

## Avangate Client Success Story

### Privax

Global Reach. Increase in Retention Revenue by 18%

*“It’s a huge relief having global payments, tax, fraud, etc. taken care of by a commerce provider such as Avangate so we can focus on our core business instead of spending our resources managing a commerce infrastructure or integrating subscription billing and sales tax compliance [...].”*

*With the newly implemented Revenue Recovery Tools, Avangate’s commerce solution helps us recover almost 20% of recurring revenues which is no small feat.”*



**Danvers Baillieu**  
Chief Operating Officer  
Privax

#### Customer: Privax/ HideMyAss brand

**Segment:** Online Service

**Vertical:** Virtual Private Network

#### Key Results:

- Global reach and improved Acquisition: instantly conduct commerce in 120+ countries
- Increase in retention revenue by 18% via Avangate’s Revenue Recovery Tools
- Increased productivity and operational efficiency

#### Avangate Solution:

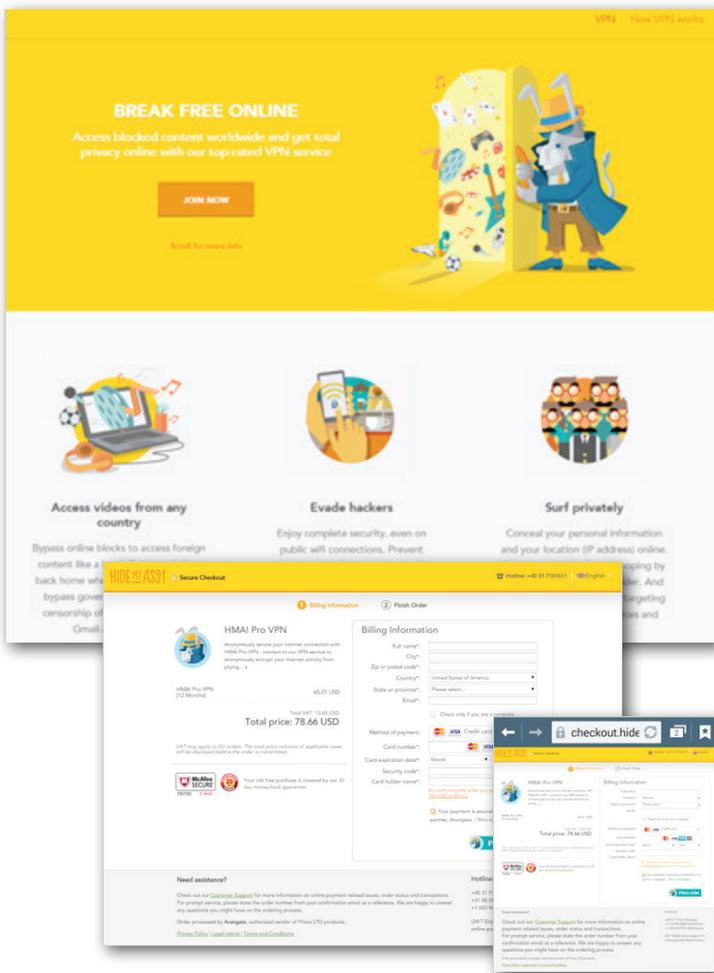
Enterprise Edition



## Context & Objectives

With privacy becoming a more pressing concern for internet users everywhere and prospective clients extremely savvy purchasers, Privax' objectives regarding their online sales strategy for hidemyass.com revolved around three main pillars:

- Achieve a flexible and efficient go-to-market approach on a global level
- Improve customer retention
- Increase operational efficiency



Client website, with matching design for responsive cart – desktop and mobile.

## Solution & Results

- **Global Reach and Improved Acquisition: Instantly conduct commerce in 120+ countries | Flexible and efficient go-to-market approach on a global level**

Privax selected Avangate in 2013 following a head-to-head competitive comparison, based on its rich online sales capabilities, proactive support and flexible commerce platform capable of supporting future needs that gave Privax both the tools as well the as peace of mind to focus their resources on the customer and marketing activities.

*“Avangate provides a “one-stop-shop” which gave us the flexibility we needed to build the types of offers that would appeal to our target audience. This includes trying new subscription models, pricing and packaging and sales support in 120+ countries, thanks to Avangate’s deep subscription and localization capabilities.”*





In 2014, Avangate introduced a suite of Revenue Recovery Tools (RRT) that improves conversion and retention for recurring revenues lost due to passive churn. RRT brings together extended credit Account Updaters, Retry Logic, gateway failure/ Intelligent Payment Routing, as well as bundled advanced third party tools leveraging direct bank integrations and big data analysis.

Privax switched on the RRT for hidemyass.com as early adopter and within 6 months of activation, the Avangate Account Updater service recovered 11.64% of the total revenue of automatically renewed subscriptions. With 20.36% of cards with at least one authorization retry (following an initial failed attempt), the Retry Logic service managed to recover an additional 6.63% of the total revenue of automatically renewed subscriptions. This totals the overall recovered revenue to 18.27% within 6 months (June-Nov 2014 data).

### ■ Increased Productivity and Operational Efficiency

Avangate alleviates the pain of global sales by handling local tax, payment, fraud management, and financial reconciliation management on behalf of its clients as well as other similarly complex, resource-consuming tasks.

### ■ Increase in Retention Revenue by 18% via Avangate's Revenue Recovery Tools

*"With the newly implemented Revenue Recovery Tools, Avangate's commerce solution helps us recover almost 20% of recurring revenues which is no small feat. The additional visibility into key business metrics around authorizations and renewals are a real eye opener and we appreciate the transparency provided by the Avangate Authorization Dashboard, allowing us to further optimize the recovery process."*





With increased operational efficiency through automation provided by the Avangate platform, Privax is able to craft offers and provide support focused on the individual, regardless of which country they purchased from or on which device they use the product.

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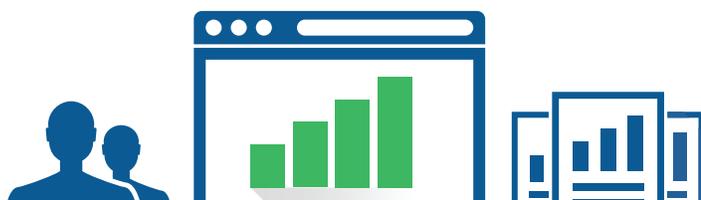
## About Privax

Privax is the parent company behind HideMyAss.com, a VPN (virtual private network) provider founded in 2005. London headquartered, with offices in the UK, Serbia and Ukraine. HideMyAss.com provides its free and paid services to around 10 million users.

## About Avangate

Avangate powers modern Digital Commerce, finally solving the complexity of online commerce, subscription billing, and global payments for Software, SaaS and Online Services companies. Backed by a proven cloud platform, unmatched expertise and a depth of digital commerce services, Avangate helps digital business leaders drive the fastest path to revenue, maximize the value of every customer, and expand global reach. Over 4,000 of the most demanding digital businesses in over 180 countries trust Avangate including Absolute Software, Bitdefender, Brocade, FICO, HP Software, Kaspersky, Metaio.

Learn more about how Avangate can help your business at [www.avangate.com](http://www.avangate.com)



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