

DRIVE-TO-STORE CAMPAIGNING WITH A NON-COMMERCE SITE

SUCCESS STORY - HISENSE

CLICK@2BUY

How to inform consumers about partner points of sale that carry Hisense products?

A leader in home appliances in China, and known as the third biggest television and refrigerators manufacturers in the world, Hisense arrived in the French market in 2015. They gained a lot of publicity by being an official sponsor of the 2018 World Cup of Football. The group has 95,000 employees around the world and generated more than 70 million euros in sales revenue in 2018.

KEY INFORMATION

CONTEXT

Not yet present in 100% of specialised distributors in France, Hisense seeks to make their advertising investments profitable by helping consumers to identify the points of sale that carry their products.

CHALLENGES

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

NEEDS

Hisense's main site is one of the hubs of their communication ecosystem. As they do not have an e-commerce platform, Hisense 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. Facilitating the buyer's journey by being transparent about real-time product availability. Gaining precise metrics on the product's performance.

KEY NUMBERS

13 579 804

Users who had the opportunity to know
"Where to Buy" the product

1566%

Raise of the clicks on our solution
during a digital media campaign

81%

Of referrals were for home delivery

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.

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