

MAKING STRATEGIC INNOVATIONS ACCESSIBLE TO THE GENERAL PUBLIC

SUCCESS STORY - LEGRAND

CLICK@2BUY

How to quickly transform a non-commercial site and communications into drive-to-store channels?

A specialist in electrical and digital infrastructures, with operations in nearly 90 countries, Legrand has innovation at the heart of their strategy, with the aim of supporting the general public and professionals in the revolution of the connected home and networking equipment. With 39,000 employees and annual sales of €6.5 billion in 2019, Legrand is the leader in the market.

KEY INFORMATION

CONTEXT

Since the launch of their new corporate website promoting their connected products line, Legrand sought to facilitate access to their innovations for the general public and professionals in order to offer them the most adapted digital solutions.

CHALLENGES

With a non-commercial site and communications focused on the use of their innovations, Legrand needed to transform their growing traffic into qualified traffic that is conducive to conversion. Facilitating the purchasing process by referring customers to points of sale that carry their products is in line with this strategy.

NEEDS

Without overhauling their distribution strategy, Legrand aimed to enhance their commercial website and community communications, simply and without any complex IS interventions. With a customised solution to facilitate the buyer journeys of their audiences and measure the impact on conversions, the brand continues to put its distributors first.

GOALS

Facilitate the buyer journey and analyse its fluidity in order to optimise it, increase sales volume and measure the impact of communication media on conversion rates.

KEY NUMBERS

2000

Products referenced on Click2Buy

133 500

Clicks on the "Where to buy" button

22%

Engagement rate

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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