



CLICK@BUY

& Milwaukee®



**Fueling Brand
Breakout in New
Markets** with Where
to Buy

How Milwaukee took their digital efforts to the next level through data driven decision-making and conversion rate optimisation thanks to Click2Buy!

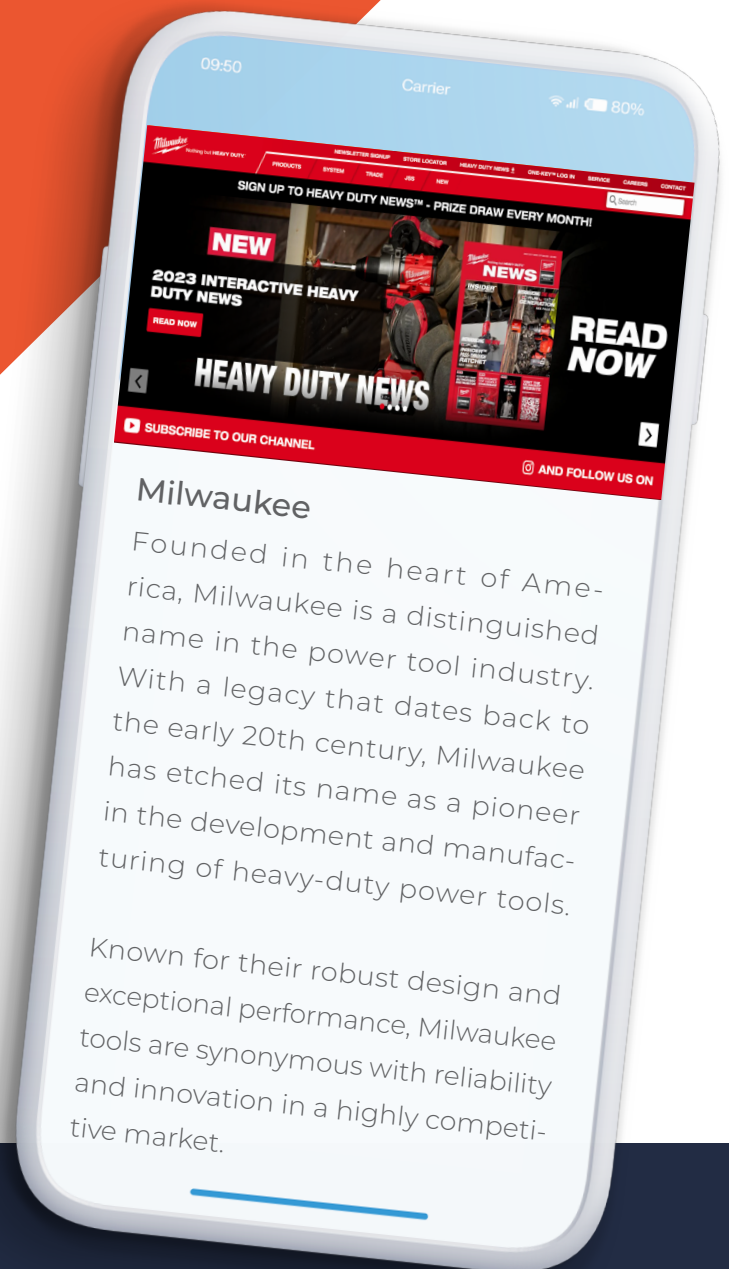
Taking the digital leap into a new market

In a digital age where visibility and market penetration are the currencies of success, Milwaukee, a renowned power tool manufacturer, faced a formidable challenge: breaking into the highly competitive UK market. Known for their robust and innovative tools, Milwaukee's journey in the UK was marked by a determination to not only introduce their brand but to dominate the digital landscape.

Milwaukee sought a partnership that could help transform their digital efforts into a fully fleshed-out sales funnel, leading them to Click2Buy's 'Where to Buy' solution.

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 valuable resource in any brand's **digital marketing toolbox**



We build our digital media campaigns around the solution, **that's how important Where to Buy is for us.** We're trying to put as much focus on it as possible, and we're seeing other countries jumping on board as well.

Ben Shaw
Digital Marketing Executive
Milwaukee

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 TODAY](#)

When we show retailers that amount and quality of the traffic that we're sending to our dealers for free, they're very quick to jump on board. **It really is a win-win relationship.**

Ben Shaw
Digital Marketing Executive
Milwaukee

Transforming visibility into measurable success

In a market where visibility is key, Milwaukee's strategic use of Click2Buy's solution elevated their approach from mere online presence to insightful, data-driven campaign management in the UK market.

Ben Shaw, Digital Marketing Executive from Milwaukee, highlights this transition, stating, "Before, it was just getting them on the website... now the campaigns that we're doing are much more performance based. We know we can get people on the website, but how much they're buying is now what we focus on." This shift underlines Milwaukee's move from basic digital tactics to a sophisticated, results-oriented strategy.



Moreover, Shaw highlights the solution's impact on understanding ROI: "Sometimes it's kind of difficult to show the true ROI of campaigns... But with Click2Buy we can see not only how much traffic we generated on the website but then how many went through and purchased during the time period through the solution... it had a clear effect." This clarity in performance data provided Milwaukee with concrete evidence of their campaigns' effectiveness.

Milwaukee's collaboration with Click2Buy transformed their digital campaigns from mere visibility exercises to impactful, data-informed strategies. This evolution in digital marketing not only propelled Milwaukee's brand in the UK market but also set a new standard for campaign efficiency and effectiveness.

The solution is massively useful when it comes to reporting. It helps us showcase the progress, the success, and the ROI we're achieving across all of our digital campaigns.

Ben Shaw
Digital Marketing Executive
Milwaukee



Leveraging every click: turning traffic into triumph

Milwaukee's strategic collaboration with Click2Buy in the UK market wasn't about just increasing traffic; it was about optimizing every aspect of the digital journey to enhance brand exposure and capitalize on existing online traffic.

During the digital upsurge prompted by the COVID era, Milwaukee experienced a remarkable increase in online traffic. Ben Shaw reflects on this period, stating, "*With COVID, our website numbers skyrocketed and ever since, we've been growing year to year. Click2Buy became essential in ensuring this continued traffic translated into sales.*" This highlights the crucial role of Click2Buy in not only capitalizing on the initial surge in online traffic but also sustaining and growing this momentum in the post-COVID landscape.

"We don't sell directly generally, but with Click2Buy, that's given us a chance to sell via our website through to our dealers," says Shaw. This approach enabled Milwaukee to effectively convert online interest into tangible sales, solidifying their market position in the UK.

11%

11% of all traffic across product pages on the Milwaukee website is redirected to retailers.

Our website numbers have been skyrocketing year to year. Click2Buy has been crucial in translating this increased digital growth into tangible sales, marking a new era of online success for Milwaukee.

Ben Shaw
Digital Marketing Executive
Milwaukee

We're definitely seeing a return on investment with Click2Buy's Where to Buy solution. It's a crucial part of our marketing efforts and really profitable solution within our marketing toolbox!

Ben Shaw
Digital Marketing Executive
Milwaukee



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GET IN TOUCH NOW!



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Gain insights into your marketing performance

Create a new sales channel

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