



CLICK@BUY

& Yooji



D2C and Where
to Buy: **A Perfect
Pairing**

How Yooji expanded its retail network and boosted the conversion of its website with Click2Buy.

Click2Buy offers a **powerful solution** that adapts to the challenges of a companies of all sizes

In 2018, Yooji wanted to develop its drive channels and offer consumers more reliable information about product availability.

Already possessing a Store Locator on their site, Yooji turned to Click2Buy which presents a Where to Buy solution complementary to their e-commerce site.



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.

The solution
**simplifies the
customer journey**
and access to
products



The challenge for Yooji is to offer of clients a way to purchase via **their preferred distribution channel**... That means proposing every channel available, with stock information in real time. It's crucial for us for display every possibility so we don't miss out on any sale!

Marine Sallenave
Yooji

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](#)

Yooji is present in all stores but not in all points of sale, so one of our major challenges is guiding the customer to **the right place** to buy our product.

Marine Sallenave
Yooji

Click2Buy helps you strengthen relationships with retailers

Development of the retail network

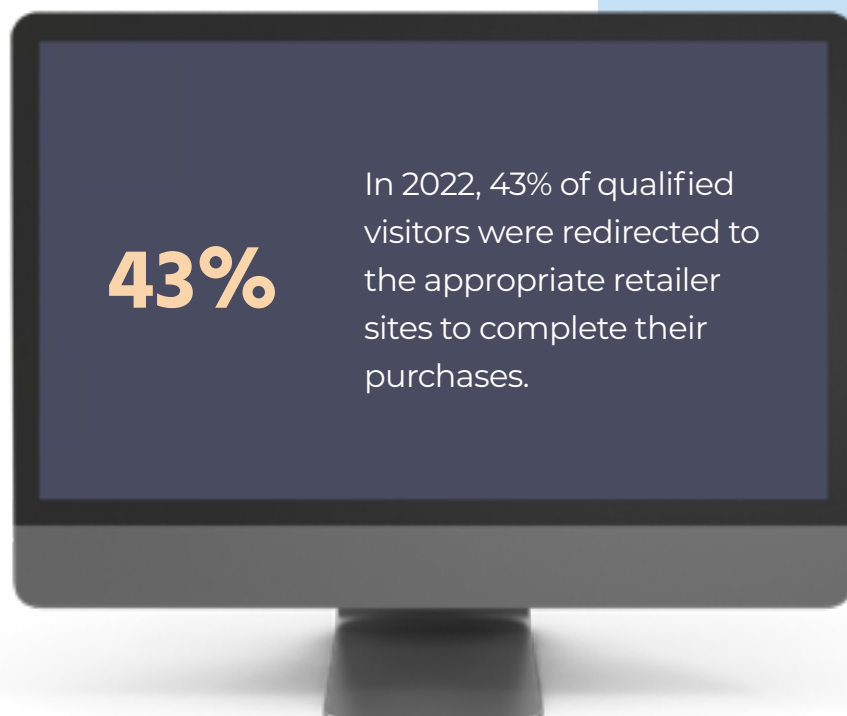
Since the beginning of the collaboration in 2018, Yooji has more than doubled the amount of retailers in their network via the solution, proposing a multitude of options to their consumers.

Don't miss out on a single sale: give your customer all the choices they need

The Where to Buy solution covers all types of consumers and offers them the possibility to choose their distribution channel: *"At the end of the day, selling Yooji products on the website or in supermarkets generates sales and brand awareness,"* explains Marine Sallenave.

**Displaying our retailers
via the Where to Buy
solution is a mark of trust
for parents.**

Marine Sallenave
Yooji





+24%

Yooji increased the number of clicks via the solution by 24% vs. 2021.

Yooji's website will soon generate as much revenue as sales in physical locations, which is the proof that the solution co-exists perfectly with an e-commerce site.

Marine Sallenave
Yooji

Where to Buy: compatible with **your** **e-commerce** **website**

In addition to using Click2Buy to improve the customer journey and promote drive to store, Yooji uses the solution to facilitate the purchase of consumers who want to pair their purchase or try products unavailable in their local supermarkets.

Conversely, the interest for an e-commerce site like Yooji is to be able to offer an alternative solution to shipping costs: *"For those who are not ready to take the plunge and order on the site, the solution allows them to test the product by buying it in a hypermarket or a drive near their home,"* explains Marine Sallenave.

The solution is complementary to an e-commerce site. They work in unison to ensure maximum conversion, without one cannibalizing the other.

[BOOK A DEMO NOW](#)

One of the strengths of Click2Buy: the support of a dedicated **Customer Success Manager**

Yooji specifically cites the availability and reactivity of Tiphaine, their Customer Success Manager. *“Every time we asked even the slightest of questions, Tiphaine made herself available and responded very quickly”*, emphasizes Marine Sallenave.

Click2Buy has accompanied us incredibly well and has answered all our questions. Really, I’ve got nothing but great things to say.

Marine Sallenave
Yooji

Collaborating with Yooji
has been an absolute
pleasure, and we’ve
been able to make
this relationship a real
partnership!

Tiphaine Tournay



9/10

Yooji gave Click2Buy a Net Promoter Score (NPS) of 9/10, citing the support and flexibility of the solution.

Tiphaine Tournay, Customer Success Manager



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The background features a series of overlapping, wavy lines in shades of dark blue, light orange, and white. Two large arrows are prominent: a white arrow pointing towards the top right and a dark blue arrow pointing towards the bottom right. The text is placed within the white wavy bands.

Simplify the customer journey

Measure product performance

Strengthen your retailer relationships