

# CASE STUDY

CLICK@BUY

YOU COMMUNICATE, WE CONNECT.

EKIBIO®  
GROUPE

## CONTEXT

### 6 BRANDS

70 % nutrition  
30 % cleaning and hygiene products.



Wish to evolve following the development of digital.

### NO E-COMMERCE SITE



### ORGANIC & ECOLOGICAL

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.



DEVELOP DIGITAL TECHNOLOGY  
MEET THE DEMAND  
... WITHOUT E-COMMERCE  
LOGISTICS

## PROBLEMATICS



## SOLUTION



### WHERE TO BUY



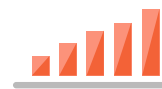
### SOCIAL MEDIA

Integration into the Facebook application.



### PRODUCT SHEETS

Integration of call-to-actions on their product sheets.



### ROI INCREASE

Advertisements generate more sales.



Traffic from SEO generates more clicks than other sources.

### CLICKTHROUGH RATE INCREASE

## RESULTS

### LINK WITH RETAILERS

All points of sale are available.

