

CLICK@BUY

&
magimix

Where to Buy
& E-commerce:
coexisting in harmony

How Magimix created an omnichannel experience for its visitors and boosted the value of their retail partners with Click2Buy!

Where to Buy and E-commerce: A Perfect Match!

In 2018, Magimix had two websites: a showcase site with an internal Store Locator and an e-commerce site. In 2020, the company decided to merge these two sites into a single, new retail website. The goal was to create an omnichannel experience, reflecting the importance of omnichannel in all their actions.

Magimix needed a solution that was easy to implement and did not require extra manpower from their end. Enter: Click2Buy.

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 solution that **simplifies the lives of brands** of all sizes

One of the main things we wanted from Click2Buy was to have our list of main partners automatically updated without the hassle of doing it ourselves. Click2Buy does this and more: they provide a stock tracking feature for these partners, which is a huge plus for creating a smoother shopping experience.

Solène Fort
Digital Marketing Manager
Magimix

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](#)

Thanks to Click2Buy, we're now able to display nearly every big box store across France and Europe! Having these updates managed on their end has been a real game-changer.

Solène Fort
Digital Marketing Manager
Magimix

Highlighting your retail partners: a key element

How to strengthen relationships with retailers when we're D2C?

Regarding the impact of Click2Buy on their business relationships and online commerce strategy, Magimix has observed that the solution brings significant value to their discussions with retailers.

Solène Fort, Digital Marketing Manager from Magimix, explains: *'In our conversations with our distributor partners, Click2Buy's Where to Buy solution has often been highlighted. Especially when explaining to them that despite the redesign of our website, their presence on this new site was essential to us. This was greatly appreciated by our long-standing partners.'*

She goes on to emphasize how the solution has been particularly beneficial for partners who were not yet

connected via the solution: *"Even more so for those who were not already in our retail network and who dedicated time and resources to establish this partnership with Click2Buy in order to benefit from the traffic from our site for free."*



While Magimix is capable of selling directly through their e-commerce store, they understand that offering multiple purchasing options plays a critical role in customer acquisition: *"Before the creation of our e-commerce store, our sales relied solely on our external distribution partners! The goal was not to compete with them but rather to integrate our e-commerce store among the existing channels. **We see it as a complementary choice rather than a competitive relationship.**"*

*"The goal of coexisting Where to Buy with Magimix's e-commerce store was simple: **give consumers a choice.** The choice of how and where to buy our products, depending on their preferences. **When a person is ready to purchase one of our products, as close to the point of purchase as possible, we really want to give them the choice.**"*



Omnichannel: essential in the Digital Age

“Omnichannel is at the heart of all our efforts,” states Solène Fort. “That’s why we decided to merge our websites into a single retail site.”

“Where to Buy is the solution that offers all channels, whether online or offline, in a simple and quick way to integrate into our new site. We remain committed to omnichannel, much like a Store Locator solution, but much easier to manage.”

She continues: “We have had partnerships with our retailers for 30 years. When we launched our e-commerce store, the goal was not to compete with retail; it was truly to offer consumers an additional channel to choose where they wanted to buy our product. The priority has always been for the consumer to visit our site. After that, they can purchase either directly on the site or from one of our retailers..”

10/10

Last NPS left by
Magimix, highlighting
the reactivity of the
Click2Buy team

**For us, as long as the
consumer finds what they
wanted, we’re happy – no
matter where they bought
it.**

Solène Fort
Digital Marketing Manager
Magimix

[BOOK A DEMO NOW](#)

We're really pleased with Click2Buy, both from a technical and a relationship perspective. We haven't encountered any issues whatsoever – the solution has been bug-free and trouble-free. And an added bonus: the teams are incredibly responsive.

Solène Fort
Digital Marketing Manager
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[Click2Buy](#)



Give the power back to your customers

Put your retailers in the spotlight

Provide an omnichannel experience