# Nexway & Opera VPN: A Case Study in Subscription Success

Opera, a global web innovator with over 25 years of expertise, has expanded its commitment to user privacy and security by introducing Opera VPN Pro - a premium, device-wide VPN service. To deliver this service seamlessly to millions of users worldwide, Opera chose Nexway, a leader in subscription management and e-commerce solutions.
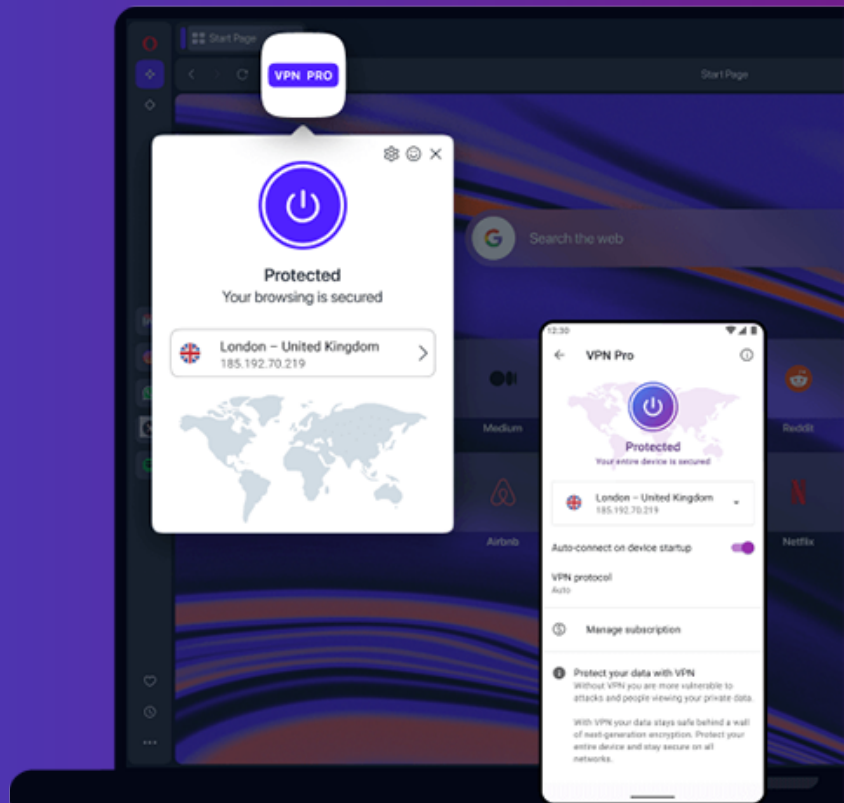
🎯 *Objective*

Launch a comprehensive freemium model with varied trial periods (monthly, half-yearly, annual) to drive premium user acquisition.

💡 *Solution*

Nexway's advanced subscription platform enabled Opera to offer flexible trial models that captured payment methods upfront, ensuring a smooth transition from free trials to paid subscriptions.

🔍 *Results*

By refining the freemium model, the approach successfully enhanced user engagement and encouraged more trial users to transition to premium plans.

This led to significant improvements in user retention and conversion rates, demonstrating the strategy's effectiveness in fostering loyalty and growth.

Challenge 1

Implementing a Freemium Strategy

Challenge 2

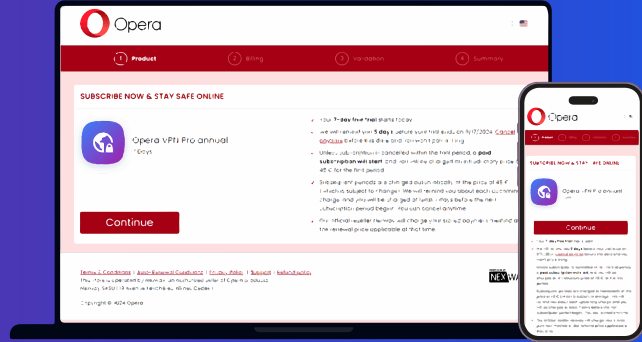*Optimizing the Subscription Pathway*

🎯 Objective

Enhance the customer experience by simplifying
the subscription process and optimizing the trial opt-out journey.

💡 Solution

Nexway's subscription engine, combined with smart retention strategies, provided Opera users with a seamless subscription experience, from sign-up to renewal, while ensuring compliance with global auto-renewal regulations.

🔎 Results

Enhancements to the subscription journey created a smoother, more intuitive experience for users. This not only simplified trial and subscription management but also boosted customer satisfaction, leading to a notable increase in long-term retention.

Why Opera Choose Nexway

Optimizing the Subscription Pathway

Opera encounters the challenge of providing clear and compliant information to customers regarding subscriptions and auto-renewals. Ineffective communication in these areas can result in customer confusion, dissatisfaction, and increased churn rates. Furthermore, ensuring compliance with various legal regulations concerning subscription transparency is crucial to avoiding potential fines and legal issues.

With 20 years of experience in managing subscriptions and eCommerce solutions, Nexway emerged as the ideal partner for Opera. Nexway's ability to navigate complex auto-renewal regulations and provide clear, compliant information to consumers about renewal dates, cancellations, and trial expirations was crucial. This ensured that Opera could deliver a seamless, transparent subscription experience, which is vital in building trust and retaining users.

With Nexway, Opera increases customer satisfaction and retention by offering a straightforward and trust worthy subscription experience

Nexway's features

Transparent communication

Nexway provides a robust communication strategy to ensure that customers receive clear and accurate information about their subscriptions, including renewal dates, cancellation policies, and free trial expirations. By fostering transparency, Opera can build trust and loyalty among customers.

Compliance management

Nexway's platform is designed to assist businesses in staying up-to-date with legal requirements governing subscription services. By ensuring compliance with consumer protection laws, billing practices, and data privacy regulations, Nexway helps Opera mitigate the risk of fines and legal issues associated with non-compliance.

Enhanced customer experience

By streamlining the subscription management process and providing transparent communication, Nexway enhances the overall customer experience reducing churn and fostering long-term relationships.

ENSURE YOUR BUSINESS IS ON THE RIGHT SIDE OF THE LAW

Nexway as Merchant of Record

Opera faces the challenge of managing worldwide subscriptions, payments, and fraud prevention in a scalable manner. As a global player in the browser and digital content industry, Opera must navigate diverse markets, currencies, and payment methods while ensuring compliance and security.

Nexway's role as [Merchant of Record](#) (MoR) facilitated global deployment of Opera VPN Pro, ensuring secure and compliant payment processing across diverse markets. Nexway's comprehensive support allowed Opera to focus on delivering high-quality services while entrusting the complexities of payment management and compliance to an experienced partner.

Opera maximizes customer satisfaction, compliance, and global expansion with Nexway's streamlined payment solutions

Krystian Zubel, Opera

" At Opera, we're expanding our desktop product offerings with premium services. To ensure a seamless payment experience, we've integrated Nexway as the Merchant of Record for our VPN Pro service. This allows us to offer customized payment flows, designs, and a variety of payment methods, crucial in the absence of widely adopted app store solutions "

Nexway's features

Comprehensive payment management

Nexway offers a comprehensive payment management solution that enables Opera to navigate diverse currencies, languages, and payment methods effortlessly. With Nexway's support, Opera can optimize its payment infrastructure for scalability and efficiency.

Security & compliance

Nexway prioritizes security and compliance in its payment solutions, ensuring that Opera's transactions adhere to data protection regulations and industry standards. With Nexway's secure payment infrastructure, Opera can safeguard sensitive customer data and maintain regulatory compliance across global markets.

LET US SIMPLIFY AND STREAMLINE YOUR PAYMENT OPERATIONS EVEN MORE

Empower Your Subscription Model with Nexway

Interested in learning how Nexway can transform your subscription business?

Contact us today to explore tailored solutions that drive growth and enhance customer satisfaction.

CONTACT US

www.nexway.com