2checkout

ConvertPlus Ordering Engine Increases Conversion Rate by 9% for Vector's VideoSoftDev

VSDC©
sound\video editors

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We wanted to continue to improve our shopper experience and conversion rate, so we used ConvertPlus to update our ordering engine and cart template. We were very pleased with the increase in conversion rate by 9%. The new solution is available out of the box in the 2Checkout Control Panel and was easy to implement by my team.
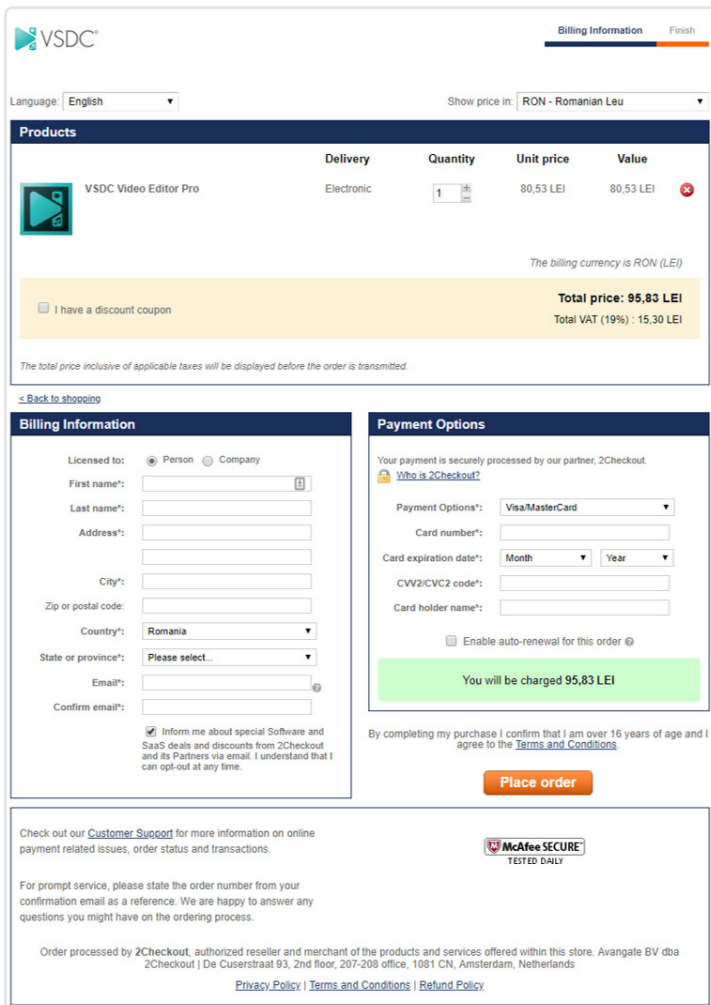
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Alexander Galkin,
Project Manager
VideoSoftDev

Customer:
Vector - producer of VSDC audio and video conversion and editing software

Vertical:
Multimedia software

Target:
B2C, B2sB

Company Size:
SMB

Benefits & Results:
- Improved shopper experience
- +9% increase in conversion rate

2Checkout Solution:
Avangate Monetization Platform | Cart Optimization Project
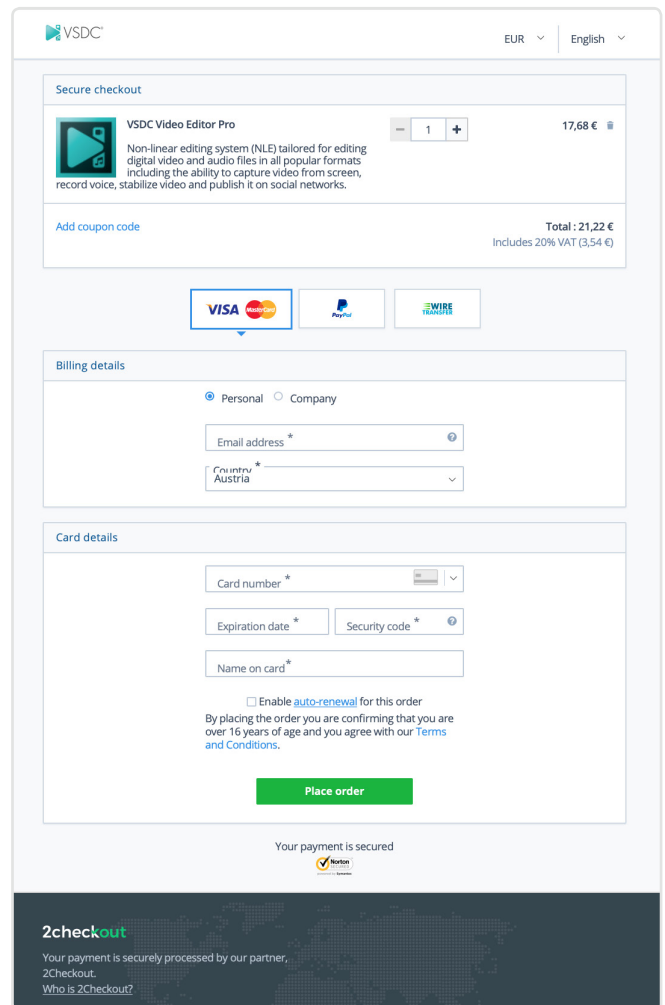
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Context & Objectives

VideoSoftDev was looking to boost conversion rates for its video editing software. With a strong relationship with the 2Checkout team, being clients since 2016, VideoSoftDev knew that it could count on 2Checkout to deliver a superior shopper experience and raise conversion rates.

Solution

VideoSoftDev decided to test 2Checkout's new ConvertPlus ordering engine. This is an API-driven, highly optimized hosted checkout built with the latest available frameworks. VideoSoftDev tested a one-column cart template using ConvertPlus in a seamless and convenient process.
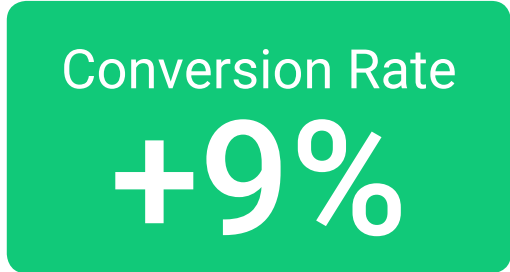

Control: Existing 2Checkout Hosted Ordering Engine; Two-Column Template

Variation: ConvertPlus, API Driven Hosted Cart; One-Column Template
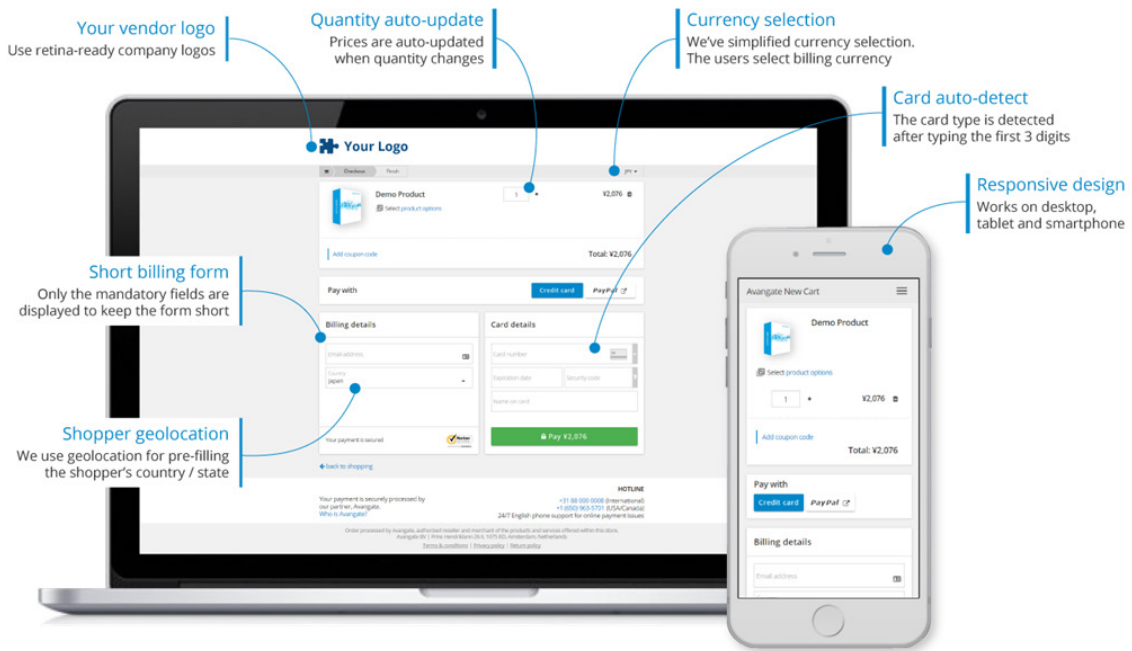
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Results

The ConvertPlus shopping cart increased conversion by 9% (95% statistical significance) for VideoSoftDev, giving the company new business by streamlining the checkout experience for their global customers.

2Checkout Cart Technologies
2Checkout offers a variety of cart technologies: you can leverage a hosted or an inline cart, depending on what works best for you.

ConvertPlus is our latest hosted ordering engine. This is an API-driven, highly optimized hosted cart built on the latest technology and incorporating conversion and authorization best practices.

Conversion Rate
+9%

Your vendor logo
Use retina-ready company logos

Quantity auto-update
Prices are auto-updated when quantity changes

Currency selection
We've simplified currency selection. The users select billing currency

Card auto-detect
The card type is detected after typing the first 3 digits

Responsive design
Works on desktop, tablet and smartphone

Short billing form
Only the mandatory fields are displayed to keep the form short

Shopper geolocation
We use geolocation for pre-filling the shopper's country / state

For more information on ConvertPlus and how to activate it as a 2Checkout merchant:

Visit the 2Checkout Knwoledge Center

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About Vector and VSDC Editor

Vector Ltd is engaged in free multimedia software development. The company produces the VSDC range of audio and video conversion and editing software. The Vector team has a proven track record of developing fast, stable and highly efficient multi-purpose multimedia tools for a wide range of users. Solid development experience and commitment to ongoing improvement guarantee remarkable quality and ever-growing levels of customer satisfaction.

More information on http://www.videosoftdev.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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