



CLICK@2BUY

&
★Poolstar



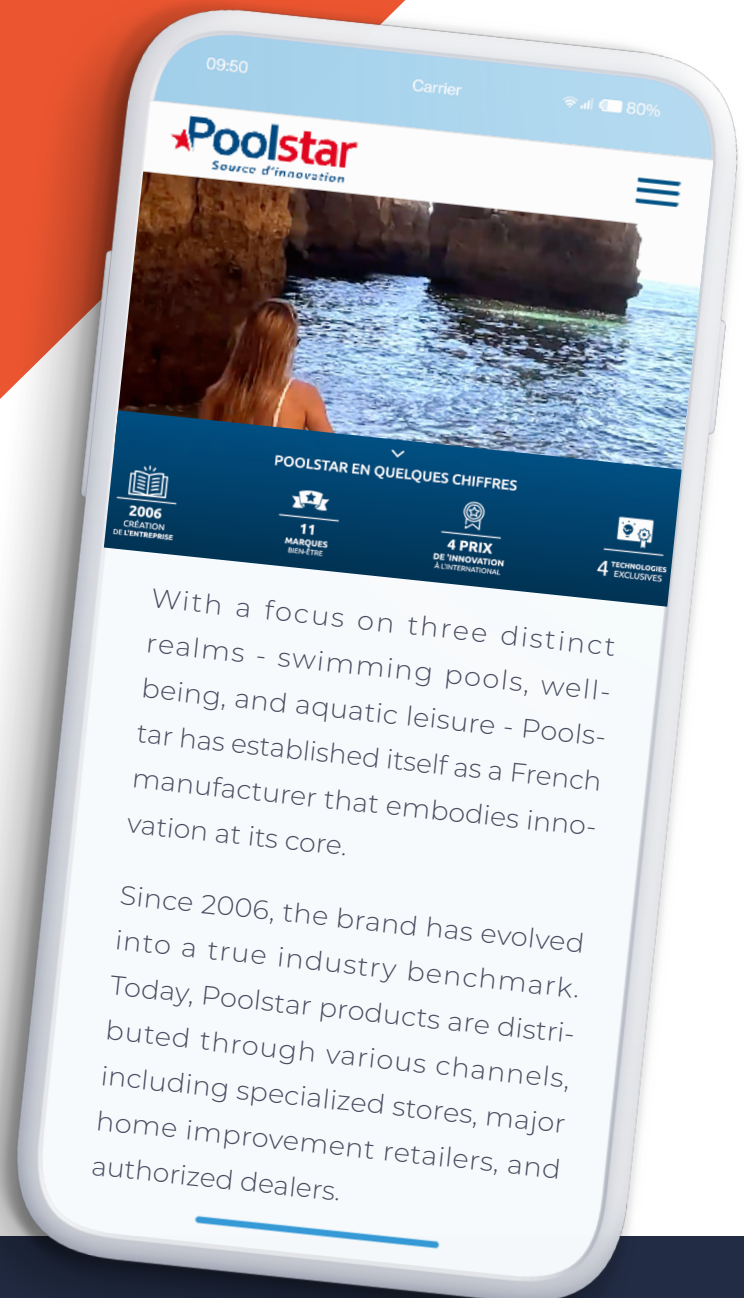
**The Key to Mastering
the Customer Journey**

How a B2B brand like Poolstar successfully maintained end-to-end control over the customer journey.

Conversion: the key to success!

Once destined for direct online sales to the general public, Poolstar made a bold move in 2010, shifting its focus to the B2B market. With a desire to enhance its market presence, Poolstar sought out renowned retail giants that had already gained the trust of consumers.

Embracing the digital age and aiming to create a seamless customer experience, Poolstar made a strategic decision to integrate a cutting-edge Where to Buy solution on its website. This transformative step allowed Poolstar to tap into the power of generated traffic and convert it into tangible in-store visits through an irresistible drive-to-store strategy.



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.**

Unleashing customer journey success: exploiting your site to its fullest potential

With Click2Buy's Where to Buy solution, we can bypass the dead-end effect on our website by efficiently directing our customers to the nearest distributors with our stock.

Alexandra Weil
Marketing Director
Poolstar



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!

GET IN TOUCH NOW

In the past, we were missing out on leveraging the traffic generated on our website. But today, thanks to Click2Buy's solution, we not only gather crucial data but also guide customers towards our trusted retailers, ensuring their purchases reach the finish line.

Alexandra Weil
Directrice Marketing
Poolstar

Control your buyer journey effortlessly, even at the sell-out stage!

A strategic tool

Poolstar's marketing team relies on the solution to **maintain control over the presentation of their products** to customers throughout their buying journey. By integrating the solution into their communication platforms,

the brand ensures the **availability and reliability of information** provided to customers, **avoiding any frustration caused by outdated information** on the retailer's website. For instance, the product's in-store availability.

"When it comes to our B2B business, we have control over our messages and actions towards our retailers. However, what happens at the sell-out stage, between the retailer and the end customer, is a data gap that we cannot oversee. Hence, our choice to collaborate with Click2Buy, bridging this gap and gaining insight into this crucial stage of the customer journey," says Alexandra Weil, Marketing Director of Poolstar.

4 264

In just 1 month, Poolstar sent 4 264 qualified visitors to check out on their retail partners' websites.

16,5%

of all visitors who launch the solution on Poolstar's product pages are redirected to checkout.



Boost your marketing strategies with powerful data analytics

By gaining visibility into customers' buying behaviors, the solution enables the brand to adapt its digital marketing strategy. It identifies pain points that need improvement and uncovers new opportunities for website enhancements. These valuable insights empower the brand to optimize its online presence and deliver an exceptional customer experience.

The dashboard is excellent! We can track sales data for our products across our distributors. We can even monitor purchasing trends within our product categories.

Alexandra Weil
Marketing Director
Poolstar

In addition to using Click2Buy to streamline the customer journey and maximize website traffic, the brand leverages the solution to optimize its acquisition strategy and **uncover strategic insights** through data analysis..

"Within the team, we regularly consult the dashboard on a weekly basis to review the generated sales and website traffic. The solution becomes even more powerful when combined with advertising campaigns, maximizing its effectiveness," confirms Alexandra Weil.

Not only has the solution become **crucial** for brands, but its deployment also quickly proves to be profitable: *"Currently, we are considering deploying the solution across all our product lines, including saunas and pool equipment. It is worth mentioning that for products in this category, the solution quickly proves to be cost-effective, providing an excellent ROI!"* Alexandra Weil explains.

[LEARN MORE NOW](#)

CLICK2BUY & Poolstar

Equip yourself with a powerful new selling point for your retail partners

The solution directs customers to physical or online distribution locations within their reach. Brands can leverage this advantage during negotiations with distributors by highlighting the qualified traffic they generate or could potentially send to the distributor.

"The solution also serves as a compelling sales argument for us with our distributors. While we have a showcase website, we generate traffic and direct that traffic to them, providing them with a valuable opportunity," Alexandra Weil attests.

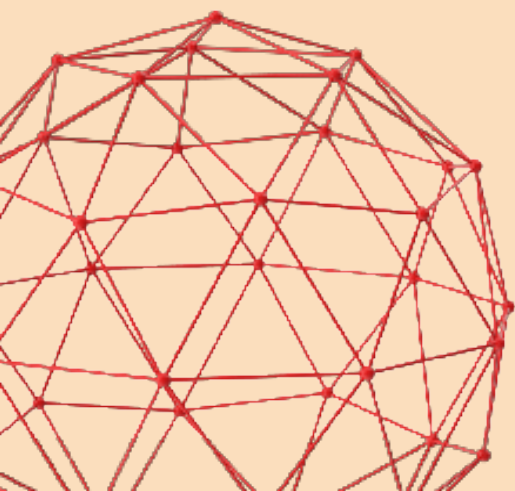


A solution rich in value added benefits

The added value of
this solution lies in
its effectiveness for a
brand like ours that
does not engage in
direct sales.

It is truly ingenious,
as it streamlines the
customer journey and
optimizes sales.

Alexandra Weil
Marketing Director
Poolstar



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BOOK A DEMO NOW



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Click2Buy

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Keep control of your product from end to end

Create a fluid customer journey

Optimize your digital marketing strategies