



About Avangate

Avangate, a Francisco Partners portfolio company, is the digital commerce provider that helps Software, SaaS and digital goods companies to sell their products and services via multiple channels, to acquire customers across multiple touch points, to increase customer and revenue retention, to leverage smarter payment options, and to maximize sales conversion rates. Avangate's clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, Telestream and many more companies across the globe.

Avangate's Vision

"Avangate thrives on successful partnerships with our customers, as the multiple awards we've humbly received show. And iyzico brought us one step closer to empowering our customers to grow and succeed, enabling us to offer state of the art technology to process payments from Turkey. With iyzico, our customers provide their users a genuine local commerce experience when shopping, along with support for all the domestic payment options."

– Avangate

Aftermath

After connecting to iyzico, Avangate's partners increased their acceptance rates by up to 20%!

Avangate now has a huge edge over other providers, since they became connected to a market having over 1.5 Billion USD spent on foreign websites in 2015 alone.

How did iyzico increase the acceptance rate?

International Transactions: When a bank is processing a payment that originated from abroad, they imply more complicated fraud filters to it, aiming to decrease fraud. However, this results in normal, un-fraudulent transactions being rejected.

When connecting to iyzico, you would have all your Turkish customers transactions processed locally, in Turkish banks, minimising the risk of rejection due to extra fraud filters.

Smart Routing: In an ideal system, each payment is preferably processed with it's issuer, that would return with the highest acceptance rate.

iyzico is connected to multiple local acquirer banks, and routes each transaction to the most suitable acquirer to achieve that!

Local Infrastructure Knowledge: In Turkey, acquirers have different set of rules for each type of transaction, for example: direct debit processing, timing of refunds, and 3DS for debit cards.

iyzico would set your infrastructure to suit the acquirers rules, and this would eliminate rejected payments further.