

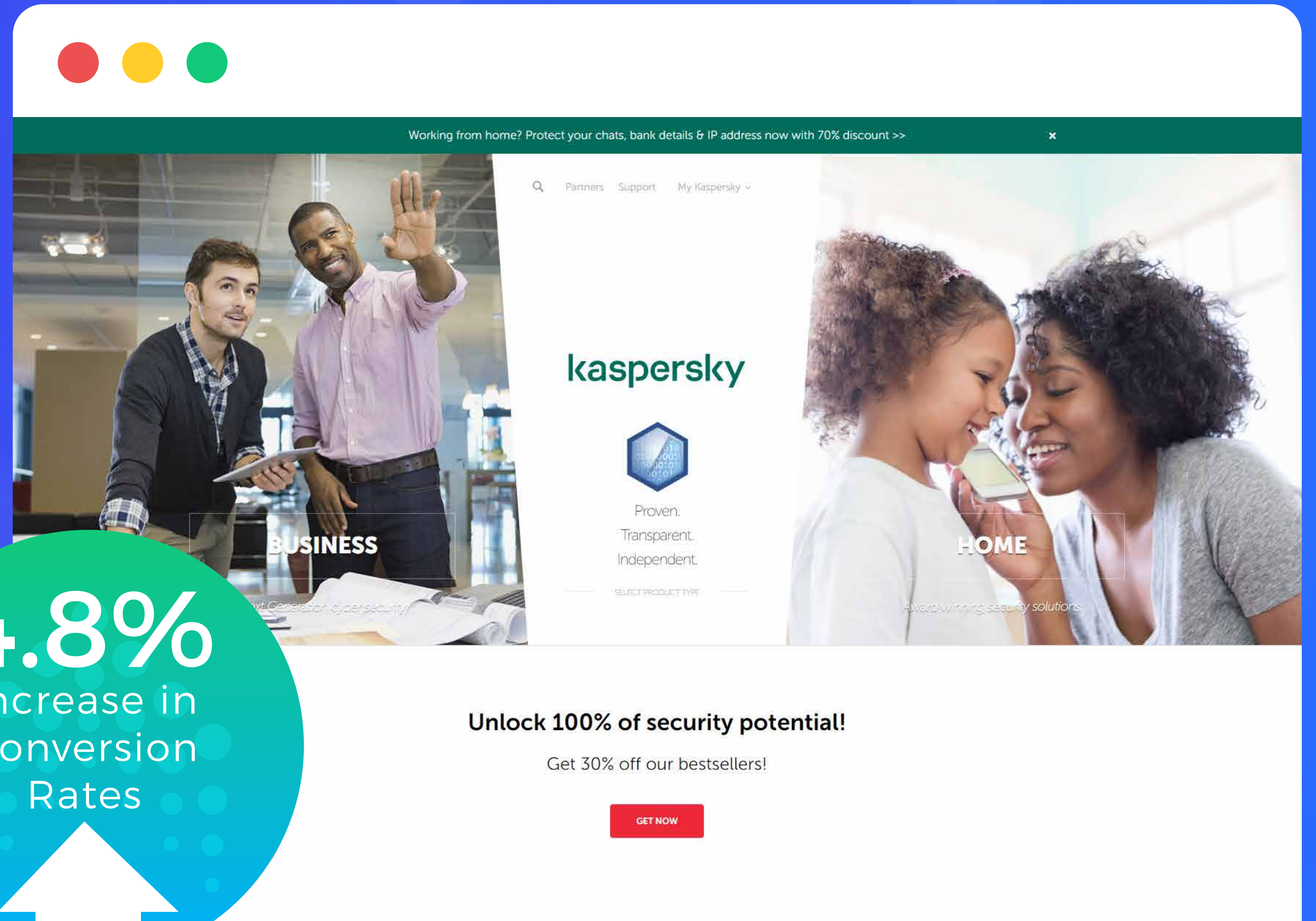


CLIENT SUCCESS STORY

kaspersky

Kaspersky Push-notifications Implementation in META Markets with Push4Site

4.8%
Increase in
Conversion
Rates



2checkout

www.2checkout.com



Ekaterina Uchaeva

Head of eCommerce META, Kaspersky



We wanted to have an additional communication channel with prospects and customers and improve our metrics. We implemented push-notifications on the commerce side, with the help of 2Checkout, and we were very pleased with the immediate reach across several markets and with the results. ”

Customer:
Kaspersky

Vertical:
Cybersecurity software

Target:
B2C, B2sB

Company Size:
Enterprise

Partner:
Push4Site

Websites*:

- ✓ kaspersky.co.za
- ✓ me-en.kaspersky.com
- ✓ me.kaspersky.com
- ✓ kaspersky.com.tr

* Together, covering more than 40 countries of the Middle East, Africa and Turkey

2Checkout Solution:



Avangate Monetization Platform
Including the Affiliates Network | Merchant of Record Model

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Examples of push notifications on Kaspersky websites

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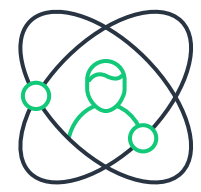
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Context & Objectives

The Kaspersky team was looking for an additional way to communicate with new prospects until they download a trial version or buy a security product. The main objective was to increase the website conversion and reduce cart abandonment.



Benefits & Results



Seamless integration of Kaspersky META markets websites with 2Checkout and Push4Site, the push notifications provider.



The 2Checkout integration allows automated trigger notifications from Push4Site, to determine clients to return to the cart, maintaining their initial product selection.



The first push notification is sent after 3 minutes, with a **follow-up after 90 minutes, with a 15% discount for visitors who return to the cart.**



21% of clients who abandon the shopping cart return to the website, and 23% of those complete the purchase, **translating into 4.8% sales conversion rates.**

Customer:
Kaspersky

kaspersky

Kaspersky is a global cybersecurity company founded in 1997. Kaspersky's deep threat intelligence and security expertise is constantly transforming into innovative security solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. The company's comprehensive security portfolio includes leading endpoint protection and a number of specialized security solutions and services to fight sophisticated and evolving digital threats. Over 400 million users are protected by Kaspersky technologies and we help 250,000 corporate clients protect what matters most to them. Learn more at kaspersky.com.

More info on www.kaspersky.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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