

CASE STUDY

CLICK@BUY

YOU COMMUNICATE, WE CONNECT.

EUGENE PERMA *Paris*

CONTEXT



HAIR PRODUCTS

4 brands dedicated to hair beauty.

Wish to replace the entire online sales system with our where to buy solution.

E-COMMERCE SITE



REPLACE THE COMMERCIAL DEVICE BY PROMOTING INNOVATION, CREATIVITY AND ENTREPRENEURSHIP

PROBLEMATICS

SOLUTION



WHERE TO BUY



SOCIAL MEDIA

Integration on the Eugène Color Facebook page.



22% commitment for the year 2016, the brand has fully integrated Click2Buy in its digital roadmap.

22% COMMITMENT RATE

RESULTS



WEBSITE

Integration of call to action on the group's e-commerce site and on the site of one of its brands: Pétrole Hahn.