

# Avangate Client Success Story

## Absolute

Affiliate-Driven Sales Increased by 84% with Avangate

*“We’re really pleased to see that proactive efforts to boost Absolute’s affiliate program resulted in a clear and immediate 84% revenue increase. Working closely together with our partners Avangate and iAffiliate Management, we looked at very specific metrics around acquisition – and improved not only our overall reach, but also the efficiency and quality of our leads, resulting in increases in conversion rates and average order value. We over-achieved our target, with acquisition revenue exceeding the set goal by 16%.”*



**Derrick Maloney**  
eCommerce Manager  
Absolute

### Customer: Absolute

**Segment:** Software

**Vertical:** Security

#### Key Results:

- Affiliate-generated revenue for new acquisitions increased by 84% YoY
- Grew AOV by 25%
- Increased conversions by 70%

#### Avangate Solution:

Avangate Digital Commerce Enterprise Edition | Managed Affiliate Service

## Context

Like many companies in the security software space, Absolute Software was experiencing a market shift. Customers were moving away from one-time purchases and toward lower cost of entry subscription products and services. In this context, Absolute wanted to expand its reach via additional marketing channels, their affiliate program being one of them.

## Challenges

A crowded marketplace, with many free options, was a challenge for Absolute. Additionally, seasonality affects Absolute's business significantly, meaning a careful coordination of timing and execution was paramount.

## Objectives

With an affiliate program already in place, Absolute was looking to strengthen the program and boost its efficiency and reach in order to ultimately improve revenue, with a set revenue target.

The image shows a screenshot of a website banner for Absolute LO/JACK. The banner features the Absolute logo at the top left, followed by navigation links: Products, Testimonials, Recovery Cases, Support, and Store. A prominent blue button in the top right corner reads "30 DAY FREE TRIAL". The main visual is a Samsung GALAXY S5 smartphone with a colorful geometric pattern on its screen, set against a dark space background with stars and a nebula. To the left of the phone is a faint outline of a smartphone. Text on the right side of the banner reads: "Your GALAXY should never be far, far away." Below this, it says "Now available on the new Samsung GALAXY S5" and includes a yellow "BUY NOW" button. At the bottom right, the price is listed as "\$29.99 for 1-year".



## Solution & Results

Absolute worked with Avangate Managed Affiliate Services and its agency partner iAffiliate Management, a leading outsourced affiliate program management partner



As a result of the program that Avangate and iAffiliate put together for Absolute, the software vendor's affiliate-generated **revenue increased by 84% year over year** when comparing Q3 2014 revenue from Avangate with Q3 2013 revenue from other affiliate networks.

This was achieved by **improving acquisition** through:

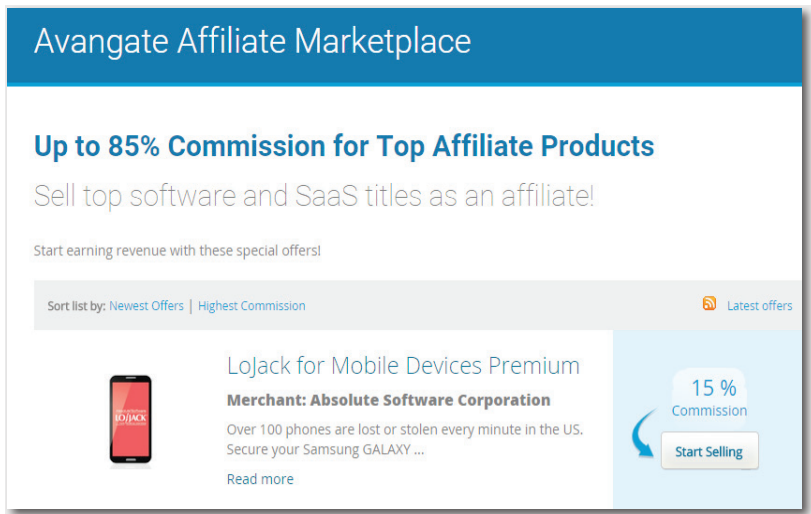
### Expanded Reach

- An expanded footprint within the loyalty vertical, by partnering with Ebates & FatWallet
- Developing and executing successful campaigns with leading flash sale partners such as Bits Du Jour
- Increased PPC exposure on brand and keywords, increasing visibility over competitors
- Maximizing revenue during peak season

**Absolute affiliate generated revenue increased by 84% with Avangate compared to other affiliate networks.**

### Improved Conversion and Average Order Value

- Improved lead quality and conversion by 70% 2014 conversion among active affiliates was 7.05%, compared to 2.9% in 2013
- Improved Average Order Value year over year by 25%
- Launched a strategic affiliate partnership with UpSellit, a leading pay-for-performance cart abandonment solution





## About Absolute

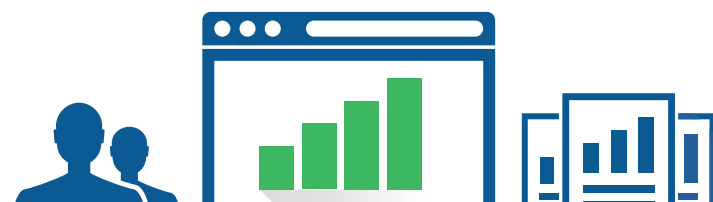
Absolute is the leader in data protection and theft recovery with a proven solution that locates stolen devices and returns them to their rightful owners. Their patented [Absolute Persistence Technology](#) can survive a factory reset, allowing the Absolute Investigations Team to locate and retrieve stolen laptops, tablets or smartphones, or to wipe the data remotely to prevent identity theft.

More information on [absolute.com](http://absolute.com)

## About iAffiliate Management

iAffiliate Management is a full-service affiliate management agency that helps consumer technology and internet retailers increase revenue through strategic affiliate partnerships and improve the Return on Ad Spend across their affiliate channel. Headquartered in Minneapolis, Minnesota iAffiliate Management is a recognized leader in outsourced affiliate program management.

More information on [iaffiliatemanagement.com](http://iaffiliatemanagement.com)



## 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, Bitdefender, Brocade, FICO, HP Software, Kaspersky, Metaio.

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

May 2015