

CASE STUDY

CLICK@BUY

YOU COMMUNICATE, WE CONNECT.

ALTER ECO

CONTEXT

FAIR TRADE

A committed brand specialising in the import and distribution of organic fair trade products.



ORGANIC

7 out of 10 French people consume organic food regularly.
8 out of 10 French people say that the development of organic farming is important.



Pioneering fair trade in supermarkets.



PIONEERING IN ITS MARKET



NO E-COMMERCE SITE

The brand markets its products on traditional distribution networks.

HOW TO HELP CONSUMERS FIND AND BUY PRODUCTS WITHOUT E-COMMERCE LOGISTICS?

PROBLEMATICS

SOLUTION

WHERE TO BUY



WEBSITE

Implementation of Click2Buy APIs with a "point of sale" tab.



WEBSITE

Integration of the solution in pop-in format on the product pages.



SOCIAL MEDIA

Integration on the brand's Facebook page.

The website records performances above the average for food products.

40% COMMITMENT RATE

RESULTS