



## **WebCEO & PayPro Global:** A Growth Story Case Study

# Table of Contents

Introduction / 3

The Challenge & Objective / 4

The Solution / 4

A. PayPro Global's unrivalled payment localization functionality / 5

**The Result:** Considerable revenue growth (new acquisitions and renewals) / 5

B. PayPro Global's All-In-One Subscription Kit / 6

**The Result:** Streamlined renewal management through powerful APIs / 6

C. PayPro Global's Dedicated Customer Support / 7

**The Result:** Improved efficiency and operation optimization / 7

D. PayPro Global Full-Service eCommerce Provider & Merchant of Record / 8

**The Result:** Significantly lower tax handling and compliance management costs, leading to additional resources / 8

Conclusion / 9



## WebCEO boosted international revenue with **PayPro Global technology**

PayPro Global's innovative set of tools, together with its wide range of payment methods and currencies, localization tools, API infrastructure and dedicated customer support have proven to be essential in WebCEO's international revenue growth, gained by the SEO tool developer since making the switch back in 2018.

## Who is **WebCEO**?

**Industry**  
SEO Tools

**Users Worldwide**  
+1,350,000

**Website**  
[WebCEO](https://www.webceo.com)

The world-renowned WEBCEO online SEO platform was established in 2000. It has been a successful business for the last 20 years. It offers a wide range of SEO tools such as keyword research, a web ranking tracker, a back-link and partner link checker, a visitor tracker, plus a comprehensive To-Do list and content submission tools. WebCEO is a trusted white-label partner for top marketing agencies and various hosting companies.

All WebCEO partners can run the tools on their own domains or they can port the SEO data into their applications through API technology. WebCEO tools are available in 24 languages, with unlimited additional user access at no extra cost. This combination has made the company a global success.

# The Challenge

In 2018, WebCEO was using Digital River and PayPal as its payment processing providers. However, with 1,350,000+ registered users in 150+ countries, WebCEO recognized the need for an eCommerce partner that provided better tools suited for global growth. With the expectation of new acquisitions and the retention of existing users, WebCEO knew exactly what they needed in a new eCommerce partner. Having several options on the market, the company identified several requirements that helped them make the best choice.

“We considered all our options and even the possibility of developing an in-house system that could facilitate the company with the needed functionalities. However, while the latter option would have provided us with a system, ready to sustain the growth of our company, the time necessary to develop it was time we didn’t have in a highly competitive market. All of our resources needed to go into growing our core business.”

IVAN DOBROVOLSKYI, VP SALES AND MARKETING AT WEBCEO

# The Objective

WebCEO required a solution that could provide the company with:

- **Multiple payment options and currencies, as well as localization tools that would actively sustain their efforts to scale their business worldwide.**
- **The ability to manage renewals through the use of API technology.**
- **The ability to customize the shopper support flow to accommodate their high average order value (AOV) in a B2B environment.**
- **Better payment security to lower the number of fraudulent transactions.**

WebCEO needed an eCommerce partner that could function as a Merchant of Record (MOR) considering the additional tax complexity that would follow global expansion. As the Merchant of Record for WebCEO transactions, PayPro Global handles full international tax compliance and remittance.

# The Solution

In 2018, WebCEO decided to switch to PayPro Global, choosing the all-in-one solution to provide the company with robust functionalities and manage all eCommerce processes and operations.

# PayPro Global's unrivalled payment localization functionality

With a diverse range of payment methods and currencies, PayPro Global allowed partners to grow into new territories. PayPro Global became the optimal solution to facilitate WebCEO's expansion plans.



PayPro Global offers localized shopping experiences by dynamically displaying local payment methods and currencies.

By routing transactions to the banks found in the same location as the buyer (through PayPro Global's superior payment processing engine) this provides increased authorization rates, recovering up to 49% of lost sales and fostering business growth.

## The Result

### Renewal Rate Bolstered by 14%

When switching to PayPro Global's full-service solution, WebCEO noticed a fast market penetration as a result of benefiting from the diverse payment methods and currencies provided by its new partner. Conversion rates increased as well, thanks to PayPro Global's localization tools that can target their customer locations. WebCEO has registered additional revenue, gained from unfinished transactions, recovered through personalized email campaigns for abandoned shopping carts. With profits on the rise, WebCEO was able to explore other innovative tools facilitated by PayPro Global such as cross-sales and up-selling, to further increase profitability. Furthermore, with access to a built-in defense mechanism for secure transactions, WebCEO noticed a positive impact on more than just fraud management. Improved payment security strategically combined with AI and ML increased the conversion rate and led to a real profit boost.

# PayPro Global's **All-In-One** Subscription Kit

Providing partners with top-class features, PayPro Global's complete subscription kit simplified and accelerated subscription administration while boosting business profitability.



Due to fast integration, access to a variety of payment methods and currencies, trial and promotion administration, plus up-sell and cross-selling campaigns, PayPro Global's subscription management enables partners to propel their businesses in record time.

Additionally, by accessing PayPro Global's subscription APIs, recurring revenue streams can be easily managed and further optimized.

## The Result

### Streamlined Renewal Management through Powerful APIs

With more than 1 million users worldwide, WebCEO required a partner that could bring forward an API powered infrastructure to simplify and accelerate subscription management. PayPro Global's all-in-one subscription kit facilitated renewal management through API-first integration by meeting the expectations of global customers with personalized experiences.

WebCEO was able to bolster its renewal rate by 14% through a centralized customer lifecycle management with increased visibility and control. With API integration, WebCEO is now able to respond to notifications in real-time and prevent subscription cancellations.

# PayPro Global's **Dedicated Customer Support**

PayPro Global offers dedicated 24/7 multilingual shopper assistance. It is a trusted partner for online businesses interested in expanding globally. With a team of experts ready to assist shoppers with varied demands, PayPro Global ensures user-friendly experiences.



The eCommerce solution provider offers dedicated customer support through direct contact points to ensure immediate assistance.

## The Result

### Improved Efficiency and Operational Optimization

Before switching to PayPro Global in 2018, WebCEO recognized the need for highly professional customer service and shopper support. Thanks to PayPro Global's dedicated customer support, WebCEO has witnessed an overall improvement with operational efficiency and optimization, as well as shopper response time.

As a result of choosing PayPro Global, WebCEO benefited from assisted integration which has considerably shortened the time to market. The shift to a new eCommerce solution provider did not affect the company's productivity since they were assisted by PayPro Global's team of experts. WebCEO was able to sell from day one.

WebCEO benefitted from prompt responses on all reported issues and customization requests. This enabled WebCEO to quickly respond to all customer demands, giving them a competitive advantage.

PayPro Global has also brought forward a customized shopper support flow, which can easily accommodate WebCEO's predominantly B2B environment. It provided the opportunity to personalize all shopping experiences and enjoy a considerable boost in conversion rate.

# PayPro Global **Full-Service eCommerce Provider & Merchant of Record**

PayPro Global is a complete payments partner, offering all the necessary tools and systems to sustain the growth of its partners. Apart from payment methods, currencies, dedicated support and billing, PayPro Global also provides its users with tax and compliance management.



The tax compliance burden is lifted, as PayPro Global handles everything, from collecting and filing tax to making sure that the entire tax infrastructure remains updated, keeping records in place and handling audits.

With a team of specialists, PayPro Global removes corporate international tax liability for both sales tax and VAT across the globe.

## The Result

### Significantly Lower Tax Handling and compliance management costs

WebCEO recognized the need for a full-service eCommerce partner that would allow the company to grow worldwide. Given that the global tax environment is highly dynamic, with international laws and policies constantly changing, maintaining compliance can lead to significant costs. By outsourcing and automating tax handling and compliance management to one full-service partner, their costs were significantly lowered.



# Conclusion

Switching to PayPro Global vastly improved numerous payment-oriented aspects and allowed WebCEO to accomplish their goals with an all-in-one partner. The SEO platform provider is realizing significant revenue growth, a decrease in fraudulent transactions and considerably improved shopping experiences.

The API powered technology from PayPro Global has allowed WebCEO to streamline and optimize renewal management, maximize conversions, and increase customer acquisition. WebCEO has found a solid partner, ready to professionally handle tax and compliance management, thus diminishing related costs and bringing in new revenue.

With a diverse range of payment methods and currencies, superior localization tools and multilingual shopper assistance, PayPro Global has enabled WebCEO to expand their business globally, ensuring greater profits.

## Summary of Benefits that WebCEO Realized by Using PayPro Global:

- Increased Profitability
- Increased Sales Efficiency
- Increased Payment Security
- Assured Future Revenue Growth
- Maximized Conversions in the Shopping Cart
- Expanded Global Offerings
- Expanded Languages & Translation
- Gained Business Analytics
- Gained 24/7 Customer Service
- Decreased Fraudulent Transactions
- Decreased Transaction Time
- Eliminated Downtime of Integration with PayPro Global assistance
- Eliminated need for internal eCommerce compliance reviews