

Avangate Case Study: PadiAct

Going Beyond Subscriptions: Empowering SaaS Businesses

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Avangate helped us increase our monthly worldwide SaaS sales by 13%. They are facilitating this growth by providing streamlined purchasing services and localized capabilities that enable PadiAct to reach new markets and convert 85% of trial customers that reach the freemium limit of the service to paying commercial customers. The benefits of Avangate don't stop there: an API for upgrading and downgrading subscriptions with the click of a button, impeccable order and payment support, and managing every invoice mean that the PadiAct SaaS business could not have a better eCommerce provider.

Claudiu Murariu, Co-founder, PadiAct

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13%
steady increase
in monthly
revenues

Background: Company & Products

About PadiAct

A SaaS web application designed for online marketing departments and agencies, PadiAct enables marketers to interact with specific website traffic segments, providing the right message at

the right time in order to increase email subscription rates and collect highly targeted leads. Provided by PadiCode. For more information, check out www.padiact.com



Objectives & Challenges:

“ Our goal was to find a flexible eCommerce platform that we could leverage for international expansion without the hassle of having to become a merchant of record or worry about international sales taxation, currency exchange, and other complex factors,”

Not to mention that, as a SaaS company, we eat, sleep and breathe customer satisfaction because we rely on repeat purchases for revenue. This means that we need to focus all of our efforts on our clients' needs. As a result, we wanted a seamless buying experience for our clients as well as effective automation tools to relieve our resources and improve speed to market.

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Avangate Solution

After comparing several different eCommerce solutions, PadiAct decided to go with Avangate. The SaaS provider was attracted by the agility of the Avangate platform, the API capabilities, and the flexibility regarding shopping cart customization and outsourced billing and invoicing, as well as strong localization capabilities for global sales. It was important for the SaaS provider to be able to sell internationally without having to become the merchant of record.

Results for PadiAct in 12 months of using Avangate:

▶ **Increased sales steadily and doubled the number of countries selling into since working with Avangate.**

PadiAct has grown at an average rate of 13% (month-over-month) during the last year. This solid growth is credited to PadiAct's intensified content marketing activity, as well as to Avangate's localization capabilities. These include support for recurring payments, which are crucial for subscription-based businesses.

▶ **Converted thousands of trial customers that reached the freemium limit.**

PadiAct has a 10% to 15% conversion rate from its freemium offering to paid users. This rate increases to more than 85% for accounts that reach the freemium limit of the service.

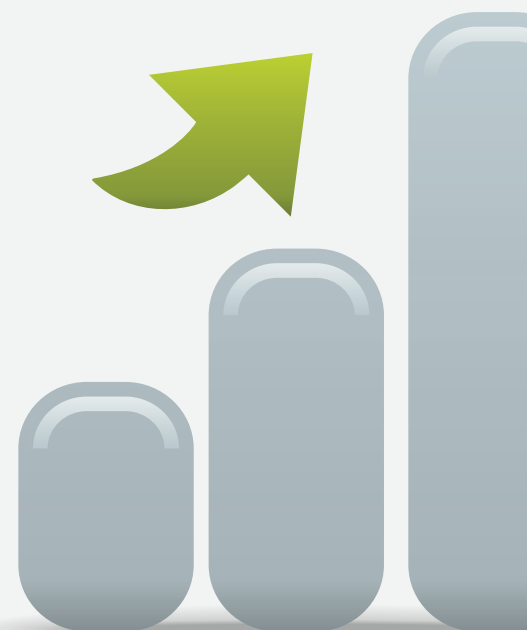
"With Avangate, we're converting all trial customers that enter the shopping cart to paid commercial customers," stated Murariu.

As soon as a customer finishes the purchase process, the PadiAct account is activated or updated. This process happens automatically with the help of the Avangate API, ensuring that all accounts are always up to date.

"Automatic updates are ideal, and we've set up the system to trigger automatic customer emails to go along with the account updates. Avangate's accurate, prorated upgrades also allow PadiAct to be really fair to customers when they decide to pay or to upgrade in the middle of a subscription interval," commented Murariu.

Avangate's shopping cart customization capabilities and simple purchasing process, as well as API capabilities, make the overall PadiAct experience seamless and consistent, whether customers are buying a new subscription or managing their PadiAct campaigns.

"We have an 85% conversion rate from trial users that reach the freemium limit to premium. With Avangate, we're converting all trial customers that enter the shopping cart to paying commercial customers."
explained Murariu.



▶ **With Avangate, PadiAct staffers can focus on what they know best so that their clients get a great product—and great service.**

Avangate takes care of all PadiAct's billing and invoicing tasks. PadiAct customers can also access previous invoices directly in the PadiAct account interface, thanks to the Avangate Invoice API.

If there are any problems related to payments that surface, such as expired credit cards or insufficient funds in a customer account, Avangate deals with those problems directly, resolving issues without PadiAct's intervention. Murariu enthuses, "We rarely know when problems happen, as they get fixed by the Avangate support team without our involvement."

"Our team has built a great SaaS product. I would rather have us focused on that product than working on billing, international taxation, or shopping cart optimization, which are not our core business. The Avangate API allows us to use and customize all those great features without having to build them ourselves. It's a win-win for everybody, especially for our customers," concludes Claudiu Murariu, Co-founder of PadiAct.

Conclusions

As PadiAct's success shows, Avangate can help any SaaS company boost international reach and streamline operations in order to increase revenue. A simple checkout system, automated upgrade and renewal processes, and relevant localization help attract and retain customers with little effort from the SaaS provider, enabling business to expand rapidly in any region.

"Avangate takes care of all billing, invoicing, and customer support for payment-related issues, freeing up PadiAct to focus on product features and development."

PadiAct

How Avangate Can Help You

Designed for selling more software through any channel, using any model, Avangate is an integrated platform providing a full-featured, modular eCommerce solution, a partner order & revenue management system, and a global affiliate network, together with professional services.

Want to find out how we can help your company sell software successfully worldwide?

✉ Contact us today. Full details below.

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