

CASE STUDY

CLICK2BUY

YOU COMMUNICATE, WE CONNECT.

L'ORÉAL
PARIS

CONTEXT



Professional products
Consumer products
Luxury products
Active Cosmetics

34 GLOBAL BRANDS



The majority of sales are made through traditional distribution networks that are not visible on the e-commerce site.

IN-STORE SALES



GIVE VISIBILITY TO BRAND RESELLERS WHILE DEVELOPING THE E-COMMERCE SITE

PROBLEMATICS

SOLUTION



WHERE TO BUY



WEBSITE

Integration of a call to action located under the add to cart button.

ADDITIONAL SALES

There is no cannibalization of sales via Click2Buy and via the site e-commerce.



ROI INCREASE

The ROI of the service is ensured by additional sales confirmed at Click2Buy's distributor partners.

RESULTS



The collaboration between L'Oréal Paris and Click2buy has reached record levels

35% COMMITMENT RATE