

sticky.io Simplifies Complex Billing for RealDefense

The security software company relied on sticky.io's knowledge and support during the migration process and beyond.

52%

reduction in chargebacks

35%

of declined revenue salvaged

7.5%

additional gross revenue generated



Overview

RealDefense develops and markets online security applications and services for consumers and small businesses. The software company needed a flexible ecommerce solution that supported various billing models. After switching to sticky.io, RealDefense gained a true business partner that strategically managed the migration process, provided ongoing guidance and simplified complex billing — ultimately helping RealDefense increase revenue and better serve their 1 million+ customers.

Challenge: Complex Billing and Chargebacks

RealDefense has a vast array of product and service offerings, all with intricate billing models. Their old platform was outdated and lacked the agility to manage complex billing scenarios. That hindered RealDefense's ability to upsell, cross-sell and create lasting customer relationships.

The company was also inadvertently losing revenue each month because they were not receiving the proper alerts when a customer disputed charges, causing their chargeback rates to increase. Their recurring revenue streams also took a hit when customer credit cards declined. Moreover, RealDefense relied on affiliate marketing channels to sell products and services, but needed better insights to gauge affiliate performance.



"Our old platform was not being updated and was very slow. We had to move, but the migration process was a big concern for us."

— Sean Whiteley, President, RealDefense

Solution: Reliable Set Up and Guidance

The sticky.io onboarding and migration teams set RealDefense up for success from Day 1, then provided ongoing guidance and executive oversight during weekly meetings. The sticky.io team taught RealDefense best practices for billing management and ways to leverage the platform functions to their full capabilities.



"The sticky.io team worked hand-in-hand with us during the whole migration process. Their willingness to address our specific needs allowed us to be more successful."

— Sean Whiteley, President, RealDefense

Flexible Billing Management

By migrating to sticky.io, RealDefense gained the ability to offer variant billing models, such as free trials, straight sales, subscriptions or a combination of both. They could automatically establish a billing cadence after a free trial ended or easily bundle products and services together to increase sales. Plus, they could apply different billing frequencies (monthly, bi-monthly, annually) based on the business need.

Chargeback Alerts and Smart Dunning

The sticky.io team integrated chargeback alerts so RealDefense could quickly act when a customer disputed charges with a credit card company. They also integrated Smart Dunning, which retries declined credit card transactions at optimal times based on artificial intelligence, recovering more recurring revenue each month.

Robust Reporting and Analytics

In-depth reporting and analytics within the sticky.io platform enabled RealDefense to pinpoint which affiliate marketing channels drove the most revenue and which ones needed improvement or termination. In fact, the sticky.io team created custom dashboards so RealDefense could drilldown into cancellation rates by day and source. This type of robust reporting reduced the risk of affiliate fraud and helped gauge the overall health of their business.

Improved Customer Service

The sticky.io platform helped RealDefense Customer Service Representatives to do their jobs more efficiently. The CSRs could quickly manage customer subscriptions, upsell, offer enticing discounts and easily implement other strategies to extend customer lifetime value.



"If you're looking for a billing platform that will work with you to solve your business needs, sticky.io is it."

— Sean Whiteley, President, RealDefense

Results: More Revenue and Fewer Chargebacks

RealDefense generated 7.5% additional gross revenue after switching to sticky.io because they were better able to sell their products and services in a manner and frequency that made sense for their customers.

Thanks to chargeback alerts, RealDefense had time to dispute chargebacks before they reached the bank, which kept more money in RealDefense's pockets and reduced chargeback rates by 52%. The company was also able salvage 35% of declined recurring transactions with Smart Dunning, while simultaneously reducing involuntary customer churn.

RealDefense originally turned to sticky.io because they needed a robust ecommerce billing platform, but ultimately gained a true partner in the process. The ongoing support, guidance and new solutions sticky.io provides will better equip RealDefense to take on the changing online security landscape and better protect their customers.

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