

# Avangate Client Success Story

## 123ContactForm

19% Revenue Uplift from Acquisition and Retention Optimization Activities

*“123ContactForm has been growing at a high pace and with this came the need to scale operations efficiently. Avangate has been instrumental in helping us scale online sales globally and in making sure that we do not leak revenue at various moments of the client lifecycle, but instead obtain revenue uplifts through optimization projects. We have seen great results from employing Avangate’s in-platform marketing and revenue recovery tools and we’ll continue our optimization efforts in order to maximize ROI and offer our clients a frictionless online experience, from the first acquisition or upgrade, to subscription management and renewal.”*



**Florin Cornianu**  
CEO  
123ContactForm

**Customer:**  
**123ContactForm**

**Segment:** SaaS

**Vertical:** Web Tools: Form Builder

**Target:** B2B & B2Gov/ Edu

**Project:** Acquisition and Retention Optimization

**Benefits & Results:**  
19% revenue uplift

**Avangate Solution:**  
Enterprise Edition

## Context

123ContactForm is a SaaS provider of web forms and surveys for businesses and NGOs, government and educational institutions. In the context of a crowded market, with many free tools available, the company was looking to optimize their commerce operations and go-to-market approach.

## Objectives

Increase revenue by optimizing acquisition and implementing churn prevention actions.

## Solution

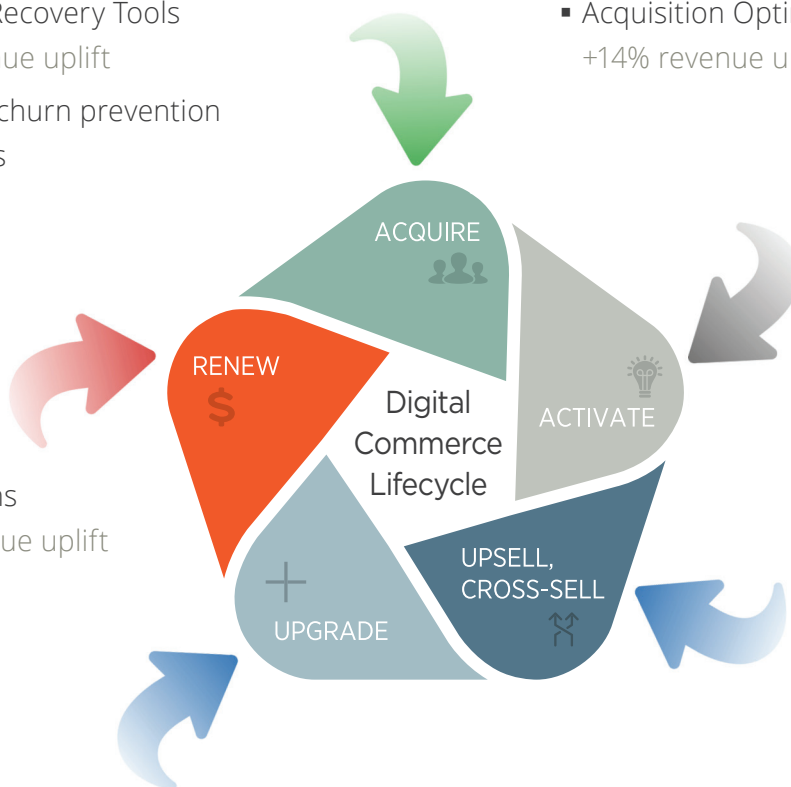
Together with their commerce provider Avangate, 123ContactForm carried out several programs aimed to increase conversion and retention, ultimately improving customer experience and driving additional revenue uplift, across all stages of the customer lifecycle. Focus was on optimization as opposed to increased acquisition investment.

- Revenue Recovery Tools  
+3% revenue uplift
- Proactive churn prevention campaigns

- Acquisition Optimization:  
+14% revenue uplift

- Promotions  
+2% revenue uplift

- Improved Localization  
+10% revenue uplift for Brazil orders





# Acquisition Optimization: 14% Revenue Uplift

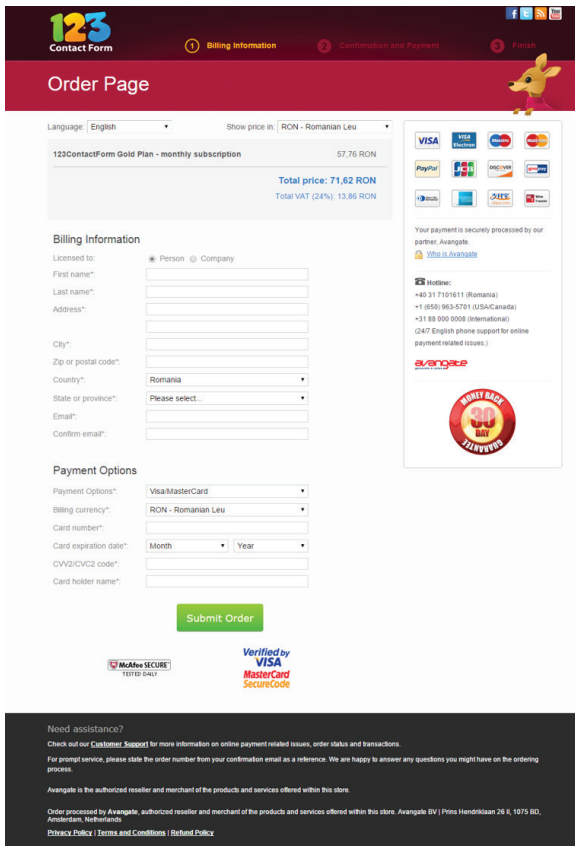
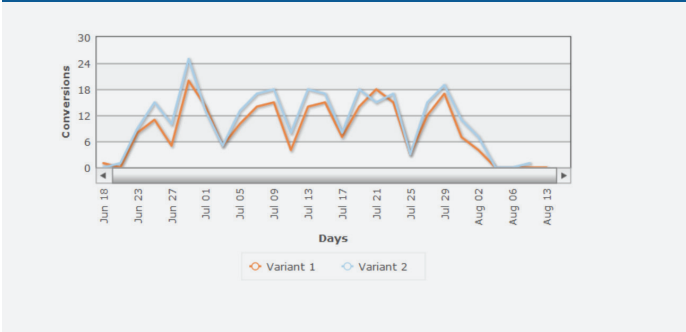
123ContactForm carried out an acquisition optimization project looking at improving conversion rates on acquisition. Avangate's in-platform A/B testing tool was used to compare shopping cart layouts and flows.

## Test 1 - Compact shopping cart fields

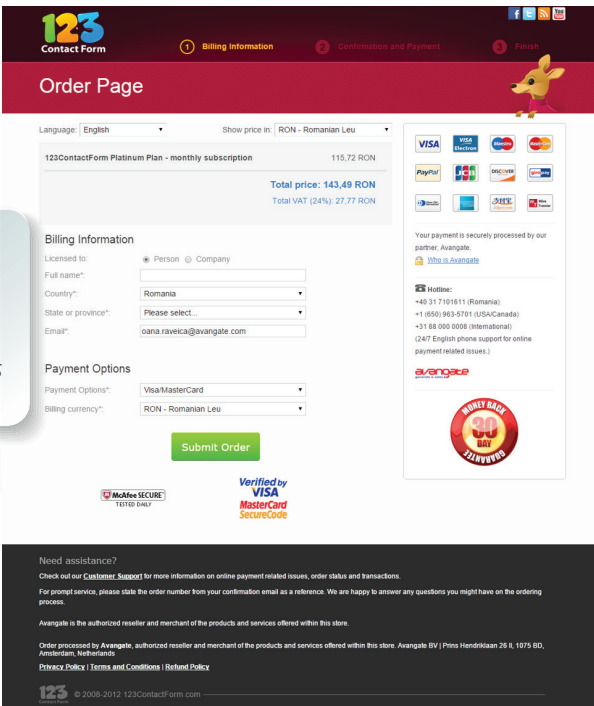
The first test aimed to make the cart more compact by reducing the number of fields in the Billing Information and Payment Option sections.

- Pages Tested: Checkout page
- Target Audience: All Visitors, all products
- KPIs: Conversions, Revenue, AOV
- Test duration: 8 weeks

Avangate's in-platform A/B testing tool is an easy way to test and measure optimizations to customer experiences and identify the right enhancements based on data-backed decisions. Easy to follow charts are automatically generated.



Compact shopping cart fields:  
Billing Information and Payment Options



Challenger: New Checkout page with simplified form

Control: Original Checkout page

## Test 2 – Simplified ordering process for high value orders

The second test aimed to simplify and speed up the ordering process by reducing the number of steps necessary for placing an order – from 2 to 1.

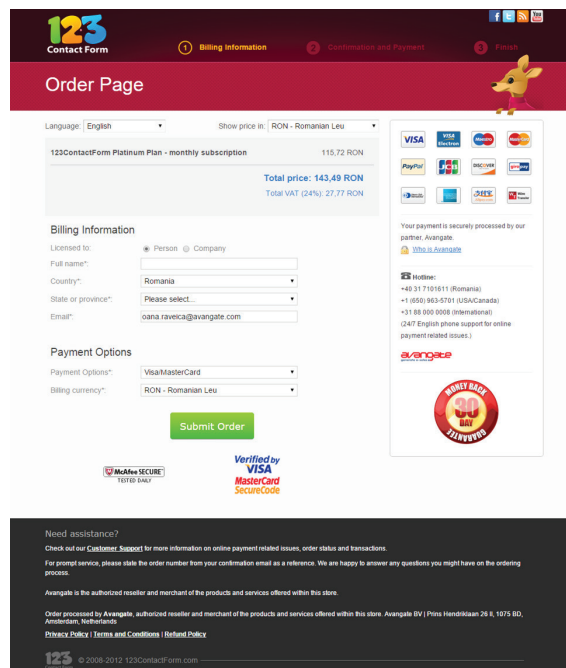
- Pages Tested: Checkout page
- Target Audience: high AOV client segment (yearly subscriptions)
- KPIs: Conversions, Revenue, AOV
- Test duration: 8 weeks

## A/B Testing Conclusions

Test 1: Challenger version, with compact cart fields, won with 8% improvement in conversion rate over the Control, resulting in 2% revenue uplift\*.

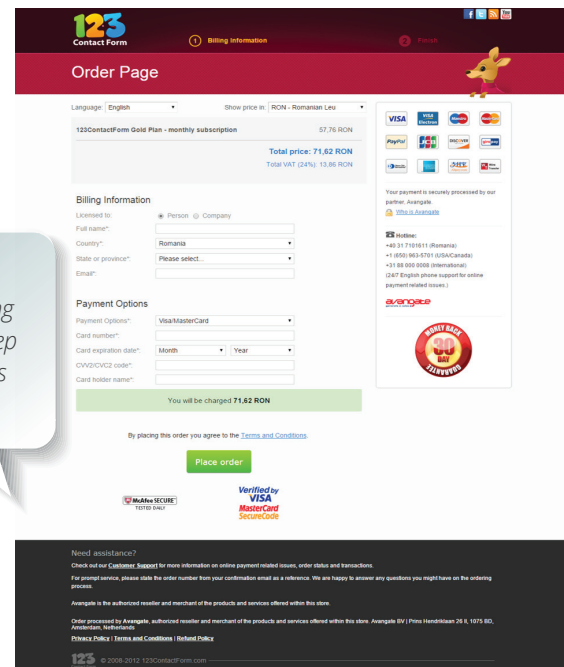
Test 2: Challenger version, with less steps in the ordering process, won, bringing a 63% increase in conversion rates for high AOV products. This translated in a 12% revenue uplift\*.

*\*) based on estimated forecasted yearly revenue.*



**Control:** 2 page checkout process (winner of the first experiment)

*Simplified ordering process, with 1 step instead of 2 steps*



**Challenger:** 1 page checkout process



## Revenue Recovery Tools in Action: 3% Revenue Uplift

### Involuntary Churn Prevention

123ContactForm switched on Avangate’s Industry-leading Revenue Recovery Tools (RRT) in order to combat involuntary churn and maximize recurring revenues.

Essentially, RRT:

- Prevent payment failures before they happen;
- Ensure billing continuity for active subscriptions and increase authorization rates for expired cards;
- Minimize failures and increase recovery rate

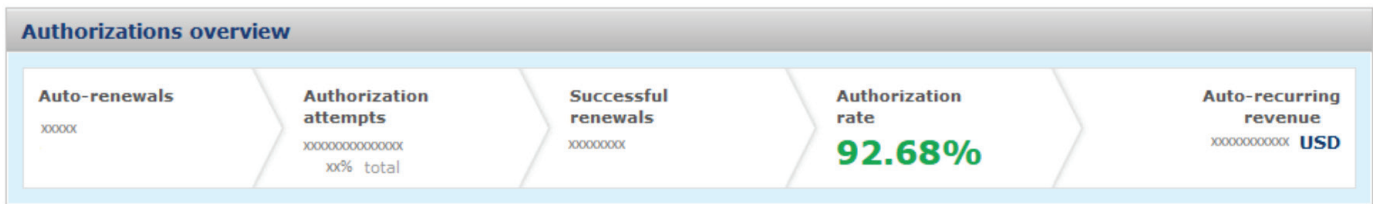
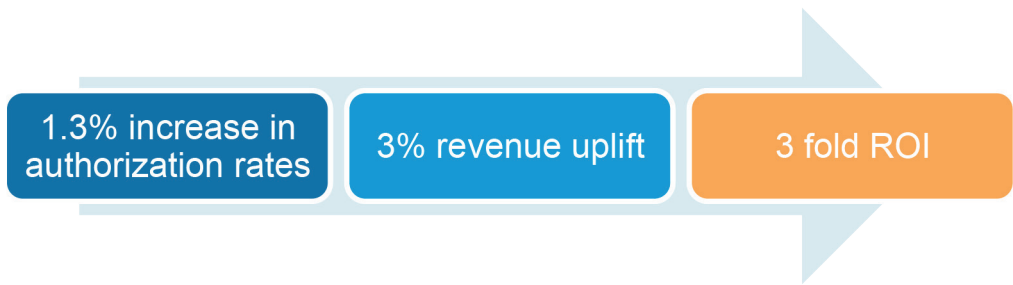
The authorization dashboard helps monitor and optimize retention strategies to recover more revenue.

RRT is available to all Avangate customers.

123ContactForm opted for the Advanced RRT service that includes: Account updater, Basic retry logic, Avangate advanced updater, Advanced retry logic, Dunning management.

*“Avangate’s Revenue Recovery Tools are also revenue share, so if they don’t recover anything extra, we don’t pay anything on top of the regular commission. With a threefold return on investment and a safe bet, switching on this service proved to be a great decision.”*

123ContactForm’s target market is primarily of businesses and NGOs, meaning authorization rates are already high for these segments. In spite of that, Avangate was able to improve their authorization rates by a further 1.3%, which resulted in an additional revenue uplift of 3%. The software provider obtained a threefold ROI on the Advanced RRT fees (revenue share model, based on actual processed orders).



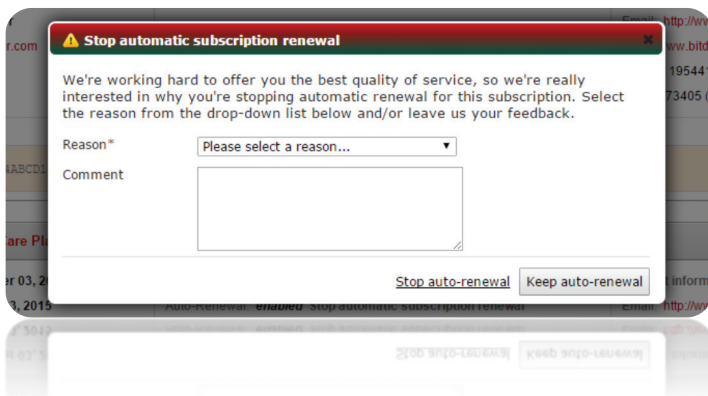


### Proactive Churn Prevention

123ContactForm also activated feedback collection tools for the myAccount Area to gain insight on cancellations. Next step: implement proactive churn prevention campaigns available out of the box in the Avangate platform.

Step 1: Gather feedback on cancellation reasons.

Step 2: Implement more effective churn prevention campaigns (discounts for Churn Prevention, seamless one click upgrades, retargeting campaigns).



## Other Revenue Uplift & Optimization Examples

### Promotions: 2% Revenue Uplift

A classic tool for e-commerce, Avangate's in-platform promotion management tool helped 123ContactForm drive a further 2% overall revenue uplift.

### Improved Localization:

#### 10% Revenue Uplift for the Local Market

Additional Payment methods such as credit cards with installments were introduced



for the Brazil market. The client saw a 10% revenue uplift for Brazil orders and 12% increase in AOV (12% increase in authorization rates).

## Summary of Results

- 14% revenue uplift from improved conversion rates on new acquisitions (Avangate's A/B testing tool employed for testing)
- 3% revenue uplift from advanced Revenue Recovery Tools on renewals
- Promotions generate an additional 2% revenue uplift
- Further revenue uplifts from localized payment methods with recurring capabilities

Note: This case study presents results of recent optimization projects. A previous case study, examining why 123ContactForm selected Avangate and immediate benefits obtained as a result of the switch (renewal rates improved by 15-20%/ expanded global outreach from 50+ to 100+ countries; 50% faster go to market) are presented in [a previous case study](#).



## About 123ContactForm

123ContactForm is a trustworthy and user-friendly web form builder that allows organizations to easily and securely build and customize forms or surveys without programming skills. With 123ContactForm anyone can create from simple to complex forms or surveys and start collecting data within minutes. It is the right tool for individuals, but also for small businesses and large enterprises. It integrates with many third party apps, such as Google Drive, Salesforce, MailChimp, PayPal, Stripe and many more.

Founded in 2008, 123ContactForm is among the 5 top form builders in the world used by a wide diversity of businesses and institutions. For more information, visit [123contactform.com](http://123contactform.com)



## About Avangate

Avangate is the modern Digital Commerce provider that enables the New Services Economy, helping Software, SaaS and Online Services companies sell their products and services via any channel, acquire customers across touchpoints, increase retention, leverage smarter payments, experiment on the fly and optimize their business in order to increase overall revenue. Avangate's clients include ABBYY, Absolute, Bitdefender, Brocade, FICO, HP Software, Kaspersky, Metaio, Telestream and many more companies across the globe.

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