

# CASE STUDY

CLICK@BUY

YOU COMMUNICATE, WE CONNECT.



**Desserts et Confitures**

Simplex vous la pâtisserie !

## CONTEXT

### SWEETENED RECIPES SITE

Recipes with a sheet explanatory, a qualitative photo and sometimes even a video.

Wishes to make a direct link between the digital service and the physical.

### NO E-COMMERCE SITE



**TO SUCCEED IN MAKING A DIRECT LINK BETWEEN THE DIGITAL SERVICE AND THE PHYSICAL**

## PROBLEMATICS

## SOLUTION



### WHERE TO BUY



### WEBSITE

Integration of a call to action on the site to buy the Saint Louis Sucre products they need to make their recipe.



### NEWSLETTER

Integration in their newsletters. The reader is redirected to a multi-product landing page Confisuc.

## RESULTS



Increase in the annual commitment rate between 2016 and 2017.

### INCREASE IN THE COMMITMENT RATE