

Best Subscription Billing Solution

Product name: 2Checkout Subscription Billing Solution

What problem it solves:

The powerful subscription management and recurring billing engine enables merchants give customers the frictionless, no-hassle experience they demand.

What makes it unique/ sets the product apart apart/ how it excels above the competition:

2Checkout creates a unique offering in the marketplace, bringing added scale and flexibility that help merchants accelerate revenue growth through the ability to sell products and services all over the world, and to use as much or as little of the platform features as they desire.

Unlike the way some of the competitors work, with 2Checkout, merchants continue to own their customer and subscription data. 2Checkout closely collaborates with its merchants to seamlessly set up and import their customer data, to avoid service disruption and prevent locked business.

Touch on how the product excels at each judging criteria:

Integral to the Avangate Monetization platform, the Subscription Billing capabilities enable merchants to sell subscriptions via any model (B2C, B2B), across multiple channels (online direct, in-app, channel sales). From the first order or trial, through to onboarding, upgrading, and renewal, merchants can thus manage the commerce across the entire subscription lifecycle and ultimately maximize customer lifetime value.

The solution offers flexible pricing models which can be adjusted on the fly, both in terms of the pricing plan (flat-rate, usage-based, hybrid, one-time charge etc.), and billing model (daily, weekly, monthly, or annually). In addition, 2Checkout provides merchants with extensive payments support for recurring billing, at the global level (global support for 9 payment methods with recurring billing functionality, and multi-language checkout in 29 languages).

To mitigate both voluntary and involuntary churn, the platform provides a comprehensive suite of award-winning Revenue Recovery Tools that easily help recover up to 20% of recurring revenue. Finally, 2Checkout offers a robust API as well as flexible connectors that provide a seamless integration layer allowing merchants to connect the subscriptions storefront to their own website or app.





To closely track their subscription business and forecast revenue, merchants have access to out-of-the-box reporting for monthly/annual recurring revenue, renewal and churn rate, active customers and subscriptions, and other important metrics. The Authorization Dashboard offers unique insight into the success of all involuntary churn prevention tools as well as payment authorization information.

Merchants can start with a core platform module and mix and match flexible add-ons to create the optimum product for their needs. As they scale up, they can then easily move to enhanced product packages that will ensure continued growth for their business.

We use a combination of artificial intelligence and manual review processes to make sure our fraud-detection mechanisms are optimized. We are constantly adjusting our platform to ensure compliance with the latest laws and regulations across the world. Standards and regulations we comply with include PCI DSS (2Checkout is PCI Level 1 certified), PSD2 and 3D Secure, GDPR, CCPA, ISAE 3402 and SSAE 18, BBB Accreditation, and more.

