

ARKOPHARMA, OPTIMIZE AND ACCELERATE THE CUSTOMER'S JOURNEY

SUCCESS STORY - ARKOPHARMA

CLICK@2BUY

How to directly convert traffic from a non-commerce website and digital communications ?

Founded 40 years ago, the pharmaceutical laboratory Arkopharma is the French and European leader in natural plant-based medications and dietary supplements. With more than 250 references, Arkopharma covers any customer need thanks to its French products, natural and organic, based on plants that respect the body and its organisms.



REDA ASMANI
Digital Manager
Arkopharma Group



If i had to sum up our collaboration, I would say flexibility, and agility. Click2Buy is an efficient solution, that can be deployed within a few weeks. We had specific needs and Click2Buy managed to respond to them within the allotted time.



KEY INFORMATION

CONTEXT

Two years ago, Arkopharma launched an online survey about their website. According to the answers, their users expected two things :

- An optimized navigation and user experience on their website ;
- New features such as the possibility to purchase Arkopharma's products directly on their website.

The brand's response was to redesign their website and to add a Where to Buy solution to it. Click2Buy then appeared like a perfect compromise to meet customers' expectations, as well as the brand's marketing needs.

NEEDS

The main problem about having a "corporate" website was the lack of conversion. To solve this rapidly, they needed a solution that is easy to implement, functional and responsive ! It is Click2Buy's support team that facilitated the implementation and optimization on the website of every widget.

GOALS

Arkopharma's goal was to meet their customers' expectations by offering them the possibility to end their navigation purchasing the product they like. The notion of conversion was lacking on their website. Thanks to Click2Buy, they are now able to convert directly from their website and any other digital communication media, while collecting every conversion rate of their references.



KEY INFORMATION

DATA TO OPTIMIZE DIGITAL STRATEGIES

Beyond regular data (ROI & turnover), Arkopharma focuses on the number of clicks regarding the volume of views. When the gap between views and clicks / conversions is too big, data collected by Click2Buy allow them to better assess the efficiency of their product pages.

BUYER'S JOURNEY ADAPTATION

To maximize the simplification of the customer's journey, we co-built a new type of widget to fully meet their needs. The geolocation step added an unnecessary clic to the conversion process. This slowed the conversion for no reason, knowing that the laboratory only displays e-retailers on the solution. Thanks to this improvement, their engagement rate considerably grew (+30%) !

MEDIA CAMPAIGNING ADVICE

The majority of the brand's digital campaigns are on Youtube, media on which it is very easy to implement our solution. Arkopharma met with our teams to discuss how they could use Where to Buy to easily monetize their audiences directly from their digital communication media.



KEY NUMBERS

73%

of engagement rate during
the first 6 months

+50%

qualified traffic on their website

+30%

of engagement rate since
the adaptation of the solution

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CONTACT US

ABOUT CLICK2BUY

A pioneer company of Where to Buy, Click2Buy is a tool that enhances brands' digital communications mechanisms by providing them with pertinent information at the right time, and on the right channel, in order to optimise their buyer journeys and encourage customer decision-making.

With 500 brands using this tool, more than 400 distributors catalogued and a presence in 20 countries, Click2Buy is a market leader

www.click2buy.com

ANY QUESTION ?

Contact Maxence



Sales Director at Click2Buy, Maxence and his teams are at your disposal to understand your environment and support you in the study of the implementation of our solution on your communication ecosystem.

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