue growth. Leveraging our award-winning affiliate network as an additional sales channel proved particularly impactful, with a substantial portion of total revenue—exceeding 30%—generated during the August-September campaign led by Verifone. Notably, the Monthly Gross Total Value (MGTV) experienced a remarkable 900% increase, showing a significant jump from its starting point.

In conclusion, SwifDoo PDF's experience with the 2Checkout platform showcases a range of tangible benefits that affirm its role as a strategic driver for long-term growth and success.



About:
SwifDoo PDF



SwifDoo PDF

SwifDoo PDF, a dedicated software development company, provides customers with complete solutions to all PDF-relevant needs, from editing and organizing to converting and protecting documents. SwifDoo PDF is a young team, established in 2017, that has helped users process millions of PDF documents in the past years.

For more information, visit <https://www.swifdoo.com/>

About 2Checkout (now Verifone)

Verifone is omnipresent in omnichannel - no matter where you are in the world, no matter where you are with your customer journey. We revolutionize commerce. We make it happen. Simply. Everywhere.

Our leading all-in-one monetization platform allows businesses to quickly expand internationally and optimize recurring revenue streams across channels, by simplifying the back-end complexities that modern digital commerce creates.

Get more information at www.2checkout.com



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Georgia, USA

NORTH AMERICA

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Amsterdam,
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