




CLICK@BUY

&
Hisense



From showcase
website to a high-
performance sales
channel

How Hisense revolutionized their customer experience and skyrocketed their marketing success with Where to Buy

An **crucial brick** in the digital ecosystem

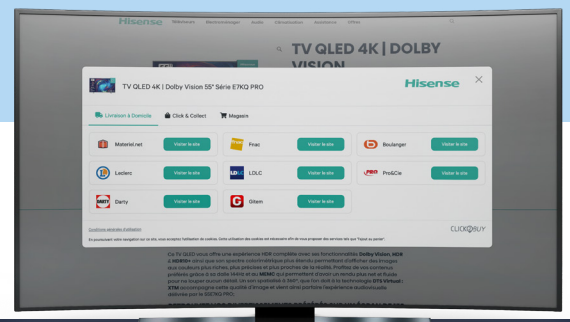
Since establishing its presence in France in 2014, Hisense has successfully attracted a large number of visitors to its website. However, in order to maximize sales and leverage this traffic, Hisense recognized the need to redirect visitors to its retail partners.

In 2017, the brand sought a solution to seamlessly connect consumers with retailers while making its products more readily available. After careful consideration, Hisense chose the Click2Buy's Where to Buy solution to transform its sales and ensure a smooth and transparent purchasing journey.

Hisense

Hisense is recognized as a premier brand in the realm of high-quality, affordable home appliances. This esteemed company boasts a comprehensive selection of products, spanning from televisions to kitchen appliances, positioning itself as the second-largest TV manufacturer globally and a significant force in the home appliance sector.

The company is not just an official partner of various sporting events but also takes great pride in its digital footprint. Hisense has undertaken a substantial overhaul of its website twice, first in 2020 and again in 2023, aiming to provide customers with an optimal online experience and interface.



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.**



Transparency and Customization

The Click2Buy solution is designed with the consumer in mind and plays a pivotal role in enhancing customer experience. **We've been able to customize the widget to align with our brand's visual identity** and our expectations, which is a real game-changer!

Jean-Baptiste Bénard
Digital & E-commerce Project Lead
Hisense

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](#)

A Where to Buy solution provides a true added value for driving sales, as **the journey is transparent**. We give our consumers the freedom to choose their retailer, making the process smooth and intuitive!

Jean-Baptiste Bénard
Digital & E-commerce Project Lead
Hisense

Track Your Marketing Performance with Performance Data

Keep an eye on your visitors' purchasing behaviors

One of the primary goals in adopting Click2Buy was to bridge the information gap when customers leave the Hisense site to visit retailer websites. Thanks to the data gathered by Click2Buy's dashboards, the Hisense teams can identify purchasing behaviors and consumption trends, which are considered in strategic decision-making.

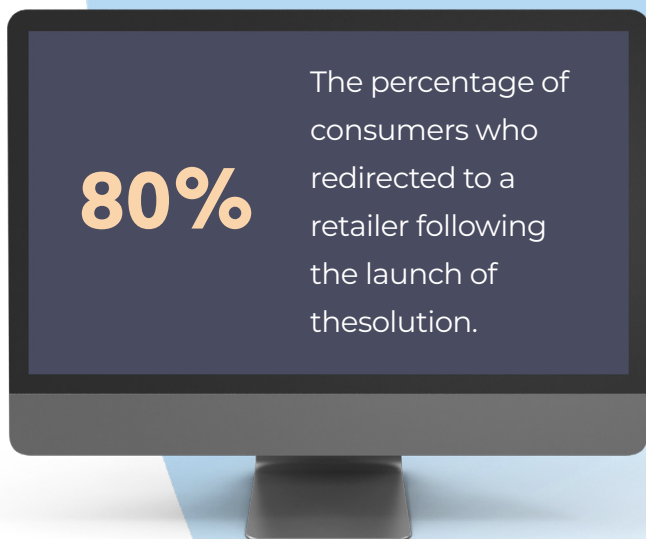
"For our annual reports, we analyze what's worked and what hasn't. The highest-performing products are often tech items that we feature across various digital channels, which generate a lot of impressions but less traffic. However, with the data from the solution, we sometimes get surprises with certain products that generate fewer impressions on our site but, conversely, drive a lot of traffic to retailers." explains Jean-Baptiste Bénard.

Monitor your KPIs with precision

The dashboards also provide better visibility into key performance indicators such as impressions, engagement, and clicks. *"For our monthly reports, we look at three metrics: the overall performance of products, the traffic sent to retailers, and product performance by category."* asserts Jean-Baptiste Bénard.

The data provided by Click2Buy enables us to monitor sales and, more importantly, the performance of our products. These insights then assist us in making informed commercial and marketing decisions, such as refining our choices for acquisition campaigns.

Jean-Baptiste Bénard
Digital & E-commerce Project Lead
Hisense



In our commercial discussions with our retailers, we highlight the strength of our Where to Buy solution and the valuable data it provides us. **We demonstrate to our partners that we are driving qualified traffic to them, which benefits everyone.** And the more we increase qualified traffic to the retailers, the stronger our relationships with them become. This is a real competitive edge over other brands!

Jean-Baptiste Bénard
Digital & E-commerce Project Lead
Hisense

Optimize your acquisition campaigns and strengthen your links with retailers

As a sponsor of the 2022 FIFA World Cup, Hisense aimed to attract a maximum number of visitors to its website. To achieve this, the brand decided to integrate the Where to Buy solution into its marketing campaigns.

"It was crucial that the solution worked effectively since our campaigns redirected to our website. And it did! We saw excellent results, with a significant increase in traffic. This success was due to incorporating the Click2Buy solution into our landing pages, ensuring a drive to store for all our campaigns, regardless of their source. The key was getting the customer onto our site." adds Jean-Baptiste Bénard.

Thanks to the Where to Buy solution, Hisense was able to maximize the profitability of its marketing campaigns, benefiting both the brand and its retail partners.

First in Class Guidance from our Customer Success Team

Hisense highly appreciates the exceptional availability and responsiveness of Ninon, their Customer Success Manager at Click2Buy. Jean-Baptiste Bénard, Digital & E-commerce Project Lead at Hisense, emphasizes, *“Our inquiries are addressed swiftly, and challenges are resolved promptly. Furthermore, we’re consistently updated about the latest features of the solution. The support is smooth, ensuring we never have to follow up for answers.”*

The communication is simple yet effective, rendering the collaboration not only productive but also thoroughly enjoyable. We are utterly satisfied with this partnership!

Jean-Baptiste Bénard
Digital & E-commerce Project Lead
Hisense

Collaborating with Hisense
has been a genuine pleasure,
and we have nurtured this
association into a lasting and
fruitful partnership!

Ninon Noblet
Click2Buy



10/10

Highlighting the strength of this relationship, Hisense has bestowed a perfect 10/10 Net Promoter Score (NPS) on Click2Buy, signifying the high quality and value of their ongoing support and collaboration.

Ninon Noblet, Customer Success Manager

Maximize the Benefits of the Solution

An Easy-to-Deploy Solution

The Where to Buy solution is straightforward to install and integrate into a website. Jean-Baptiste Bénard, Digital & E-commerce Project Lead at Hisense, states, *“Technical maintenance is a breeze, a key reason for our initial selection of Click2Buy and our ongoing commitment to this robust solution.”*



Automate Your Product Flows and Amplify Your Results

Since Hisense's website overhaul in 2020, their product flows have been automated: *“We automatically send our product feeds to Click2Buy, and whenever we add a new product on our site, it's seamlessly updated with the Where to Buy solution without any need for manual intervention. This saves us a tremendous amount of time!”*, explains Jean-Baptiste Bénard.

The performance of the Click2Buy solution has mirrored the performance of the Hisense website. When site traffic increased by 58% in 2022, the solution also recorded a 25% increase!

Jean-Baptiste Bénard
Digital & E-commerce Project Lead
Hisense

Click2Buy is an indispensable asset in terms of customer journey and user experience. It integrates flawlessly into the purchasing process, offering consumers a comprehensive view of product availability. For us, it represents the most complete purchasing journey imaginable!

Jean-Baptiste Bénard
Digital & E-commerce Project Lead
Hisense



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Measure your marketing performance

Maximize the impact of your digital efforts

Reinforce your bonds with retailers