




CLICK@BUY

***THOMSON***



Combining  
performance and  
fluidity on a high  
traffic website

# How Thomson optimized the user experience and product visibility on their website.

## Turning visitors into customers

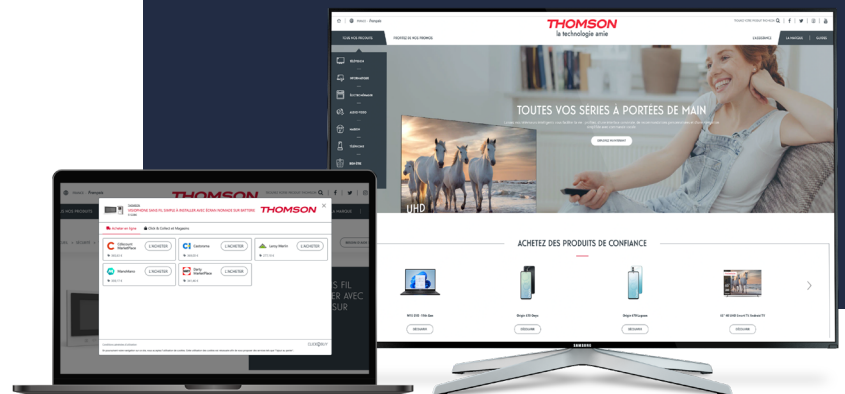
In 2019, Thomson launched its website, mythomson.com, which swiftly garnered a remarkable level of traffic. However, the site lacked the means to convert these visitors into customers. The brand began exploring a store locator solution but soon realized that a Where to Buy solution was better suited to **direct consumers to its trusted partner retailers**, while providing additional information that their customers may be looking for during the purchasing phase.

Just one year later, Thomson turned to Click2Buy.

## Thomson

Trailblazer in technological innovations, Thomson is a French brand founded in 1893, specializing in electronic and home appliances.

With a global presence in Europe, the United States, and Asia, Thomson is the go-to choice for premium, Made in France products.



## Click2Buy

Pioneer of Where to Buy since 2013, Click2Buy is a European company present in 32 countries across the globe that offers a solution connected to all your digital channels. Click2Buy collaborates **with more than 500 satisfied brands and 600 retailers.**

# Providing a **valuable service** to visitors

In today's market, customers seek more than just a product description and technical specifications. They want to know the price and where they can purchase it. With Where to Buy, **the customer journey becomes effortless, allowing our clients to conveniently access the product page** across our retail partners' websites where our product is available.

Thierry Métayer  
Thomson

During a first call, an expert will evaluate the opportunities of your brand and help you select the most adapted form of Where to Buy. Our teams will then contact your retailers to collect their stock information. Once the solution is set up, your company can start enjoying the benefits of the Where to Buy solution by Click2Buy. Get in contact with us today!

**BOOK A DEMO NOW**

With this solution,  
Thomson, despite not  
being a distributor itself,  
**empowers customers  
with the seamless  
experience of instant  
purchase.**



Thierry Métayer  
Thomson

**CLICK@BUY** & Thomson

# Tracking **crucial data** to obtain the most accurate insights

## Keep a close eye on your numbers

Harnessing the data provided by Click2Buy, Thomson gains valuable insights into product listings, enabling them to vigilantly monitor key factors such as availability across their retailer network and pricing policy.

**Leveraging Click2Buy's back office data, we're able to gain visibility on product listings and pricing, enabling us to consolidate and harness valuable insights.**

Thierry Métayer  
Thomson

## Give your consumers what they need

The Where to Buy solution provides consumers with the freedom to select their preferred distribution channel, ensuring they never miss out on a sale: *"If a customer has proximity to a trusted retailer, the solution enables them to make their purchase directly from that retailer. Ultimately, the end goal is to sell a Thomson product,"* Thierry Métayer, Marketing and Web Director at Thomson, explains.



**By providing a Where to Buy solution on an e-commerce website, customers gain the ability to **choose between buying directly or via a retail partner.** This grants them enhanced flexibility and freedom in their purchasing journey.**

Thierry Métayer  
Thomson





34%

Over the last 12 months, over a third of all qualified traffic going through the solution was redirected for a final purchase from a retailer!

# Where to Buy by Click2Buy: a **must have!**

In addition to being an easily implementable solution, the Where to Buy combines multiple value-added benefits that make it a must-have!

As highlighted by Thierry Métayer, *"Click2Buy is an excellent partner, and we are extremely satisfied with the solution, its seamless integration, and the ease of retrieving data."*

[GET IN TOUCH TODAY](#)

The Where to Buy solution offers a financial ROI, but it goes beyond that. It's also the user experience we provide to our customers and the valuable data insights we can derive from it that make it truly ROI-driven.



**BOOK A DEMO NOW**



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Provide a complete service to your customers

Track your data for optimal decision making

Modernize your user experience