

Avangate Case Study:

lobit

Success Stories

The Client

Company: lobit

Software: Security and
System Utilities

Website: www.iobit.com

lobit provides innovative system utilities that are as simple to use as they are powerful and reliable. They also make available free versions of their software, for personal or non-commercial use.

IObit

lobit's flagship product, Advanced WindowsCare, has received numerous awards and positive reviews along the years.

Online Software Sales

In October 2008 lobit partnered with Avangate to sell software over the Internet, optimize the online sales channel and reach new markets with the help of Avangate's localized support.

Avangate provided added value through customized advice on software eCommerce and marketing, online sales tools, conversion optimization through A/B testing and web analytics.

lobit also used the Avangate Affiliate Network and support from the Avangate team (special partnerships, marketing to affiliates) to increase sales via additional channels.

The Challenge

Maximize Revenue and ROI

In the context on the economic crisis, the lobit marketing team had as Q4 2009 objectives to increase online sales and maximize return on marketing actions.

Ways to achieve this:

- Attract new traffic to the website (separate project),
- Improve customer experience throughout the online shop,
- Increase conversion rates and average order value.

Targets had to be achieved within a short time frame.

Custom Solution

Shopping Cart Optimization. Implementation of Sales Tools

As a response to the client's specific targets, an optimization campaign on lobit's shopping cart was initiated by Avangate in October 2009.

Snapshot of Results

✓ Conversion rate grew by

4%+

✓ **6%**

Increase in sales in one month only with shopping cart optimization and cross-selling

Key Issues

- Increase in sales through shopping cart optimization
- Improvement of online shop usability
- Sales tools implementation and measurement

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The Project

The optimization campaign took in account various factors, such as the number of **steps in the shopping process, graphical elements on the page, selling tools** employed in the cart and analyzed how each influenced conversion rates and average order value in order to obtain a winning combination.

Step 1

Shopping cart vs. Check-cart

One of the first tests consisted in identifying if the number of steps of the shopping cart process influenced significantly the conversion rate.

A multi variate testing campaign was performed between a two page shopping cart (**cart + checkout page**) and **checkout with cart functionalities (check-cart)**.



Step 2

Graphical elements

Further tests were carried on **graphical elements** (buttons, headlines, logos) - **design, position, color, size - and copy optimization**. Various layouts were tested against each other and the checkout page was improved as follows:

- Security logos introduced on the page
- Billing form shortened by better organizing the fill-in fields, with different options for two categories: consumers / businesses
- Loading time reduced (by optimizing java script)



Step 3

Cross-selling

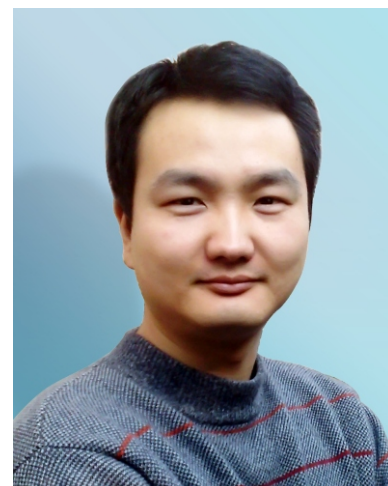
Taking a proactive approach, Avangate continued optimizing lobit's checkout system in order to maximize sales through better conversion rates. The third and final step of the first project focused on cross-selling.



“This particular project was a success and we have the Avangate web marketing team to thank for helping us improve online sales results.

Looking at the bigger picture, we really like the way in which we receive constant feedback and proactive advice from Avangate, via our dedicated account manager.

We have gathered suggestions and ideas that made a difference along the line. ”



*Hugo Dong
CEO of llobit*

A dedicated web-marketing consultant team from Avangate works closely and constantly with llobit to help the client optimize the selling process and increase profits from the online channel.

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Based on the highest converting layout obtained via Steps 1 and 2, Avangate tested two check-out versions: one without, the other with the cross-selling option activated.

Protect your shopping cart downloads with Download Insurance Service. For only 8.95 USD you will be able to download your files for 24 months, in case you need to reinstall the products. *Advanced SystemCare PRO v3*

Add Iobit Backup CD to my order for only 8.95 USD [\(Details\)](#)

Discount coupon:

Yes, I would like to purchase this product as a gift for someone else. [\(Details\)](#)

VAT may apply to EU orders. The total price inclusive of applicable taxes will be displayed before the order is transmitted.

[< Back to shopping](#)

Billing Information

Fields marked with * are required. To avoid delays and cancellations, please double-check the data! [\(Help\)](#)

Person / Company: Person Company

First name*:

Last name*:

Address*:

City*:

Version A - Without cross-selling option activated

Protect your shopping cart downloads with Download Insurance Service. For only 8.95 USD you will be able to download your files for 24 months, in case you need to reinstall the products. *Advanced SystemCare PRO v3*

Add Iobit Backup CD to my order for only 8.95 USD [\(Details\)](#)


Discount coupon:

Yes, I would like to purchase this product as a gift for someone else. [\(Details\)](#)

VAT may apply to EU orders. The total price inclusive of applicable taxes will be displayed before the order is transmitted.

Recommended Iobit Products - Discount Now!

Iobit Security 360 PRO

 Iobit Security 360 PRO is an advanced malware & spyware removal utility that detects, removes the deepest infections, and protects your PC from various of potential spyware, adware, trojans, keyloggers, bots, worms, and hijackers.

57,42 RON
(19,97 USD)

28,71 RON
(9.98 USD)

Save 50.00%

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Billing Information

Fields marked with * are required. To avoid delays and cancellations, please double-check the data! [\(Help\)](#)

Person / Company: Person Company

Version B - With cross-selling option activated.

A/B testing results showed that, at no statistically significant difference in the conversion rate, the check-out page with cross-selling **brought 6% more sales** within the 20 day testing period.

Results

- ✓ **Conversion rate grew by 4%** due to an optimized shopping cart layout with changes in graphical elements and improved page usability
- ✓ **6% more revenue** as a result of shopping cart optimization and successful cross-selling implementation

Benefits

- ✓ **Increased sales and average order value**
- ✓ **Improved customer satisfaction**
- ✓ No financial effort: Iobit obtained an increase in sales and customer satisfaction **without extra investments in marketing campaigns**; full customization and implementation done by Avangate

Wrapping up

- ✓ Success of the project highlights the **importance of testing and constant optimization** and shows how even minor changes to a page can have a major impact on conversion rate and/or average order value.
- ✓ Avangate offers advanced shopping cart customization and optimization capabilities and services, allowing vendors to **increase online sales and control their business**.

How Avangate Can Help You

Avangate provides solutions for electronic software distribution and reseller management, assisting software companies worldwide in selling their products over the Internet and efficiently managing a distribution network. More information can be found on the corporate website, at www.avangate.com.

If you would like to find out **how we can help your company sell software successfully online as well as offline**, do not hesitate to contact us at info@avangate.com or call +31 20 890 8080.

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