

CLICK@2BUY



MICHELIN

**Bridging the gap
between brands
and retailers**

How did Michelin **monetize its website** and significantly enhance its relationships with retailers?

A powerful and efficient sales funnel!

Before venturing into e-commerce, Michelin had **two clear objectives**: to sell high-end tires and to facilitate tire installation. Therefore, Tyredating sought a solution to create a sales funnel from Michelin's websites to their partner distributors.

In 2020, Tyredating turned to Click2Buy as their previous solution did not fully meet the expectations in terms of user experience and feed reliability. Today, the Where to Buy solution enables the generation of **qualified traffic** from Michelin's websites to over **thirty distributors worldwide** who have the products in stock.



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**.

Streamline your purchasing journey and generate qualified leads



At the heart of our mission lies the commitment to connect consumers with the perfect retailer and entry point, no matter how unique their search preferences. Our ultimate goal is to **pave the way for the smoothest journey imaginable**, ensuring an unmatched user experience. That's why we have Click2Buy's Where to Buy solution today.

Richard Lapeyrère
Data-Driven Performance Director
Tyredating

Lors d'un premier rendez-vous, un expert évalue les opportunités de votre marque et vous aide à sélectionner la forme de Where to Buy la plus adaptée. Nos équipes se chargent ensuite de contacter vos revendeurs pour récupérer les informations sur leurs stocks. Une fois la solution paramétrée, votre entreprise peut commencer à profiter des avantages de Click2Buy !

Besoin d'aide ? Notre équipe est toujours à vos côtés !

[GET IN TOUCH WITH US](#)

The solution has streamlined the purchasing journeys on our websites and increased lead generation. We've more than achieved our goal: **we generate millions of leads!**

Richard Lapeyrère
Data-Driven Performance Director
Tyredating

CLICK@BUY & Michelin

Strengthen your retailer relationships

A Valuable Connection with Retailers

Thanks to Click2Buy's Where to Buy solution, Michelin enhances its relationship with retailers by providing them with **significant qualified traffic** that converts much better than other sources of traffic: *"For many of our valued retailers, the Where to Buy solution is an absolute game-changer. It not only drives a substantial surge of qualified traffic but also delivers a remarkable boost to their bottom line."* explains Richard Lapeyrère, Data-Driven Performance Director at Tyredating.

When we examine the revenue generated by select retailers in a given country, we can see it exceeding millions of euros!

Richard Lapeyrère
Data-Driven Performance Director
Tyredating

The solution helps us build a long-term win-win partnership with retailers. We assist them in growing their business, and in return, the share of Michelin sales increases.

Richard Lapeyrère
Data-Driven Performance Director
Tyredating

A Win-Win Solution for the Brand and Retailers

The solution serves as a **true gateway** between Michelin's websites and retailers' websites. It's a win-win approach that allows Michelin to increase its sales while assisting retailers in boosting their revenue. Moreover, the Where to Buy solution plays a pivotal role in establishing **new sustainable partnerships with retailers**, as Richard Lapeyrère attests: *"Since introducing Where to Buy, we've been ramping up our communication with retailers, especially those involved in the 'Buy Now Button' project. We're providing them with qualified traffic and supporting our new distributor partners in implementing the solution. Additionally, we're sharing the successes we've observed with other retailers to help them fine tune their strategy."*



50%

Over the course of 1 month, half all of visitors were redirected to a retailer stocked with Michelin tyres.

The qualified traffic driven by the Where to Buy solution showcases conversion rates that surpass the website average. Thanks to its impressive performance, we not only achieve a positive return on investment but also turn our efforts into a profitable venture!

Richard Lapeyrère
Data-Driven Performance Director
Tyredating

Convert and track from beginning to end

Where to Buy: a Profitable and ROI-driven Solution

The Where to Buy solution is a high-performing solution that generates millions of leads and significant revenue: *"Thanks to this conversion channel, we turn visitors on Michelin's websites into leads, and then into buyers through our distributors"*, highlights Richard Lapeyrère, Data-Driven Performance Director at Tyredating.

A Dashboard Providing Powerful Statistical Data

The Click2Buy dashboard offers essential advantages, as Richard Lapeyrère explains: *"Thanks to its SEO features, we efficiently monitor our stocks. Moreover, the accessible sales data enables us to conduct in-depth analyses to fine-tune our media campaigns and evaluate our performance during reporting."*

[GET IN TOUCH WITH US](#)

CLICK@BUY & Michelin

An Unrivaled Customer Success Manager

Michelin & Click2Buy:
a partnership built on
trust

Michelin places a great deal of importance on the responsiveness and dedication of the Click2Buy teams. *"There's a genuine relationship of trust that has been established between Michelin and Click2Buy. Their teams are always available, responsive, and engaged. If we encounter any kind of obstacle, they're always ready to help us!"* emphasizes Richard Lapeyrère.

The Where to Buy solution is a project that creates added value for Michelin and its retailers, and it's a project that we're able to continuously evolve every day!

Richard Lapeyrère
Data-Driven Performance Director
Tyredating



We asked Click2Buy to step out of the traditional solution to provide something more customized to fit our vision. The developments were successfully executed, and they delivered results.

We are incredibly satisfied with all the work Click2Buy made to tailor the solution to our needs!

Richard Lapeyrère
Data-Driven Performance Director
Tyredating

CLICK2BUY & Michelin

CLICK@BUY

GET IN TOUCH WITH US



click2buy.com



bbezin@click2buy.com

+33 3 66 72 29 04

+33 6 59 56 06 88



Click2Buy

CLICK@BUY & Michelin



Streamline your customer journey

Reinforce your retailer partnerships

Measure the performance of your actions