

# THE DIY MARKET : THE CHALLENGES OF 3 INNOVATIVE BRANDS

SUCCESS STORY - TTI

CLICK@2BUY

# TECHTRONIC INDUSTRIES

## How to manage buyer journeys, business and distribution partnerships?

The international group TechTronic Industries (TTI) designs and markets high-performance electrical Do It Yourself equipment. With their flagship brands Milwaukee, AEG and Ryobi, TTI supports individuals and professionals in home renovation. TTI has 30,000 employees worldwide, generated \$7 billion in sales in 2019 and is constantly innovating their technology.

# KEY INFORMATION

## CONTEXT

Enthusiasm for housing and Do It Yourself is growing, leading consumers who want to renovate their homes to make choices between different types of equipment. The TTI brands already recognised for their reliability are a major advantage for differentiating themselves in a competitive market.

## CHALLENGES

In a market where the customer journey is strategic, TTI's desire is to guide customers in order to help them find the right tool, adapted to their needs, at the right time. At the same time, a challenge for TTI is to control the distribution weight of some of their partners.

## NEEDS

The Milwaukee, AEG and Ryobi brands want to capitalise on the discovery traffic of their non-commercial site to generate intentional traffic to their partner outlets. The strategy is to display only the points of sale that have real-time access to the products, whether physical or online, while favouring certain distributors for strategic reasons.

## GOALS

Guide customers, facilitate their buyer journey, increase sales volume, optimise digital investments and access sales trends to adapt distribution strategies.

# KEY NUMBERS

**7**

Countries using our solution

**300 000**

Buyers informed of the availability of the  
brand's products

**47%**

Global engagement rate

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# CONTACT US

## ABOUT CLICK2BUY

A pioneer company of Where2Buy, 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](http://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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