



CLICK@2BUY



& **L M / B**
La Martiniquaise · Bardinet

The *success story* of
a titan in the drinks
industry

How the group **optimized their sales channels, developed their retail network and boosted their revenue by 35% with Click2Buy.**

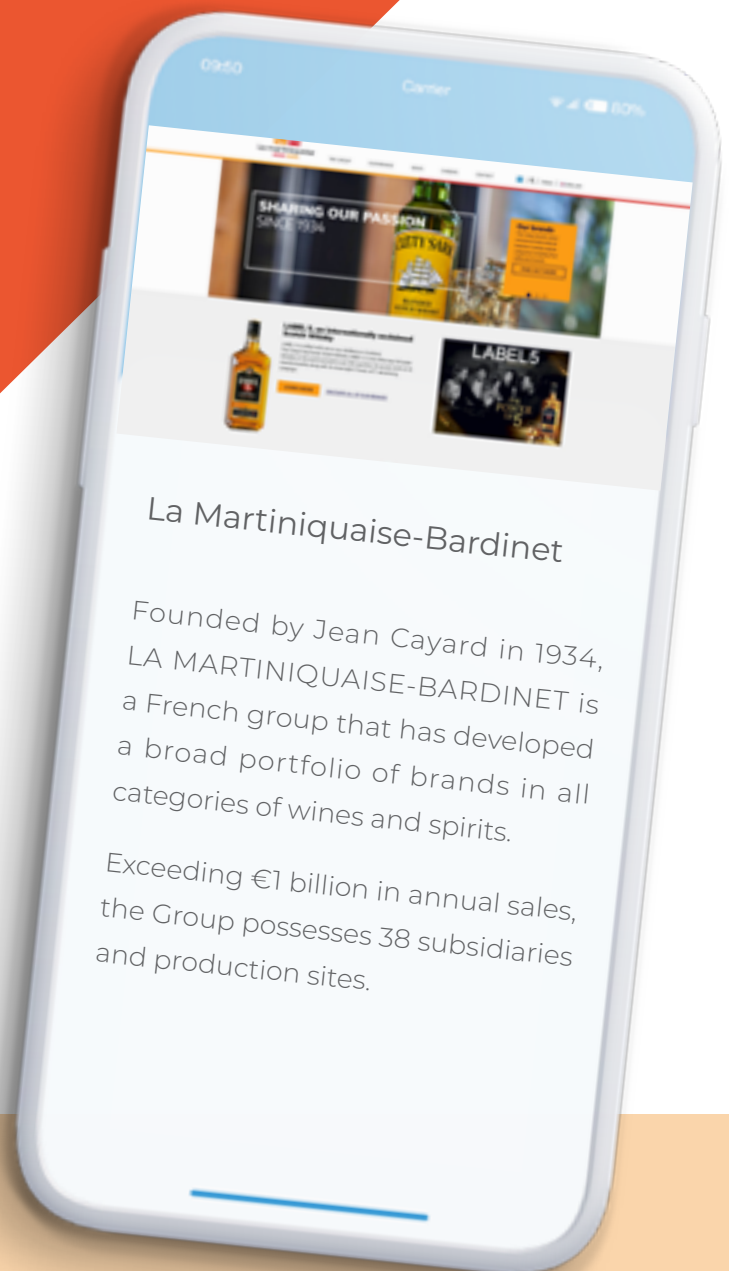
Giants of the distribution world recommend Click2Buy!

In 2015, the La Martiniquaise-Bardinet group was tasked with improving the user experience of its visitors across all of their branded websites as well as solving the problems related to the accessibility of certain products in its physical and digital points of sale.

On the recommendation of Auchan, the group turned to Click2Buy, who offered them an innovative solution to revolutionize their customer journey.

Click2Buy

Pioneer of Where to Buy since 2013, Click2Buy offers a solution compatible with every type of digital channel employed by the world's leading companies. Click2Buy is partnered with **over 500 brands and nearly 600 retailers in 32 countries.**



La Martiniquaise-Bardinet & Click2Buy, collaborating **since 2015**



Easy and efficient integration, high quality support. The Click2Buy team has always been responsive and proactive. We're incredibly satisfied with our collaboration!

Clément Faure
La Martiniquaise

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

Click2Buy is an essential solution that we deploy on all of our brands' sites. Once the solution is set up, using it is quite intuitive, unlike other tools we've encountered.

Hélène Regnaud
La Martiniquaise

Measuring the **true impact** of marketing efforts

A strategic tool

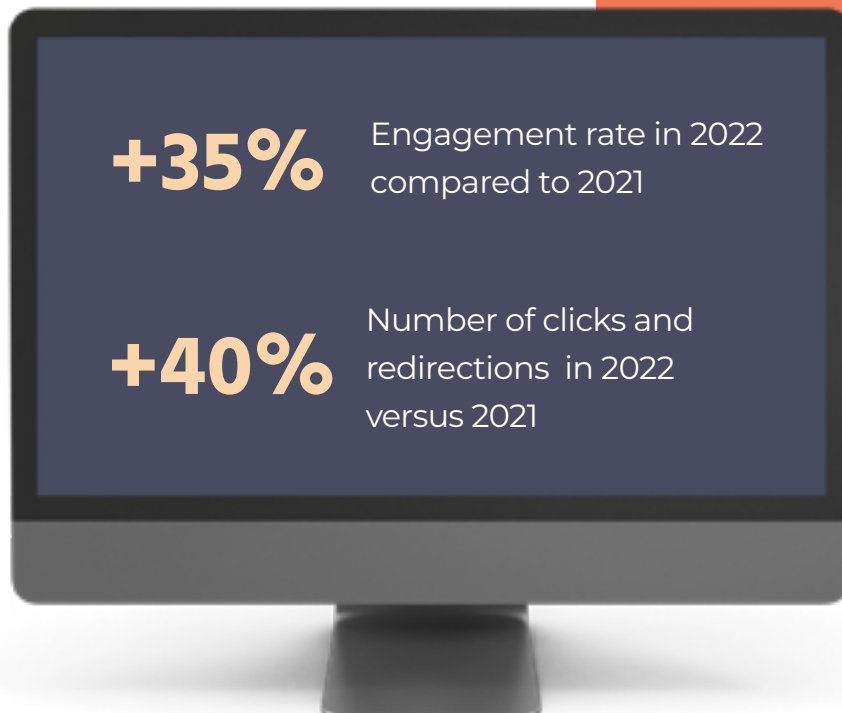
La Martiniquaise's teams take advantage of the precise data provided by the Click2Buy solution. For example, they use the KPIs to receive alerts on

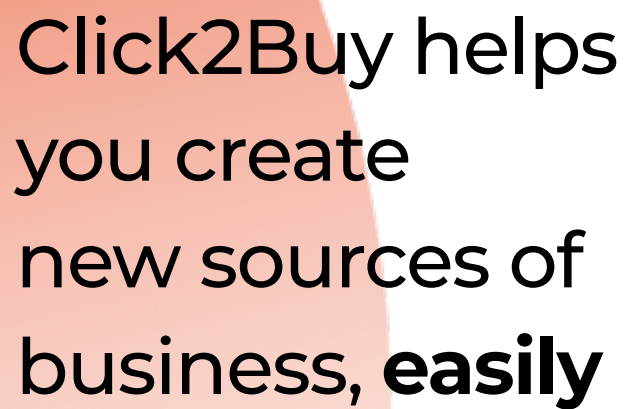
consumer usage, data that would be undetectable otherwise. They can also see if there have been any high-profile events for certain brands.

"The tool allows us to cross-reference our statistics and that is really interesting", explains Clément Faure.

And sometimes the data allows us to note the performance of a single product that would not necessarily show up in a brand report.

"The data allows us to identify the product that users are truly interested in, as opposed to what we assume they're interested in. It also allows us to provide insights to the other departments."





For example, the Group uses the solution to integrate new distribution partners - even those without a significant digital presence : *“We can go to the wine merchants and offer them to connect directly to our Click2Buy solution”*, says H  l  ne Regnaud.

La Martiniquaise was also able to identify potential synergies with new brands by using the Click2Buy solution for cross marketing purpose: *“At the moment, we push the group’s own products. But nothing’s stopping us from proposing a complementary product from another company.”*

La Martiniquaise-Bardinet tripled the number of their retail partners from 2017 to 2022.

We have the possibility to add various different distribution channels and products, and without limits. That's remarkable!

Hélène Regnaud
La Martiniquaise

TALK WITH AN EXPERT

One of the strengths of Click2Buy: the collaboration with your dedicated Customer Success Manager

La Martiniquaise-Bardinet particularly appreciates the proactivity, advice and responsiveness of Christelle, their Customer Success Manager. *"I always get a response within 48 hours", says Clément Faure. "Christelle knows the specificities of the business, and goes beyond expectations by informing the teams as soon as there is something new and always proposing concrete solutions."*

We have been able to establish a relationship of trust and make it grow. It's been a real pleasure to work together!

Christelle Cullot

In regards to the accompaniment, I would give 5 stars. Really: it's beyond optimal.

Hélène Regnaud
La Martiniquaise



10/10

La Martiniquaise gave Click2Buy a Net Promoter Score (NPS) of 10/10, specifically highlighting the quality of support.

Christelle Cullot
Customer Success Manager
Click2Buy

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Click2Buy

The background features a series of wavy, overlapping lines in shades of orange, dark blue, and white. Three large arrows are integrated into the design: a white arrow pointing right at the top, a light orange arrow pointing right in the middle, and a dark blue arrow pointing right at the bottom. Each arrow contains a line of text.

Exploit powerful performance data

Optimize the user experience

Create new sources of business