



CASE STUDY

Auslogics increases conversion by 70% by switching to Paddle

Platforms

 Windows

Size

50+ employees

Previous provider

Avangate, Paymentwall

Themes

conversion

localisation

Location



Australia

Challenge: Auslogics were using legacy ecommerce providers with a lengthy checkout flow and wanted to improve conversion rates internationally.

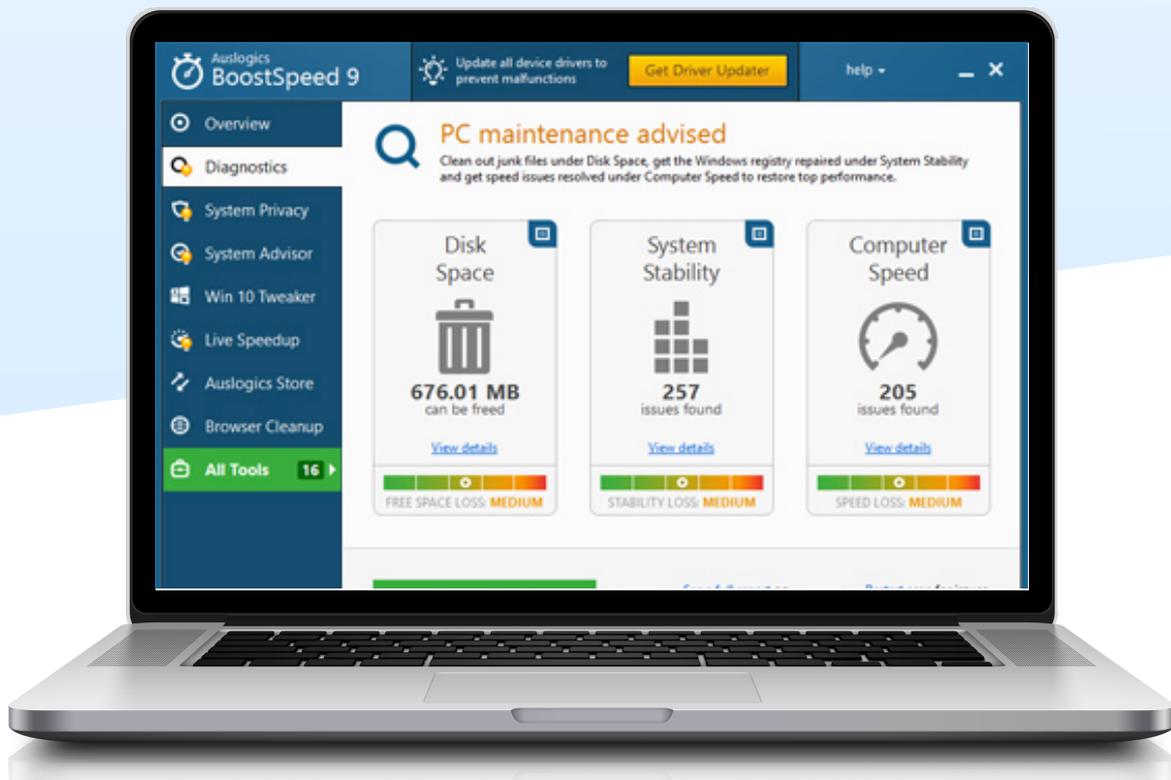
Solution: Auslogics used Paddle's streamlined checkout, powerful localisation capabilities and conversion expertise.

Results: Auslogics were able to drastically improve conversion rates from 7% with Avangate up to 12% with Paddle.

Auslogics: computer maintenance made easy

Founded in 2008 in Sydney, Australia, Auslogics has grown into an industry leader in the production of computer maintenance and optimization software for Microsoft Windows. Their comprehensive suite of free and premium software focuses on computer performance and malware protection.

Their customer-first focus has clearly helped drive their strong growth: they're trusted by over 15 million users as well as Fortune 500 customers such as Walmart, IBM and Boeing and have developed partnerships with industry leaders including Sony, McAfee, Bitdefender and AVG.



CHALLENGE

Low conversion rates due to a lengthy checkout

Until April 2016 Auslogics were using Avangate, along with a couple of other smaller ecommerce checkout providers Upclick and Paymentwall, to process both quarterly and annual subscriptions for their premium product suite.

As a large international software retailer, checkout conversion rate is a key metric for Auslogics and a powerful driver of revenue growth. Auslogics were on the lookout for ways to improve conversion worldwide, particularly outside of their core English speaking markets in the USA, UK and Australia.

As opposed to Avangate's platform built a decade ago, Paddle's checkout experience is modern, streamlined and optimised for consumers on laptop, tablet and mobile. Auslogics were excited about these features, hoping that this would make it easier for their customers to purchase, reducing checkout abandonment and improving conversion.

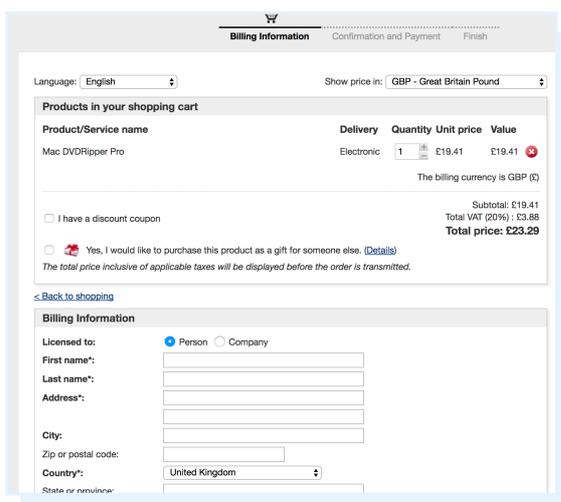


Switching from Avangate to Paddle grew the conversion rate by 31%

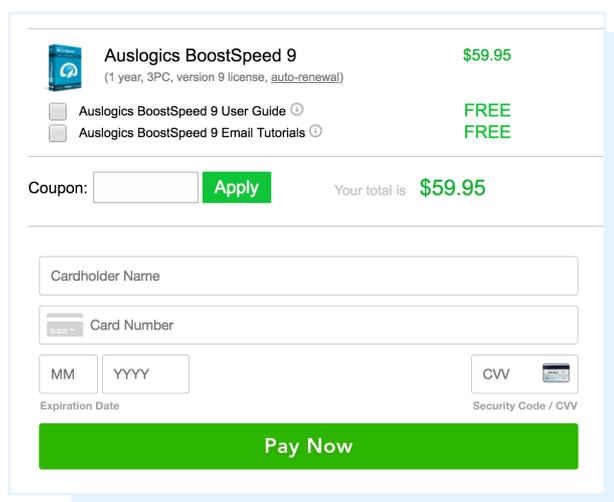
Paddle's checkout is quick and easy to configure, and after just a couple of days setting up, Auslogics started splitting traffic between Paddle and Avangate's checkouts. Within weeks it was clear that Paddle's conversion rate was far superior to Avangate and Auslogics switched to Paddle as their preferred ecommerce provider.

Conversion rates jumped from 7% with Avangate up to 9.2% with Paddle simply by moving to a checkout that felt short and simple for the user, didn't ask needless fields and could easily be customised and hosted inline on the Auslogics site.

Avangate Checkout  Paddle Checkout



The Avangate checkout interface is complex and cluttered. It features a 'Billing Information' section at the top with tabs for 'Confirmation and Payment' and 'Finish'. Below this, there's a 'Products in your shopping cart' section with a table listing items like 'Mac DVD Ripper Pro'. The table has columns for 'Product/Service name', 'Delivery', 'Quantity', 'Unit price', and 'Value'. Below the table, there are several checkboxes and text fields for discounts and gifts. At the bottom, there's a 'Billing Information' section with fields for 'Licensed to' (Person or Company), 'First name', 'Last name', 'Address', 'City', 'Zip or postal code', and 'Country' (set to United Kingdom). The interface is grey and has a lot of text and small icons.



The Paddle checkout interface is clean and simple. It features a 'Billing Information' section at the top with tabs for 'Confirmation and Payment' and 'Finish'. Below this, there's a 'Products in your shopping cart' section with a table listing items like 'Auslogics BoostSpeed 9'. The table has columns for 'Product/Service name', 'Quantity', 'Unit price', and 'Value'. Below the table, there are checkboxes for 'Auslogics BoostSpeed 9 User Guide' and 'Auslogics BoostSpeed 9 Email Tutorials'. At the bottom, there's a 'Billing Information' section with fields for 'Cardholder Name', 'Card Number', 'Expiration Date' (MM and YYYY), and 'Security Code / CWV'. A large green 'Pay Now' button is prominent at the bottom. The interface is white and has a lot of text and small icons.

Additional localisation improvements grew the conversion by another 29%

Localising language and currencies

Auslogics were only offering payments in US Dollars and their English-only checkout was not tailored to each market's buying patterns and customer behaviours. As a result, US customers were 4 times as likely to convert as German customers.

Paddle offers native localization options, letting businesses take payments in 15 currencies and 11 languages: For Auslogics, some further configuration of their checkout **increased conversion rate in Germany from 3.5% to 10.1%**.

Localising pricing: a zoom on Brazil

Localising pricing was the next level of sophistication in our continued effort to optimize conversion: the Paddle team had spotted that conversion was significantly worse in certain large markets with developing economies, such as Brazil.

Auslogics were able to easily override the pricing from their Paddle dashboard to experiment with different options without the need for a developer to get involved, reducing price locally to increase conversion.

Auslogics' localization and pricing strategies in Brazil were also a huge success, more than doubling conversion rates and growing Brazil into one of their major markets. The success of localization for Auslogics is clear: altogether, **their checkout conversion rates jumped from 9.2% up to 11.9%**.

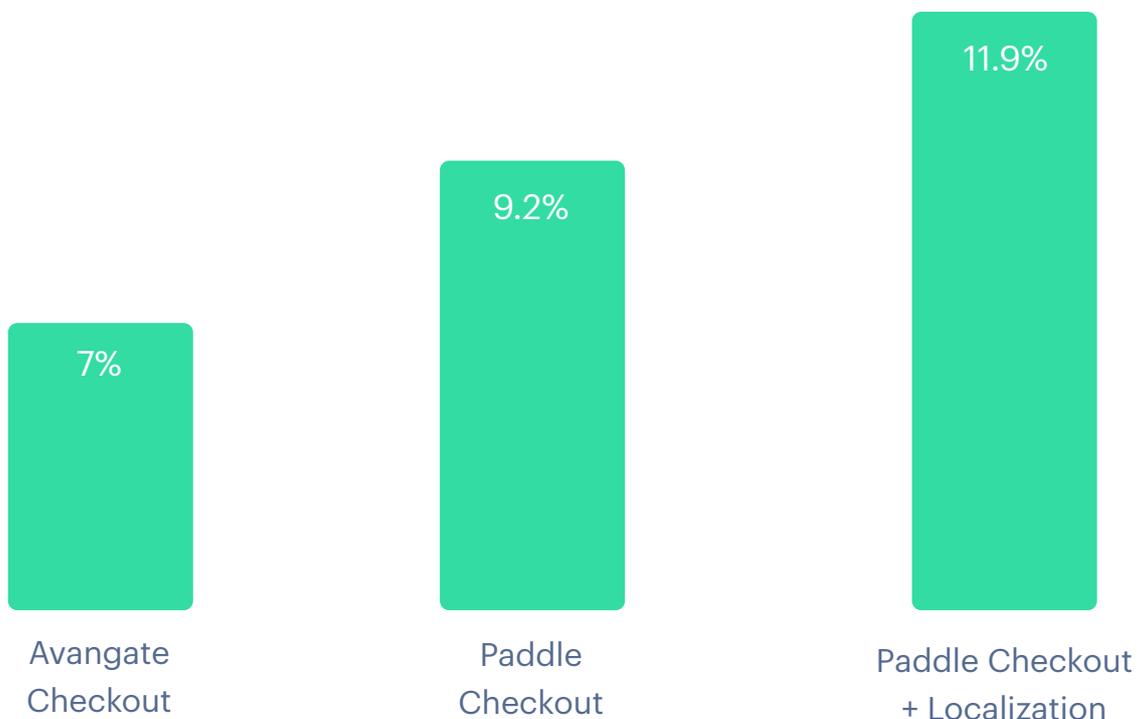
RESULT

The Paddle Checkout + Localization increase conversion by 70%

Paddle's platform is designed to make it easy to sell software online, no matter where your customers are based. Localization of languages, currencies and payment options is a powerful tool to grow existing revenue and attract new customers to your products.

We're thrilled to have been able to deliver such a successful result for Auslogics, and many other software sellers who use Paddle to power their payments around the world.

Paddle Checkout + Localization
Increases Conversion by 70%





Paddle's mission is to help software businesses succeed - enabling you to focus on creating products the world loves.

Hundreds of developers and software companies rely on our checkout, payments and licensing solution to sell their products globally, as well as using our powerful analytics and marketing tools to understand and grow their businesses.

To learn more about Paddle please contact vendors@paddle.com or visit paddle.com

