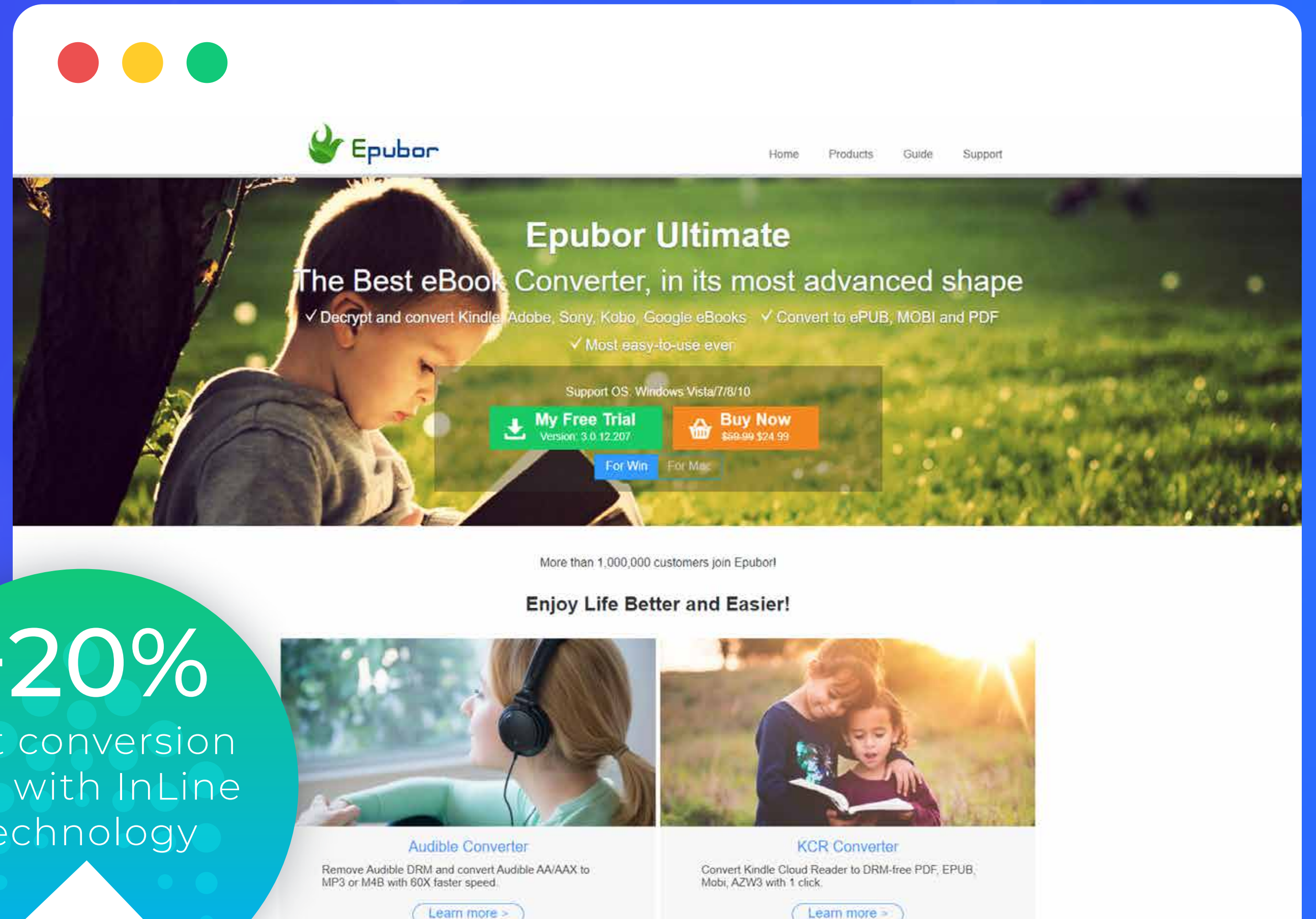Epubor

Epubor Boosts Conversion Rate by 20% with 2Checkout's InLine Cart

+20% cart conversion rate with InLine Technology

2checkout

Iris Yan
Sales Manager, Epubor

"
We are always ready to adopt new technology, and with data-backed results, we are confident we are taking each decision in the right direction. We appreciate 2Checkout's constant improvement of their digital commerce platform and for helping us expand online revenue through such cart optimizations. "

Customer:
Epubor

Epubor

Vertical:
Multi-media

Target:
B2C, B2sB

Company Size:
SMB

Benefits & Results:

✓ 20% increase in cart conversion rate due to the new InLine technology

✓ 10-20% overall revenue uplift (estimate)

2Checkout Solution:

Avangate Monetization Platform
2Monetize with Merchant of Record Model | CRO service
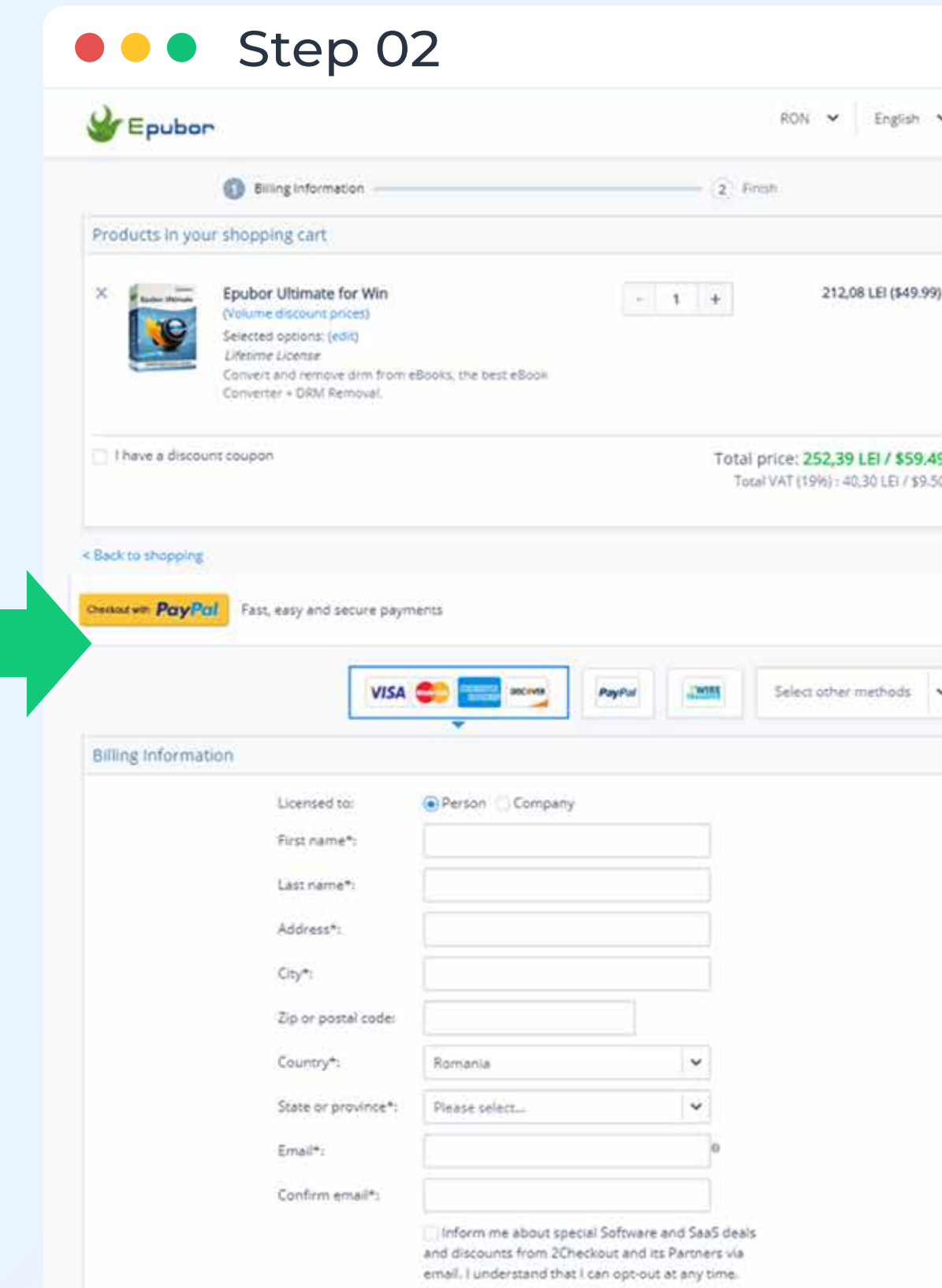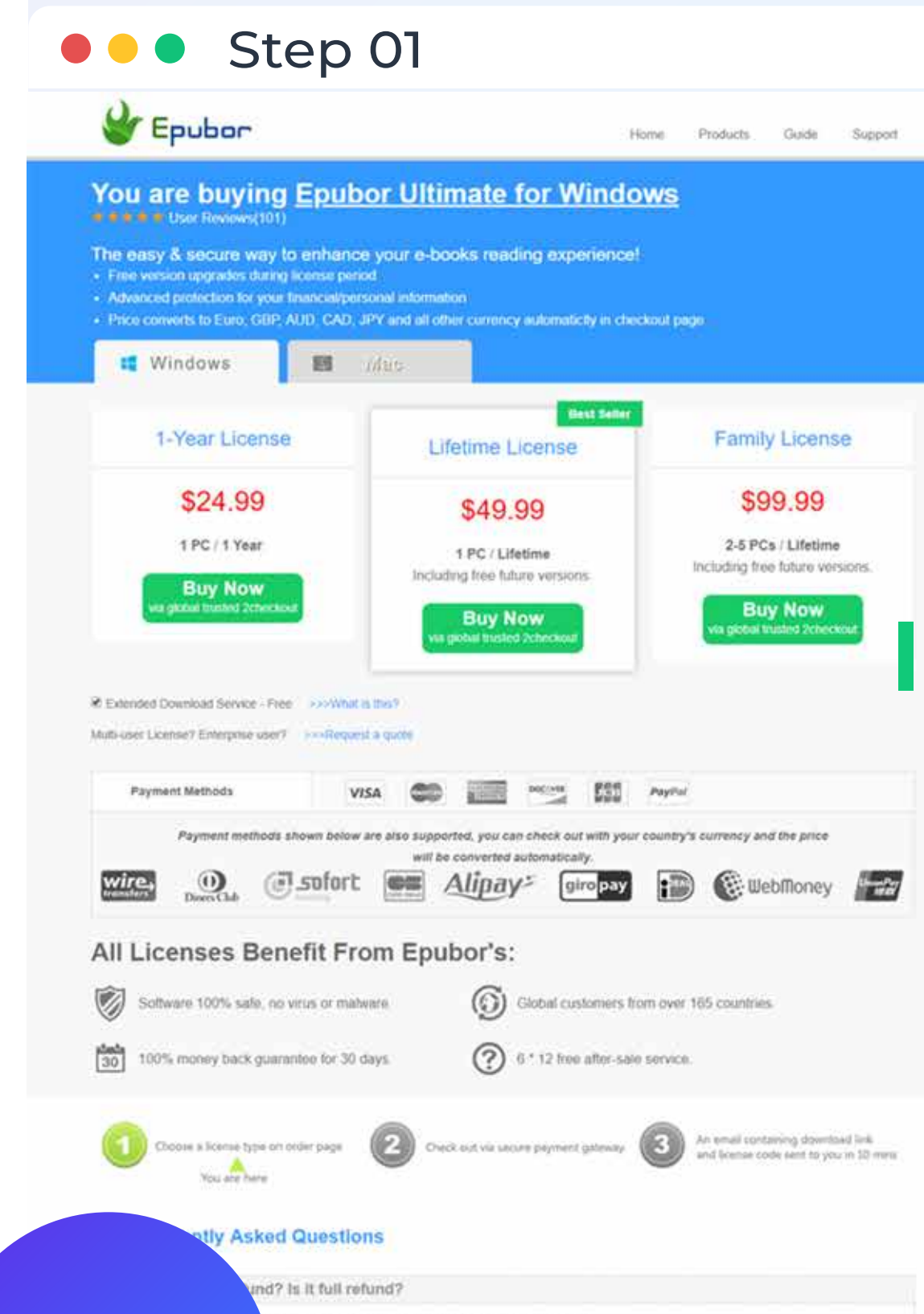
Context & Objectives

Epubor offers converter tools for audio and visual content that is employed by tens of thousands of listeners and readers worldwide. The software provider was looking to improve conversion rates on their website by employing an InLine type of checkout, instead of the previous hosted cart. The Epubor team worked with 2Checkout's CRO experts, who employed the VWO optimization platform in order to carry out this project.

The hypothesis was that showing the new checkout on the Epubor page would generate lower friction, a better user experience, and a higher conversion rate. Not redirecting to an additional website would also improve speed. Another point the teams wanted to test was switching the pre-selected payment method from PayPal to credit card.

Benefits & Results

We carried out tests of the InLine cart versus the current setup on several Epubor products. The tests were run on a top landing page, which was bringing most of the traffic to the checkout page. The test was run with VWO globally, in all countries and languages. The team also studied screen recordings from VWO to identify potential UX issues or areas of improvement.
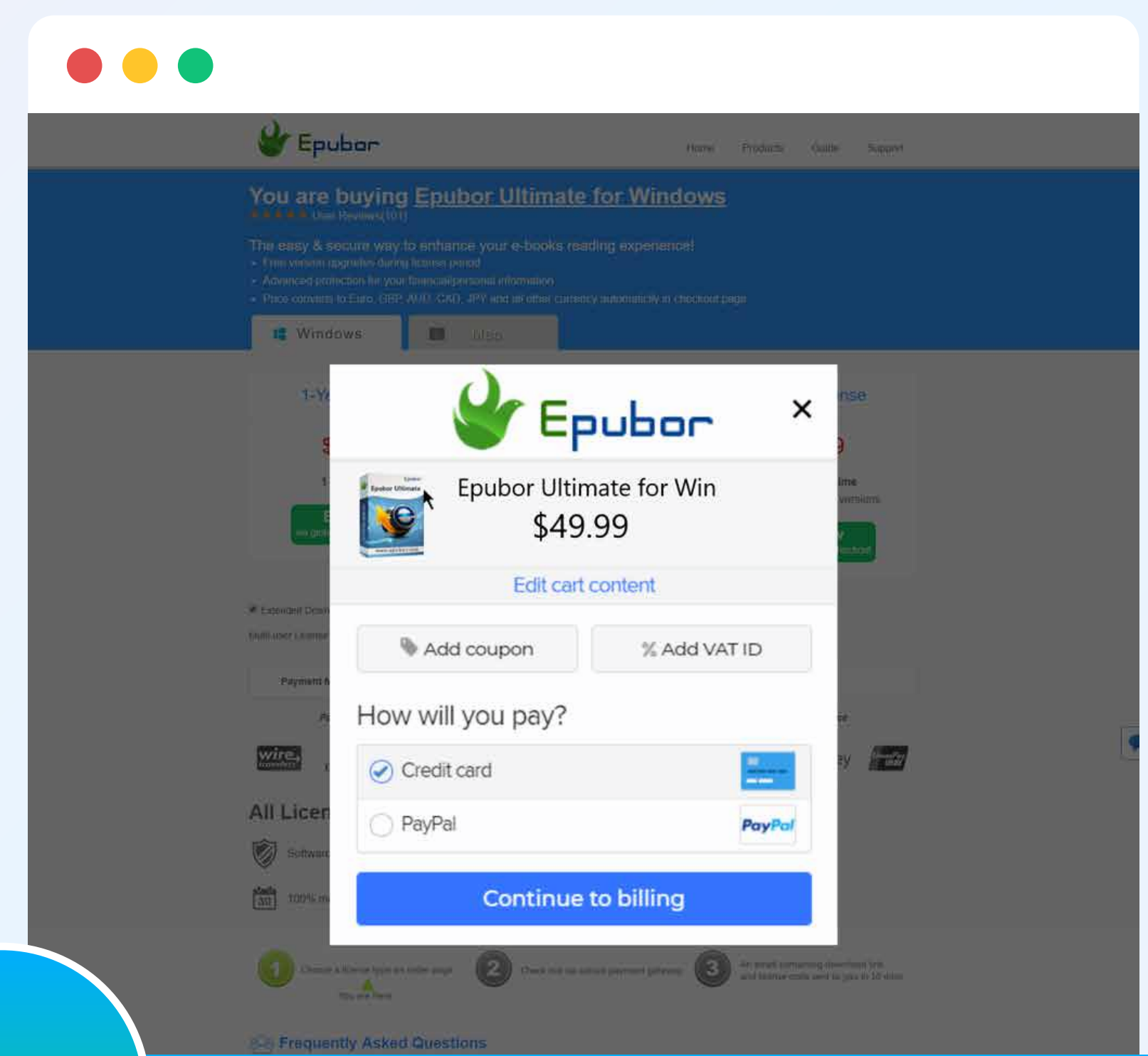
Customer
Epubor

Step 01

Step 02

BEFORE

Control: Current hosted checkout page and cart flow (without review page).

Variation 1: Default version of the ConvertPlus InLine cart, with no extra customizations apart from the Epubor logo.

Overall, the InLine cart showed a 20% (exact rate: 19.62%) improvement over Control in terms of cart conversion rate. Based on the improvements seen during the A/B test, we estimate a yearly gross sales volume increase of 10-20%, if all traffic were switched to the InLine Cart.

Customer
Epubor

Epubor offers converter tools for audio and visual content, employed by tens of thousands of listeners and readers worldwide.

More information on www.epubor.com/.

2checkout

www.2checkout.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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