

CLICK@2BUY



**Monetizing
traffic** across
borders with
Where to Buy!

How VTech transformed their websites into fully fledged sales channels and started monetizing their traffic!

Creating a functional sales funnel

Based out of Hong Kong, VTech has succeeded in penetrating and holding a significant market share across the globe. A reference in childrens' toys with a strong digital presence, VTech decided to completely revamp the entirety of the European websites in 2020.

Initially not possessing their own webshop, VTech needed a way to present a frictionless shopping experience to their visitors and better monetize the traffic they were driving to their sites via organic and paid acquisition.



Inspiring Young Minds, VTech is a pioneer in the world of educational toys and cutting-edge technology.

Established in 1976, VTech has been a leading global provider of electronic learning products for children and communication technology solutions.

A trailblazer in its industry, VTech continues to be a go-to choice for parents seeking enriching and entertaining experiences that promote learning and exploration. With a firm belief in the power of play-based learning, VTech remains dedicated to shaping the future of educational technology.

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.**

Strengthening brand-retailer relations, **with no added effort**

Upon launching the solution across our sites, it was very impressive to see how we could use the solution to **convince missing retailers to join the network and share their data**. We can use the solution as a means to negotiate with new potential retailers!

Robert Pleiner
Senior Online Marketing Manager
VTech

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 WITH US

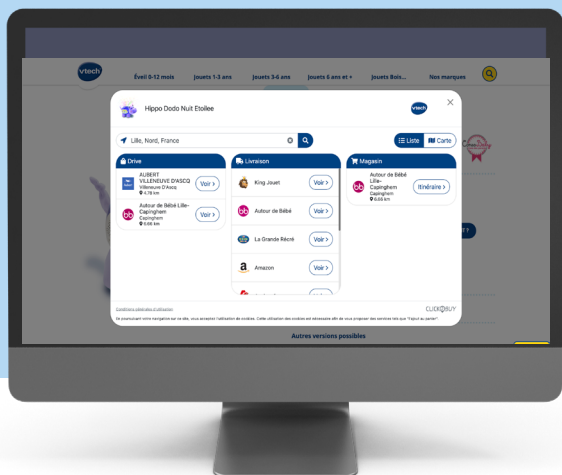
A crucial part of implementation was ensuring the connection of retailers across various countries. Their implementation was vital for us and the local Click2Buy contacts did a phenomenal job.

Robert Pleiner
Senior Online Marketing Manager
VTech

Fully flexible paid acquisition campaigns **with** **Where to Buy**

A crucial step of setting up paid acquisition campaigns

Often times when it comes to running paid acquisition campaigns, brands are faced with a dilemma - where should they be sending the people that they're targeting? Should they be sending traffic to their own site, or should they be paying to drive traffic to their retailers where the eventual sale will occur?



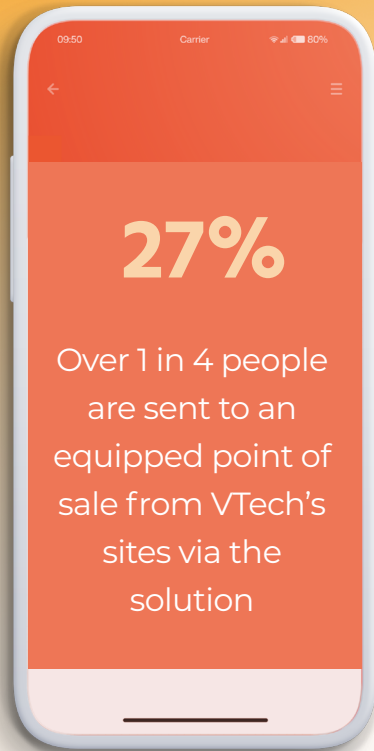
With Where to Buy, no
need to choose!

Thanks to the integration of a Where to Buy solution across their sites, VTech recognized quickly one of the added values of the solution with regards to paid acquisition: *"Without Click2Buy we had to decide whether we should run a campaign and lead the users to our website, which we were unable to monetize, or drive traffic to our retail partners, which not only isn't optimal from a branding point of view, but we could potentially be paying to drive traffic to a site with our competitors on it,"* explains VTech's Senior Online Marketing Manager Robert Pleiner. *"With Click2Buy both are possible and it's great!"*

**With Click2Buy we are
able to run campaigns to
generate traffic on our
own website and can try
to convert this traffic via
our retail partners.**

Robert Pleiner
Senior Online Marketing Manager
VTech

Where to Buy: a must have for any brand!



While initially implemented as a means to monetize their web traffic across all of their European sites, VTech quickly became aware that of all the additional added values of the solution that made it a vital part of their digital marketing efforts.

As elegantly stated by Robert Pleiner, *"If you don't have your own webshop or e-commerce solution, Click2Buy IS the solution!"*

GET IN TOUCH TODAY!

Where to Buy is a crucial addition to VTech's websites. With Click2Buy, we were finally able to monetarize the traffic on our website and provide a perfect service to our visitors.



CLICK@BUY

BOOK A DEMO NOW



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Flexibility in your paid acquisition campaigns

Reinforcing your distribution network

Transforming a site into a sales channel