

# SMARTTWEAK SOFTWARE CASE STUDY:

## Breakthrough Marketing. Pop-up Cross-sell.

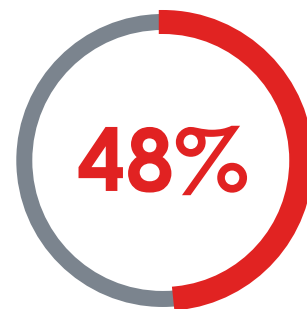


### COMPANY

Founded in 2002, Smarttweak Software represents an innovation in the area of computer security, protection of confidential data and operating systems optimization.

The company's main objective is to help users receive a better experience while using their PCs, boost and adjust its work without intruding into the core of the system.

SmartTweak  
[www.smarttweak.net](http://www.smarttweak.net)



increase in sales volumes from Pop-up Cross-sell Solution



### PRODUCTS



**FixMyRegistry**  
utility software that automatically fixes already existing and new registry errors.



**SpeedUpMyComputer**  
utility software for the highest level speed increase of a computer which is managed by finding and repairing problems that cause slower performance.

The reason for including these two products in Pop-up Cross-sell promotion campaign is to demonstrate importance of each product separately and prove users that these two applications cannot be interchanged in their usage however work as a perfect addition to each other.

### Key Challenges

- Intensify product awareness
- Increase sales volumes
- Discover safe and efficient cross-sell campaign



### ISSUE

Before using PayPro EasyCommerce solutions, Smarttweak Software was using only traditional cross-sell feature for their product promotion. The mentioned strategy offers a customer an additional promotional product in the shopping cart by automatically adding it to the initial purchase and increasing the order total accordingly.

At the beginning, such strategy successfully managed to increase the sales volumes by 10.4%, however after two months of running this campaign, Smarttweak faced a critical issue where the sales kept going down and shopping cart abandonment rose significantly.

Through careful investigation, they found out that by implementing this type of cross-sell in the shopping cart it had given the buyers a psychological effect that their total buying cost became much higher than intended to be. Most of the shoppers abandoned the shopping cart because they felt that they were forced to buy more than they needed. Sadly but truly, it also made them losing trust in the initially main product that they wanted to buy on the first place.

## SOLUTION

When switching to PayPro EasyCommerce solutions, Smarttweak started by enrolling a promotion campaign using EasyCommerce innovative marketing feature, Pop-up Cross-sell. The feature was originally created by PayPro experts through a long research which based on statistics collected over a million of live transactions and later was filed as a patent.

### So how do we arrange it?

#### First Step:

collecting the existing data and analyzing it to get the best combination of the main and secondary products which are intended to be in cross-sell. We concluded that FixMyRegistry and SpeedUpMyComputer were the best match, where both of them are high-rated products, have equal importance as separate products and yet complement each other functions.

#### Second Step:

setting up the products inside EasyCommerce control panel, assigning FixMyRegistry as a main product and SpeedUpMyComputer as a promotional.

#### Third Step:

creating a Pop-up Cross-sell design, fully branding it in order to grant the same look and feel as the website and the shopping cart layout. One of the major advantages of the Pop-up Cross-sell solution is a completely flexible installation and tune-up. Our marketing team also provided guidance in the messaging, button placement, colors and other usability items that help to increase the conversion rates.

**After we finished with the setup, we were ready to roll it out for a test.**

## PURCHASE EXPERIENCE

### BEFORE – TRADITIONAL CROSS-SELL

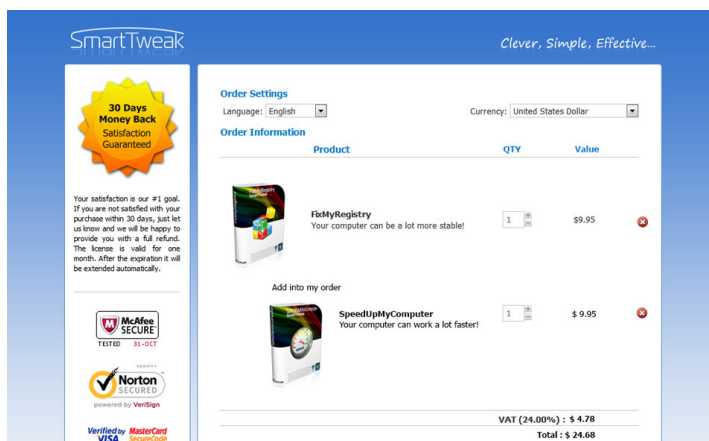
### AFTER – POP-UP CROSS-SELL



Customer searches for a desired product on the website, adds it to his shopping cart.



After the selection of items is completed, he goes straight to the checkout.



SmartTweak *Clever, Simple, Effective...*

30 Days Money Back Satisfaction Guaranteed

Your satisfaction is our #1 goal. If you are not satisfied with your purchase within 30 days, just let us know and we will be happy to provide you with a full refund. The license is valid for one month. After the expiration it will be extended automatically.

McAfee SECURE TESTED 12-11-12

Norton SECURE powered by VeriSign

Verified by MasterCard VISA

Order Settings  
Language: English Currency: United States Dollar

Order Information

Product	QTY	Value
FixMyRegistry Your computer can be a lot more stable!	1	\$9.95
SpeedUpMyComputer Your computer can work a lot faster!	1	\$9.95

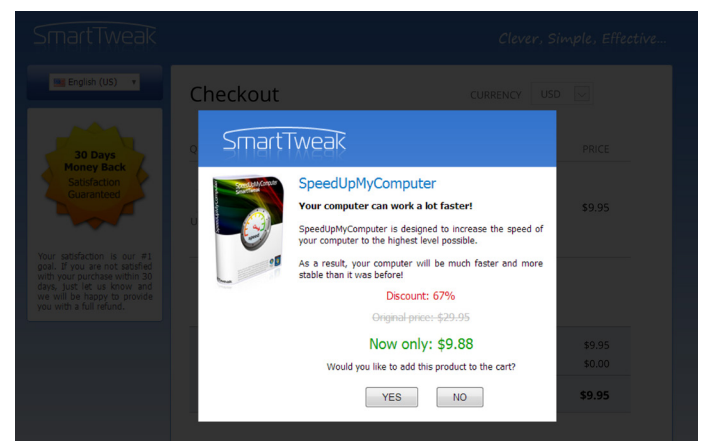
Add into my order

VAT (24.00%) : \$ 4.78  
Total : \$ 24.68

In case of traditional cross-sell, a buyer sees:

- promotional items automatically added to the cart;
- a higher order total.

If customer decides to remove additional product, he needs to uncheck the product in the cart and submit the order.



SmartTweak *Clever, Simple, Effective...*

English (US)

Checkout CURRENCY: USD

30 Days Money Back Satisfaction Guaranteed

Your satisfaction is our #1 goal. If you are not satisfied with your purchase within 30 days, just let us know and we will be happy to provide you with a full refund.

SpeedUpMyComputer  
Your computer can work a lot faster!  
SpeedUpMyComputer is designed to increase the speed of your computer to the highest level possible.  
As a result, your computer will be much faster and more stable than it was before!  
Discount: 67%  
Original price: \$29.95  
Now only: \$9.88  
Would you like to add this product to the cart?  
YES NO

PRICE
\$9.95
\$9.95
\$0.00
\$9.95

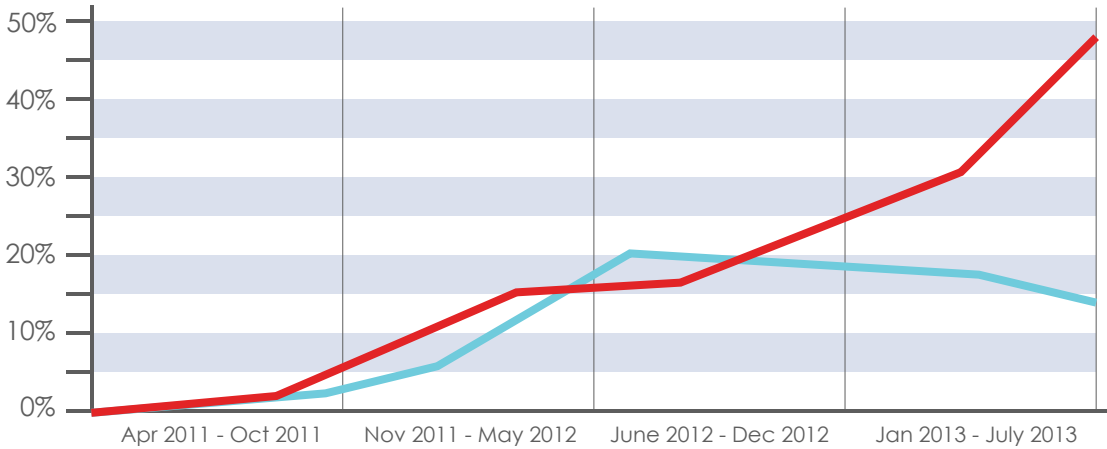
After customer submitted the order and the payment was processed, he is offered a beneficial discount. A buyer sees:

- a pop-up which looks and feels just like the original website;
- clear value of the offer (overall dramatic effect of the beneficial price saving offer);
- a simple option between "Yes" or "No" (if accepted - the purchase of the additional item is directly processed, if declined - the purchase ends at this point).



## RESULTS

During 2 year period of partnership with PayPro, FixMyRegistry and SpeedUpMyComputer products have obtained impressively high scores in sales volumes, have reached outstanding recognition of the products and overall customer satisfaction.



- 48% - Pop-Up Cross-sell
- 10,4% - Traditional Cross-sell

More sales by the virtue of Pop-up Cross-sell:

SpeedUpMyComputer

37%

FixMyRegistry

48%

### To Conclude, The Benefits Of Using Pop-up Cross-sell Feature Are:

- Proven increase in sales volumes (much higher than any traditional cross-sell feature can offer)
- Elegantly designed layout (showing respect to the shopper's main option)
- Risk-free of losing interest in the main product
- Reduces shopping cart abandonment
- Fully-customized pop-ups which correspond to over-all website interface

PayPro EasyCommerce Pop-up Cross-sell is one of the best techniques of promoting and distributing a complementary product in an elegant risk-free manner, after a customer has already completed the purchase of the main desired product.

For improving the shopping cart conversion rate through smart solution without risking your current sales, contact [sales@payproglobal.com](mailto:sales@payproglobal.com) for more details.

*"By using PayPro EasyCommerce and following suggestions from their experienced team, we've managed to double our sales, reduce cart abandonment and increase secondary product awareness to the next level. We highly recommend PayPro when it comes to shopping cart value and conversion rate improvement"*

**Yuri Voznyuk -  
Founder of  
Smarttweak Software**

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