

SMEG DESIGN AT THE HEART OF FRENCH PEOPLE'S EXPECTATIONS

SUCCESS STORY - SMEG

CLICK@2BUY

How to facilitate access to a brand known for their Italian aesthetic and know-how ?

Smeg, an Italian manufacturer of household appliances, has built their reputation on the reliability of their products and their unique design. Aesthetics are central to the Italian manufacturer's products, and technological innovation is at the heart of their designs, all in service of making the kitchen a practical room where equipment's function is a top priority. Smeg has a worldwide presence with 17 subsidiaries, and in 2018 had an annual sales revenue of nearly 50 million euros.

KEY INFORMATION

CONTEXT

A brand known to design enthusiasts and present in several countries, Smeg has won over some French people by setting up a sales outlet in the heart of Paris. However, Smeg has a restrictive distribution policy which can make their products difficult to find.

CHALLENGES

Facilitate the buyer journey for intentional customers by giving them the right information at the right time and generating qualified traffic for their distribution partners' channels.

NEEDS

Smeg's main site is one of the hubs of their communication ecosystem. As they do not have an e-commerce platform, Smeg wanted to enrich their non-commercial site to enable their customers to find their products more easily and facilitate purchases.

GOALS

Relying on qualified traffic from the non-commercial site to generate intentional traffic to the partners' points of sale. Facilitate the consumers' journey and increase the volume of direct sales.

KEY NUMBERS

152 540

Buyers informed of the availability of the
brand's products

124 015

Users redirected to a brand's retailer

70%

Chose to be delivered at home

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

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.

mpruvost@click2buy.com

+33 7 63 48 24 04