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- Mike Leyden, VP Growth, Nitro

Nitro Leverages cleverbridge E-commerce Solutions to Increase Global Revenue

[Nitro](#) is a leading developer of document productivity solutions that enable people to work smarter every day. Nitro's products - Nitro Pro, Nitro Cloud, and Nitro Reader - are used by more than 450,000 businesses around the world, ranging from enterprises like Collier's and Nestle to small businesses. Widely known as the number one alternative to Adobe Acrobat, Nitro makes it easy to create, share, and collaborate on documents from anywhere. Founded in Australia and headquartered in San Francisco, Nitro's goal is to help customers improve workplace productivity so they can grow their business.

As Nitro Pro and Nitro Reader began to experience growth and become the solutions of choice for a global customer base, Nitro looked to outsource its e-commerce in order to focus valuable resources on its software product development. Having originally utilized another e-commerce provider, Nitro realized that there were significant benefits to outsourcing its e-commerce versus hosting it in-house. With their previous e-commerce solution, however, they experienced challenges with the shopping cart platform, transparency of vendor costs and overall platform functionality.

Bridging the Gap

The Nitro team evaluated several e-commerce provider options and ultimately chose [cleverbridge](#)—a proven leader in e-commerce expertise, technology and services for leading software and cloud companies—due to the organization's market performance and experience, intuitive platform and client support.

“We wanted a full-service partner that would provide quality of service beyond just the e-commerce platform,” said Mike Leyden, VP of Growth, Nitro. “cleverbridge not only demonstrated a proven track record of delivering end-to-end e-commerce solutions for global companies, but their quality of support and services is what really made them stand out. We're able to leverage their extensive expertise in e-commerce, as they truly understood our needs and were able to customize a solution that was right for our growing company.”

Nitro's Needs

- An experienced global e-commerce provider to support its growing customer base ranging from consumers to small and medium businesses to large enterprises.
- An end-to-end e-commerce platform that supported the seamless migration of data from Nitro's existing e-commerce provider and integration with internal enterprise systems
- A scalable and flexible solution to allow for future growth

Why cleverbridge

- Proven global e-commerce experience in rapid implementations and scalable performance
- Strong service mentality and expert client support to provide strategic consultation and managed services
- Flexible, end-to-end e-commerce solution which offers extensive localization capabilities for expansion into the global marketplace
- Robust analytics capability to drive informed decisions about how to optimize sales

Nitro not only appreciated cleverbridge's experience, but also realized additional benefits such as the ease of integration and [speed of implementation](#). cleverbridge's e-commerce platform is flexible enough to be customized to meet each client's unique requirements, yet it can be implemented in a fraction of the time required by competing services.

"cleverbridge's responsive and collaborative approach from their dedicated team couldn't have made it any easier," said Leyden. "We were able to seamlessly migrate to a customized solution and go live on their platform in less than three weeks, and our e-commerce never skipped a beat."

Business Value

After migrating Nitro's existing data from its previous provider to its e-commerce platform, the cleverbridge team immediately began working with Nitro to develop a global e-commerce optimization strategy. The optimization strategy evaluated various factors - such as the number of steps in the shopping process, graphical elements on the page and selling tools employed in the cart - and analyzed how each factor influenced conversion rates and average order value in order to determine a winning combination. The strategy delivered the following:

In-Application Ordering

Looking to convert more customers from the free, fully functional 14-day trial version of its products, Nitro tasked cleverbridge with developing an ordering system that allows customers to purchase a product upgrade or renewal directly inside the application with the same checkout process as its website. cleverbridge developed and implemented the in-app ordering feature, along with incorporating in-app pop-ups and marketing banners encouraging trial upgrades. The positive results became apparent immediately.

"The introduction of in-app ordering has performed exactly how we had hoped," said Leyden. "In just the first quarter of implementation, we realized over 70,200 shopping cart sessions initiated and conversion rates are steadily increasing as it continues to be one of our highest traffic sources."

In the first two quarters after implementation, the in-application ordering accounted for 23 percent of total impressions and 17 percent of total revenue and today accounts for 30 percent of Nitro's overall revenue.

Business Impact

- Seamlessly migrated data to a customized solution and went live on the cleverbridge platform in less than three weeks, with no interruption to online sales
- Introduced in-application ordering which accounted for 23 percent of total impressions and 17 percent of total revenue in the first six months following implementation and today accounts for 30 percent of Nitro's overall revenue
- Implemented real-time multivariate testing on their product cross-sells and checkout process resulting in a 22 percent increase in cross-sell revenue and a 21 percent increase in average order value
- Over the last two years, tested other design and copy elements focused around cart design, checkout process order steps, contextual marketing banners and banner messaging, resulting in an 88 percent increase in average daily conversion rates and a 380 percent increase in average sessions per day for each version of Nitro Pro

Multivariate Testing / Cross-Selling

Nitro applied cleverbridge's real-time multivariate testing to their checkout process, enabling them to quickly determine if items such as price points, cart layouts, and cross-sells were having a significant impact on conversion. Based on the split test results, Nitro implemented product cross-sells and achieved a 22 percent increase in cross-sell revenue over the previous quarter. Software Assurance protection and backup CD cross-sells were also added to the order confirmation page resulting in a significant increase in revenue. Lastly, a configuration performance split test also determined a new shopping cart design that increased average order value 21 percent in the first 41 days.

Over the last two years, Nitro has leveraged the cleverbridge platform to complete several other multivariate tests focused around cart design, checkout process order steps, contextual marketing banners and banner messaging. Through the testing implemented in Nitro Pro v7, Nitro Pro v8 and Nitro Pro v9, they've experienced an 88 percent increase in average daily conversion rates and a 380 percent increase in average sessions per day for each version of Nitro Pro.

Business Intelligence

Nitro also relies heavily on the [cleverbridge Business Intelligence \(BI\)](#) tool to make data-driven business decisions. The BI tool is tightly integrated with Nitro's e-commerce system to provide robust data and analytics. The decision support tool allows them to drill down to analyze revenue data, ultimately enabling them to optimize sales. With the BI tool, Nitro was able to identify opportunities with pricing in India and Mexico which otherwise would not have been visible.

"As Nitro continues to serve a global customer base, it is extremely valuable to have an end-to-end e-commerce solution with cleverbridge to account for differences in markets so that we can effectively adapt our sales efforts to local needs," said Leyden. "Along with their team of experts, cleverbridge's advanced features and robust analytics have enabled us to increase sales and conversions, improve efficiency and move beyond previous e-commerce capabilities, ultimately delivering positive results for our bottom line."

Future Plans

With millions of loyal desktop and cloud users around the world, Nitro plans to continue to utilize cleverbridge's platform to optimize its e-commerce as product demand continues to increase. Growth is expected to accelerate into 2014 and beyond, especially as Nitro has embarked on a new partnership with Lenovo - the world's largest and fastest growing PC manufacturer - to include Nitro Pro on its line of desktop, laptop and netbook computers. Nitro and the cleverbridge team are exploring solutions like in-application optimization strategies and additional price testing to better serve its customers and grow its bottom line.

"With cleverbridge, we've already put the models in place so that scaling our e-commerce to bigger volumes and into new markets is pretty simple," said Leyden. "cleverbridge is more than a technology services company that delivers e-commerce solutions - they've become part of our team. They seem to take pride in helping us grow and have been an essential contributor in Nitro becoming the leader that we are today."



cleverbridge is a proven leader in e-commerce expertise, technology and services for leading software and cloud companies that serve consumers and businesses. For more than 300 clients – including Avira, Corel, Dell, Malwarebytes and Parallels – cleverbridge is a true extension of their teams, understanding each client's billing models, markets, channels and specific e-commerce requirements. cleverbridge provides an unsurpassed customer experience so that clients can strategically leverage e-commerce to effectively build customer relationship and generate more revenue. Headquartered in Cologne, Germany, cleverbridge has offices in Chicago, San Francisco and Tokyo. For more information, visit www.cleverbridge.com or the [Building keystones](#) blog.

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