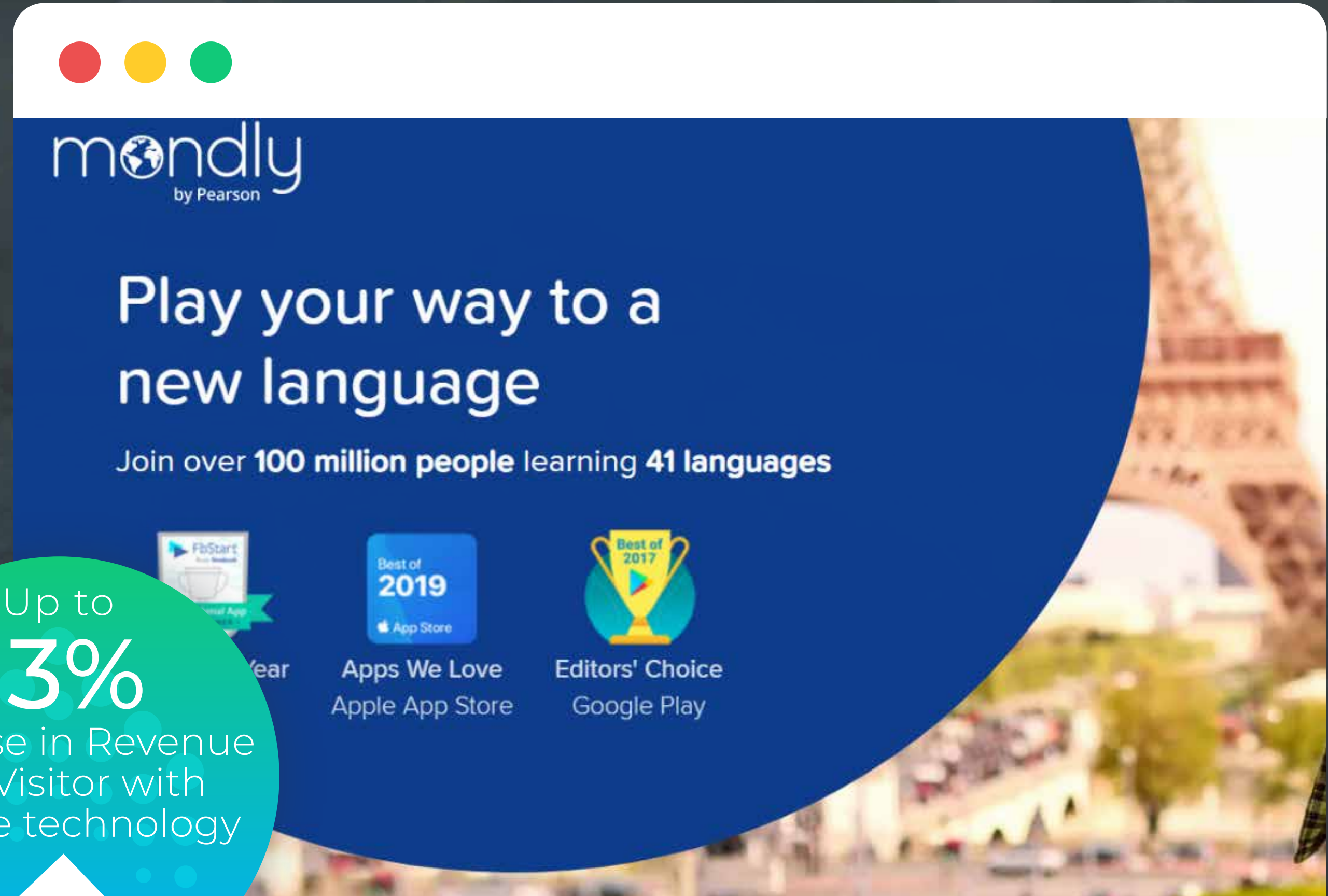




VERIFONE CLIENT SUCCESS STORY



# Mondly Increases Revenue Per Visitor by 13% with InLine Cart



Up to **13%** increase in Revenue per Visitor with InLine technology

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www.2checkout.com



**Cristian Balau**

Digital Marketing Manager at Mondly



At Mondly, our focus is always on the client, so we constantly have an eye for innovation and work on continuously improving customer experience. The A/B testing project we did in collaboration with the Verifone CRO team helped us with exactly that; switching to an Inline cart offers clients a simple, straightforward checkout experience, with a fresh look and feel. We are very happy to see an increase in revenue since adopting their new cart technology. ”



**Customer:**  
Mondly

**Vertical/ Industry:**  
Educational/Language Learning software

**Target:**  
B2C & B2B

**Website:**  
www.mondly.com

**Company Size:**  
SMB

**Benefits & Results:**

- ✓ Update to a new, straightforward checkout that eliminates distractions
- ✓ Improved localization in specific markets
- ✓ 13% increase in Revenue Per Visitor
- ✓ Up to 5% increase in Conversion Rate in certain regions

**Verifone Solution:**



2Checkout Monetization Platform  
CRO Services

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## Context

Mondly is a globally acclaimed language learning platform with a daring mission to break language barriers between people. The first-ever to make language learning with speech recognition possible in virtual and augmented reality, Mondly is nothing short of an industry pioneer.

The learning platform was aiming to improve Revenue Per Visitor (RVP) and Conversion Rate (CR), among others. The Verifone CRO team recommended making the switch from their existing shopping cart to a one-step checkout experience.

The InLine checkout is designed as a simple and straightforward interface to keep distractions out of the customer's way. The InLine cart does not redirect the shopper to a different checkout page, but instead opens the cart in an overlay on top of the merchant's website.

Verifone's CRO team proposed an A/B test of the current 3-column checkout version versus the new InLine template to determine which one performs better and help Mondly scale their business.

**mondly**  
by Pearson



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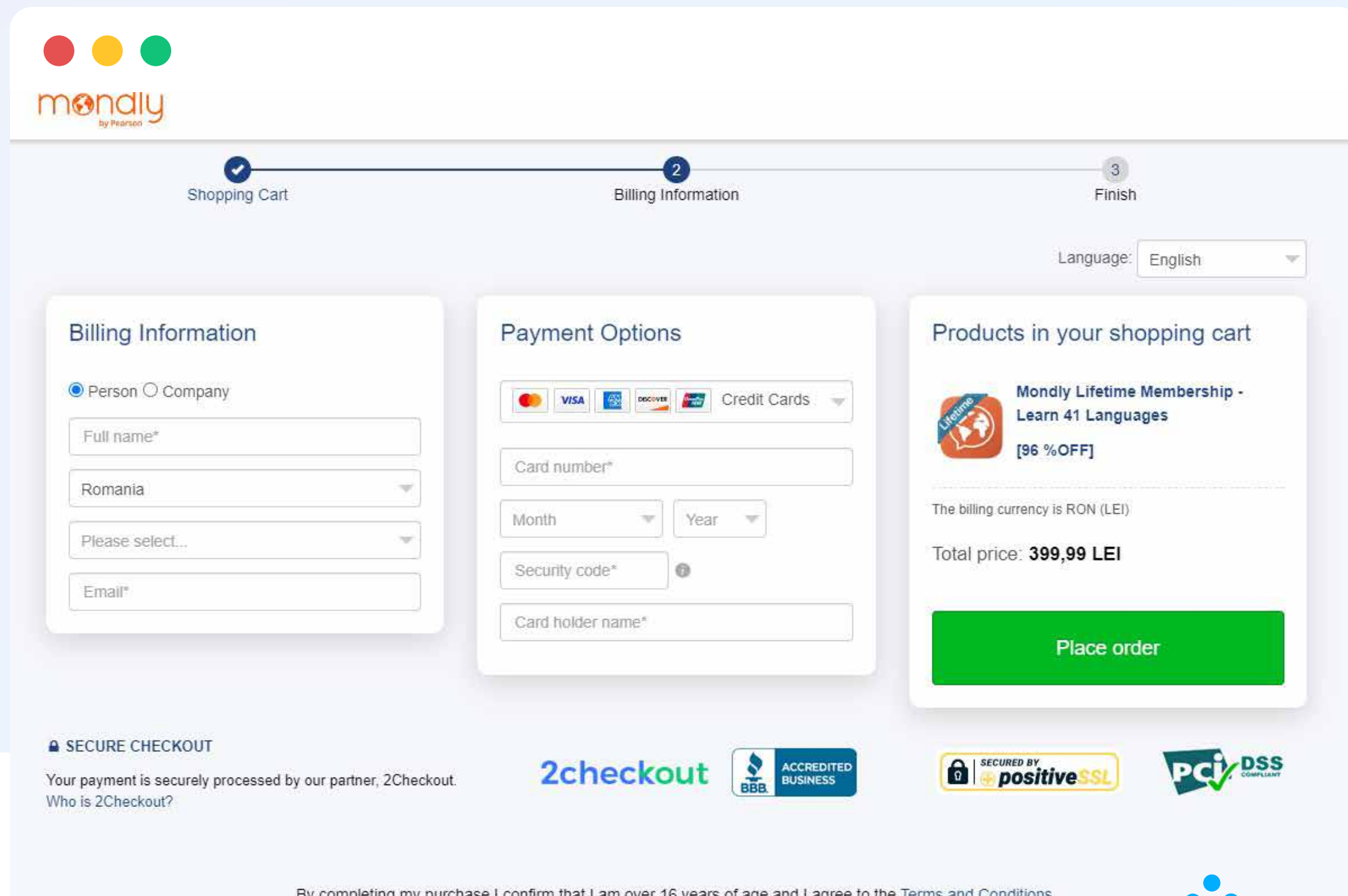
[www.2checkout.com](http://www.2checkout.com)



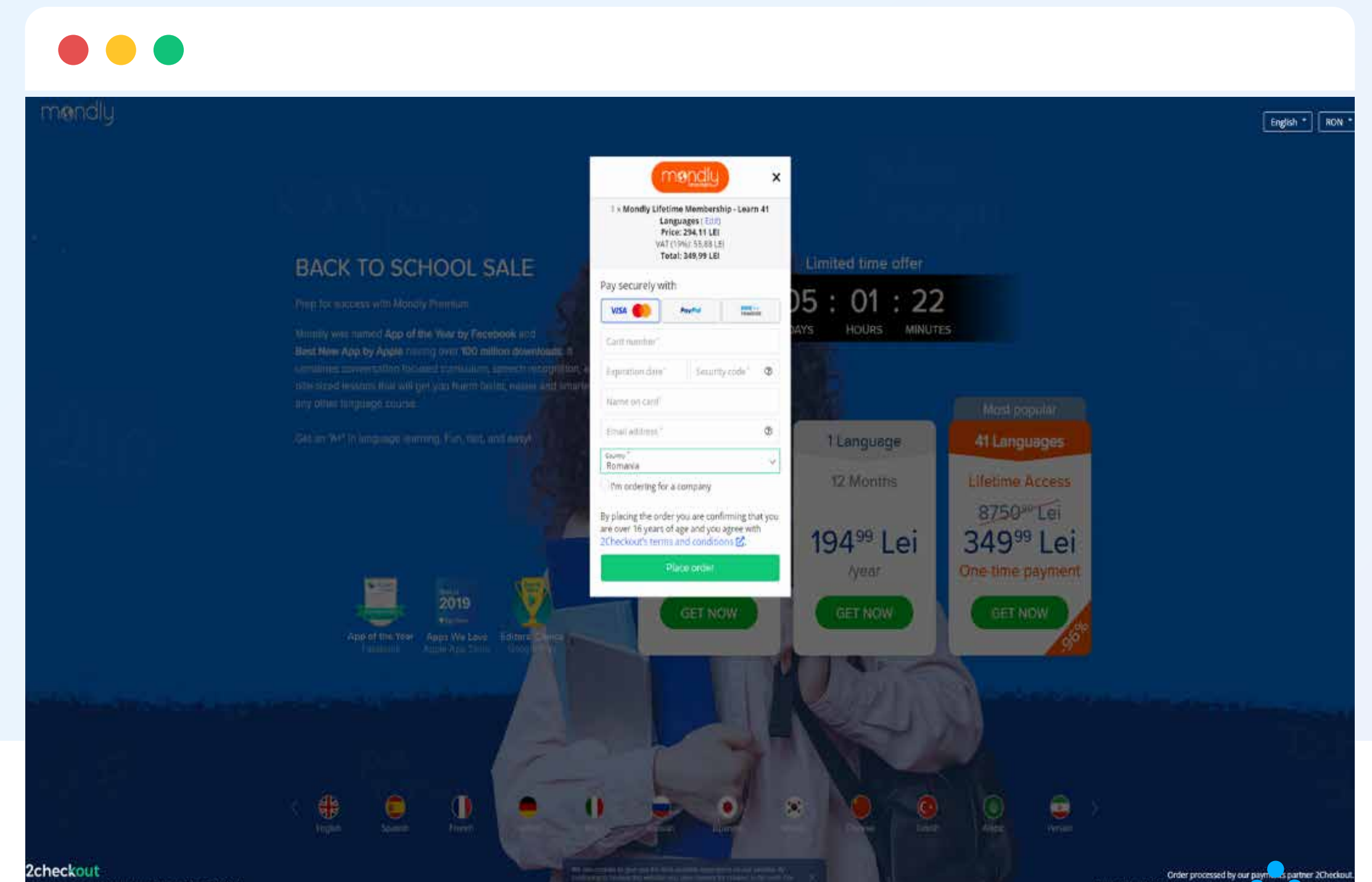
# Solution & Results



The InLine cart implementation run has shown improved performance in specific markets, at per country level, and generated a **13% boost in Revenue Per Visitor** and up to **5% increase in Conversion Rate**.



CONTROL - 3-column checkout

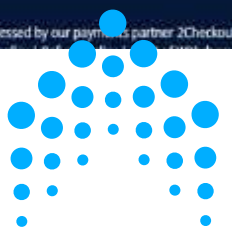
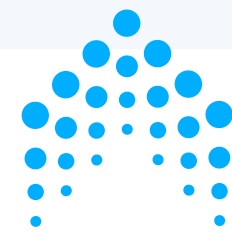


VARIATION 1 - InLine one-step checkout

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## Solution & Results (continued)

The team working on this project recommended a split implementation for a global strategy, meaning that the new template should be used depending on the country preferences and specificities to maximize overall performance as well as RPV and CR.

### Do you also want higher revenue per visitor

...and the ability to offer your clients a frictionless checkout experience? Get more information on the Inline cart and how to activate it as a 2Checkout merchant.

[Learn more >](#)



About:  
Mondly



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 in the top 10 VR apps worldwide.

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.

For more information, visit [www.mondly.com](http://www.mondly.com).

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# 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](http://www.2checkout.com)



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