



CLIENT SUCCESS STORY

SysTools[®]
Simplifying Technology

SysTools Gets 7%
Additional Revenue
Driven by the
Avangate Affiliate
Network

7%+
revenue uplift via
affiliates channel



2checkout

www.2checkout.com



Chirag Arora

Digital Marketing Manager, SysTools Software



Since working with 2Checkout's Avangate Affiliate Network, we have started seeing great results from this channel. ROI on the affiliates channel is not only positive, but also much bigger than that of other marketing initiatives, such as PPC advertising. For example, after only three months of active program engagement, affiliate network sales are 35% higher than sales resulted from PPC campaigns. We have started shifting priorities and resources to the channels and initiatives that make better sense for our business. We didn't have this flexibility until we started working with 2Checkout. ”

Customer:

SysTools Software

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Vertical:

Software - Data Recovery,
Cloud Backup, Cloud Migration,
and Digital Forensics

Target:

B2C and B2sB

Company Size:

SMB

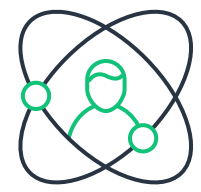
Benefits & Results

✓ **7%+ additional revenue** driven by the Affiliate Network

2Checkout Solution:



Avangate Monetization Platform
(including Avangate Affiliates Network)



Context & Objectives

Before working with 2Checkout, SysTools was focusing their inbound marketing efforts on PPC campaigns. One of the reasons for [the switch from their previous commerce provider](#) to 2Checkout was the Avangate Affiliate Network and management tools, which represented a promising marketing channel for the software company.



Solution & Results

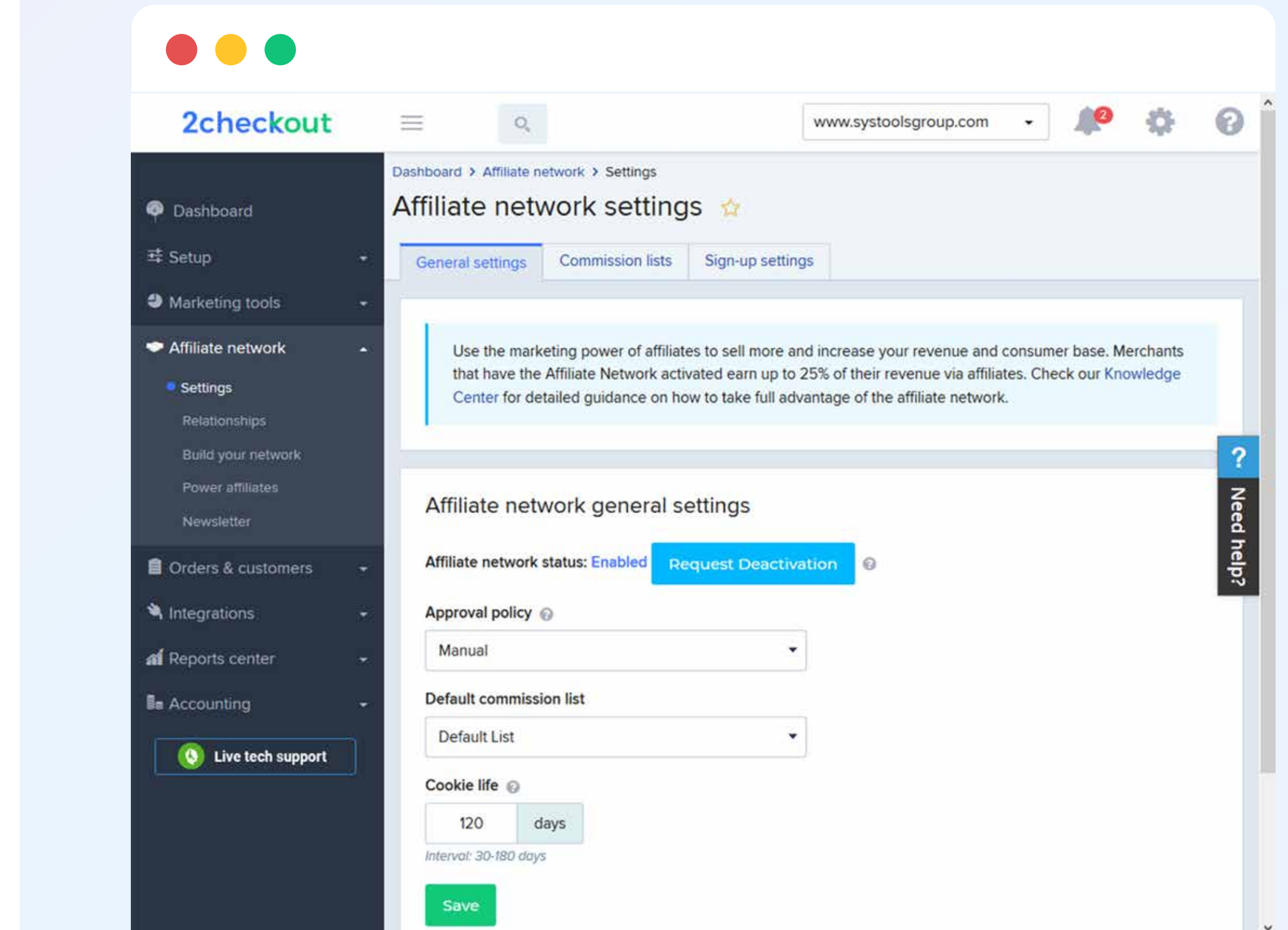
Since working with 2Checkout's Avangate Monetization Platform, SysTools also started working with 2Checkout's affiliate management team in order to expand SysTools' affiliate relationships and revenue and make the best use of the Avangate Affiliate Network.



avangate
Affiliate Network

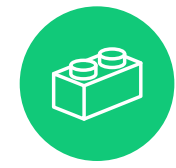
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2Checkout Merchant Control Panel - Affiliate Network Settings

For managing the affiliates channel, SysTools benefited from:



An affiliate management module that is easy to set up and use;

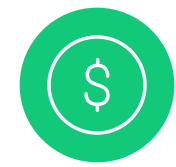


A performance marketing-oriented platform, where the SysTools team could set up campaigns, manage relationships, communicate easily with affiliates and understand how the program is performing through real-time reporting.

Results:



More than 7% additional revenue driven by the Affiliate Network



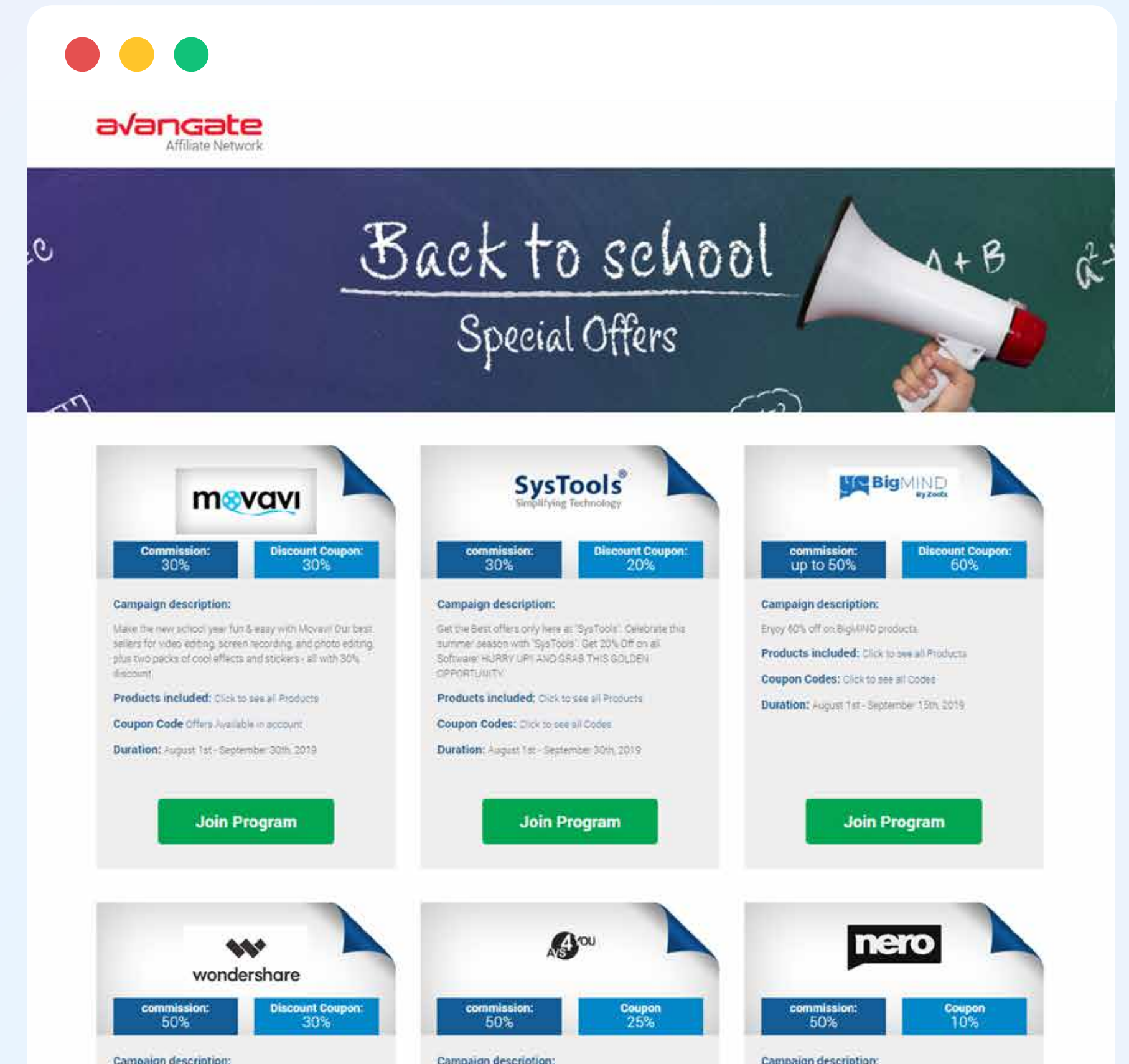
Affiliate network sales are 35% higher than sales resulted from PPC campaigns, which was the main acquisition channel prior to working with 2Checkout.



Overachieving their partnership goal – within three months, SysTools achieved almost 50% of their yearly goal regarding affiliate partnerships

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Campaign example: Back to School 2019



Chirag Arora

Digital Marketing Manager, SysTools Software

“

We were unsure about affiliates as a channel, as we hadn't had much success with this in the past. However, the quality of the network that 2Checkout is providing with their Avangate Affiliate Network, and the affiliate management tools at our disposal made a huge difference and we could see significant results from this channel immediately. ”

Customer:

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SysTools is a digital forensics company that offers result-oriented support for businesses and consumers. SysTools will not only simplify your security operations and minimize risks, they will help protect your most crucial data, and effectively reduce the cost and complexity of your enterprise's security infrastructure. SysTools is known for its products' exceptional features and their premier expertise in data recovery and elimination of corrupted data, risk management, business compliance solutions, and email server management. Among SysTools' recent breakthrough developments is MailXaminer, a signature email forensics software that has emerged as one of the leading global products in digital forensics.

For more information, please visit www.systoolsgroup.com/ and www.mailxaminer.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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