

## Success Story

### Industry

Online entertainment - webcam service

### Location

Limassol, Cyprus

### Key Challenges

- Drive continued growth in an increasingly fragmented global consumer base
- Determine a way to easily partner with more affiliates
- Realize additional affiliate transactions

### Solution

**MerchantConnect**

### Benefits

Today ImLive continues to see growth via one-click purchase options that Merchant Connect enables.

Affiliate merchants are also able to leverage the Merchant Connect portal to join ImLive's programs.

## Seeking to Build Off its Successful Affiliate Relationships, ImLive Looked to CCBill's Merchant Connect to Drive More Revenue

One of the world's largest and most popular live webcam arenas, ImLive has more than 63 million registered members and more than 80,000 amateur webcam hosts broadcasting live from their homes 24 hours a day, 7 days a week.

With its special payouts and constantly-updated campaigns, bonuses, awards, and gifts, ImLive is recognized as one of the most profitable webcam sites in the adult entertainment industry. ImLive also operates and promotes its powerful affiliation program Pussycash.com, and WEBCAMWIZ, the biggest white-label webcam service with more than 10,000 sites.

### Challenge

Like many others in the industry, ImLive is continually faced with how to drive continued growth in an increasingly fragmented market and consumer base.

At the same time, the company steadfastly remains committed to working with affiliate merchants to garner mutually-benefitting traffic and revenue streams.

In order to keep building on its successes, ImLive wanted to find an easier way to partner with more affiliates. The company also wanted to find a way to simplify the consumer transaction process of affiliate merchant sales.

By overcoming these challenges, the webcam site provider would be able to achieve its own growth strategies while simultaneously generating traffic to its sites and capturing additional revenues.

As a CCBill merchant since 2004, ImLive was eager to see what features and services the payment processor had available that would help address these challenges.

*"The new Merchant Connect portal makes it easier than ever for companies to work together to create cross-sale opportunities, and we are thrilled to be part of it."*

**Shay E, VP of Marketing and Business Development, ImLive**

## Solution

CCBill's **Merchant Connect** helps ImLive establish business relationships with other merchants and ultimately capture additional traffic and revenues. An intuitive online interface within the CCBill Admin Portal, Merchant Connect presents ImLive as an organization that offers simple and advanced programs affiliate merchants can join.

These businesses can then send traffic to ImLive websites, and in exchange receive a payout for doing so upon completion of a sale at an ImLive site. Consumers' sensitive information is contained within the trusted CCBill system, rather than passed around between merchants' sites, and CCBill tracks the sales and settles the payouts, freeing ImLive to remain focused on running its business.

Not to be confused with a straightforward affiliate program, Merchant Connect also features one-click purchase functionality. This allows for consumers to make purchases without having to re-enter their payment information, streamlining webcam sales, and promoting more consumer spending. One-clicks also help overall conversion rates, while at the same time increasing traffic to ImLive websites.

## Benefits

The simple interface of Merchant Connect and ease of one-click purchasing has paid dividends for ImLive. Noted as being by far the best revenue builder for new websites, one-clicks are an integral part of ImLive's operations and have enabled the webcam provider to achieve high growth rates and excellent consumer recognition.

Additionally, when applied to white-label cam sites that are part of the WEBCAMWIZ brand, one-clicks have helped create a smooth integration between site operators and ImLive/WEBCAMWIZ. By making it easier than ever for companies to work together to create legal cross-sale opportunities, the Merchant Connect portal and its one-click functionality are driving business for ImLive.

## Looking Ahead

A key participant in Merchant Connect, ImLive looks forward to additional affiliate merchants joining either its simple or advanced program.

If you would like to see more CCBill Success Stories, [click here](#).

To learn more about CCBill payment processing, [click here](#).

*"The ease of one-click purchasing for our consumers, along with the assured security CCBill provides for their personal and financial information, makes it by far the best revenue builder for our sites. When customers have to repeatedly enter billing information they are less likely to continue purchasing. Removing the additional steps and forms has increased our sales and has proven to keep customers coming back."*

**Shay E**  
**VP of Marketing and Business**  
**Development**  
**ImLive**

## Merchant Connect

- Legal cross-sales to instantly expand sales opportunities
- CCBill's proven tracking systems for revenue and traffic sharing
- Simplified integration process
- Warm sales opportunities using a proven membership base
- Instant diversification of product offerings
- Live cams, membership, dating, and hard goods sales added with the click of a button



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