



CLICK@BUY

&

ENERGIE
LA BEAUTÉ POSITIVE **FRUIT**



**Data Driven
Acquisition with
Where to Buy!**

How Energie Fruit boosted their digital and brick and mortar activity thanks to Where to Buy!

A fluid experience, with an **in-store focus**

Specializing in French beauty care for a positive and natural radiance, Energie Fruit offers a diverse range of bathroom, hair, shower, and body products.

Committed to the highest quality, 95% to 100% of natural ingredients are used, traceable through QR codes.

Originally prominent in physical stores, Energie Fruit has expanded its presence in e-commerce and international markets. In 2021, they embraced Click2Buy to guide their consumers towards local points of sale and provide them with a seamless shopping experience!

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.**





A complete experience, for both the client and brand

Without Click2Buy's Where to Buy solution, our user experience would be incomplete. Click2Buy greatly simplifies product access, enabling customers to easily locate physical or online points of sale where our products are available..

Juliette Dorget
E-commerce & Digital Manager
Energie Fruit

We were in need of a solution that provides our consumers with real time information about the availability of our products across all our extensive list of points of sale. Click2Buy's solution perfectly meets all our needs.

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!

LET'S GET IN TOUCH

Juliette Dorget
E-commerce & Digital Manager
Energie Fruit

Make your products easy to find for your customers

A smooth experience with no let downs

One of the main goals in adopting Click2Buy's Where to Buy solution was to make it easier for customers to access Energie Fruit beauty products through various retail points, while also providing them with the option to conclude their browsing with a direct purchase on one of its retailers websites, or to send them to a physical store to purchase their product of choice. Thanks to the Where to Buy solution, this mission has become a reality, fully optimizing the customer journey on their website.



Give your customers what they need to purchase

One of the most crucial aspects of this solution is the reassurance it brings to new customers. Seeing the logos of trusted partners, such as Auchan, on our website, instills a sense of security in their decision to purchase our products. "For new customers, seeing well known and trusted retailers partners Carrefour adds credibility our Energie Fruit brand in their eyes and strengthens its legitimacy," adds Juliette Dorget.

The solution adds real value during negotiations. Retailers are genuinely excited about having a Call-to-Action (CTA) on our website that redirects consumers to their own website.

Juliette Dorget
E-commerce & Digital Manager
Energie Fruit



The power of data found in the back office

During a seminar, Energie Fruit delved into the world of the Click2Buy Back-Office (BO) with impressive results! While they initially believed their best-seller, the monoï product, garnered the most attention, an unexpected revelation occurred thanks to the Click2Buy dashboard: it was, in fact, the coconut range that stood out. This discovery opened up new perspectives for the marketing team.

“From that point on, I paid much closer attention to the BO. Following our discovery and by cross-referencing the data, we started to place greater emphasis on the coconut range,” says Juliette Dorget, E-commerce and Digital Manager at Energie Fruit.

Empowered by this revelation, Energie Fruit adopted a more attentive approach and began to leverage the BO data, uncovering valuable insights into their consumers' purchasing intentions. This precise knowledge was then used to further promote other product ranges et **adjust their marketing strategy.**

64%

The percent of users who end up on a equipped retailer's website after opening the solution

The Click2Buy back-office is extremely clear and user-friendly, with smooth navigation and precise, comprehensive information. It allows us to track our consumers' purchasing intentions, which is highly valuable for refining and enhancing our existing strategies!

Juliette Dorget
E-commerce & Digital Manager
Energie Fruit

GET IN TOUCH NOW!

CLICK2BUY & Energie Fruit

Click2Buy's Where to Buy solution truly is a must have for
Energie Fruit!

It's a highly-effective solution that allows us to enhance
our customer journey, provide our customers with an
instant buying solution, and fulfill their needs!

Juliette Dorget
E-commerce & Digital Manager
Energie Fruit





BOOK A DEMO NOW



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Make your products findable by your customers

Obtain crucial insights into your products

Expand your retailer network