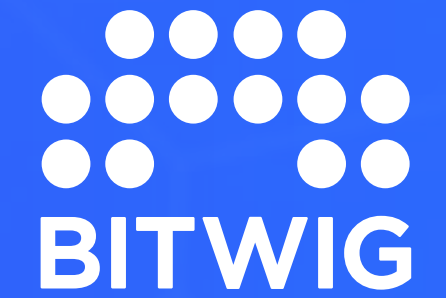
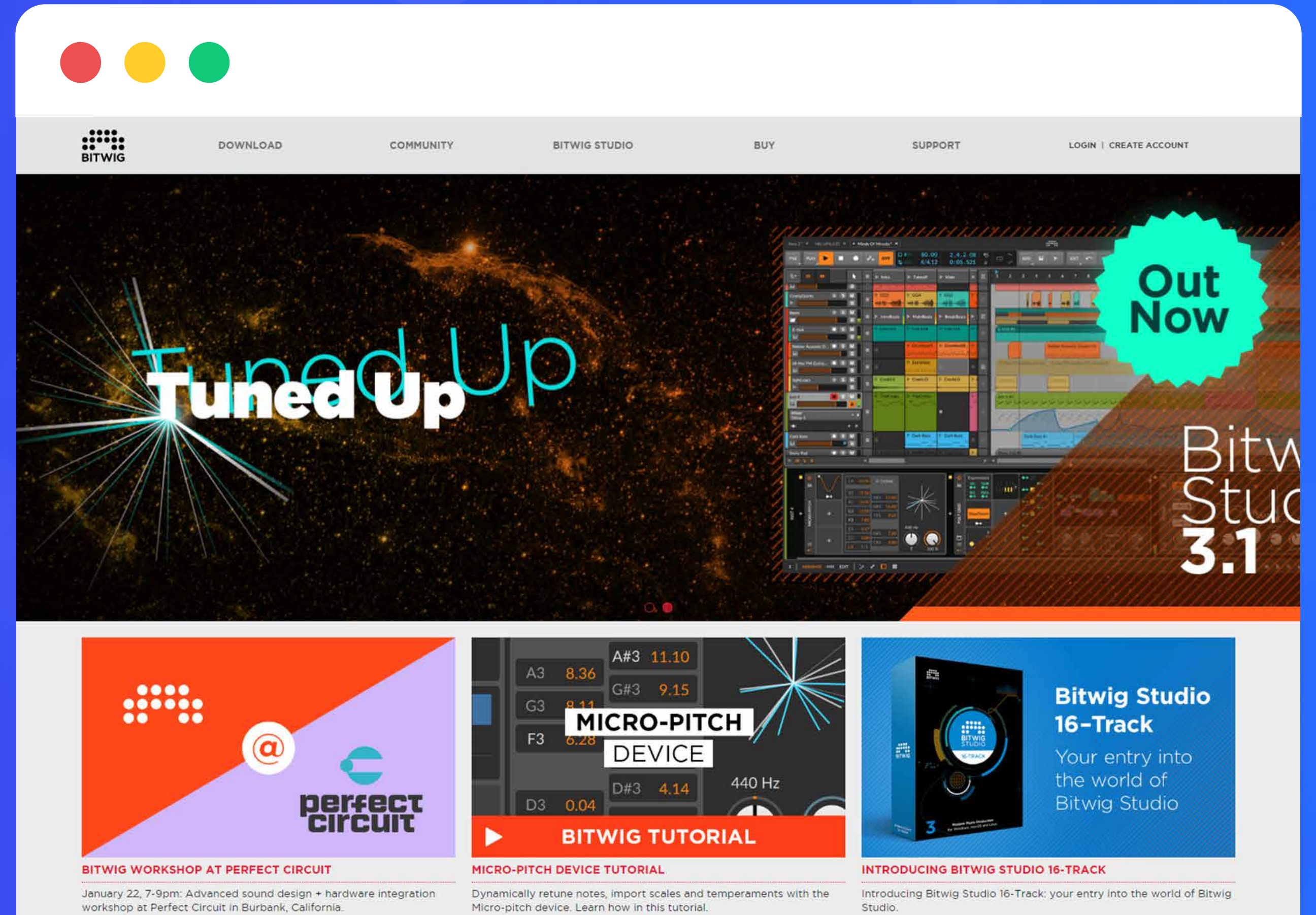




CLIENT SUCCESS STORY



Bitwig Improves eCommerce Operations with 2Checkout



2checkout

www.2checkout.com

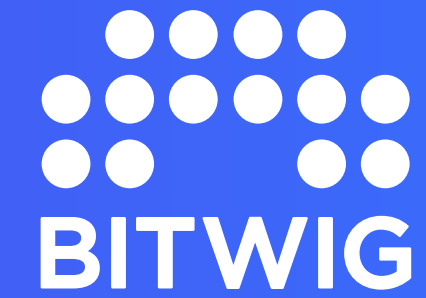


Placidus Schelbert

Managing Director, Bitwig GmbH



With 2Checkout we feel safe that payments are handled by professionals. They have the relevant competence and experience, being on top of the game in a way we could never be. They follow global trends in technology, payment methods, legal and tax issues, as well as checkout flow optimization. 2Checkout is working proactively to help us achieve our e-commerce goals and grow. ”



Customer:
Bitwig

Vertical:
Music Production and
Performance Software

Target:
B2C, B2sB

Company Size:
SMB

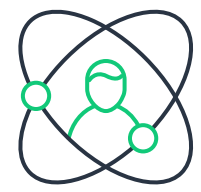
Benefits & Results

- ✓ 42% YOY growth, facilitated by 2Checkout through overall improved eCommerce
- ✓ 13% revenue uplift through various sources: revenue recovery tools, cart abandonment tools, affiliate marketing.

2Checkout Solution:



Avangate Monetization Platform
Including the Affiliate Network | 2Monetize with Merchant of Record Model

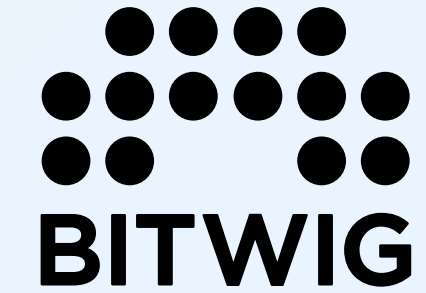


Context & Objectives

With their previous payment provider, Bitwig was struggling with poor localization capabilities and weak reporting, limited shopper support and lack of merchandising/ marketing tools. They were looking to switch to a more flexible platform that would enable them to focus on their core business. In terms of features, they particularly wanted better localization, support, marketing and tracking tools, as well as a better API.



Customer
Bitwig



“ We were looking for a solution that takes care of all the hassle of online selling for us so that we can focus on our core business, which is developing Bitwig Studio, our music production software. Payment methods, language localizations, support of various currencies, VAT/ tax calculations: 2Checkout has it all covered, and at a very competitive price. The backend lets you customize almost everything and it looks great and is fun to use. The shop solution offers great APIs to connect to and has extensive reporting functions. And last but not least: They really care about our business and are there for us when we need help. ”

Placidus Schelbert

Managing Director, Bitwig GmbH



Benefits & Results



Improved localization: Bitwig optimized market reach with the help of 2Checkout's extensive localization capabilities: 45+ payment methods (popular options at global level such as Visa, MasterCard and Paypal, and also local payment methods such as CarteBancaire in France or Konbini in Japan which Bitwig was previously lacking), plus 100 billing currencies. The localized pricing options, the geolocation feature and the cart localized in more than 30 languages helped Bitwig improve purchase localization further.



Strong reporting and analytics: advanced reporting capabilities and export options allowed Bitwig to gain valuable insights into their KPIs.

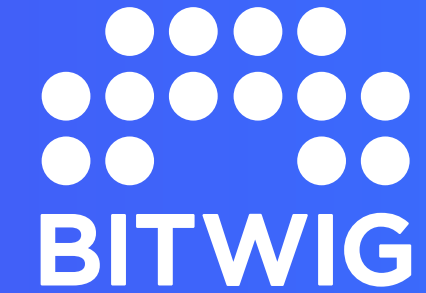


Out-of-the-box marketing & merchandising tools: Bitwig found the tools sophisticated enough to address their needs, yet simple to use. They were able to setup product information, conduct promotional campaigns, send notifications, and so on.



Digital commerce platform offering advanced APIs to connect to.

Customer Bitwig



Results:

- ✓ 42% YOY growth, facilitated by 2Checkout through overall improved eCommerce
- ✓ 2% revenue uplift on auto renewals with basic RRT tools
- ✓ 4% revenue uplift through cart abandonment tools
- ✓ 7% sales driven by the affiliates network

About Bitwig

Bitwig is an international music software company based in Berlin. The company was founded in 2009 by four music enthusiasts with extensive experience in the music technology industry and a strong vision about new cutting-edge methods of music production, live performance and collaboration. Bitwig Studio is the first product to be released by Bitwig. More information on www.bitwig.com/.

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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Georgia, USA

NORTH AMERICA

Columbus,
Ohio, USA

WESTERN EUROPE (HQ)

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