

CLICK@BUY



**Revolutionizing
user experience
with Where to Buy**

How Urgo transformed its customer journey and supercharged advertising performance with Where to Buy!

Making the most out of every marketing action

In a context marked by Covid-19, where pharmacy visits were limited, this healthcare industry leader had to rethink its business approach. Recognized as the preferred laboratory of pharmacists, Urgo had, until then, a simple showcase website, acting more like a catalog than an active sales channel.

Faced with the challenges of the digital market, Urgo chose to revolutionize its strategy by partnering with Click2Buy. This collaboration gave rise to an innovative approach where campaigns are not only creative but also focused on measurable results and significant impact.

Urgo

Recognized leader in the health and wellness sector, Urgo is an established French company with a long history marked by innovation and quality. Urgo provides a wide range of healthcare products, combining effectiveness and accessibility.

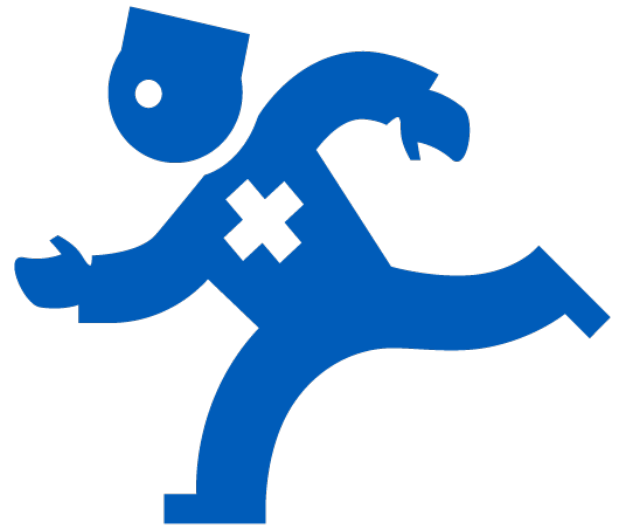
Their slogan, 'All your ailments deserve Urgo,' embodies the brand's commitment to offering effective healthcare solutions, underscoring their status as the preferred laboratory among pharmacists.



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.

Transform your marketing efforts into concrete results



We're on a constant path of improvement, harnessing the power of Where to Buy data to optimize our investments and marketing strategies.

Coraline Chevasson
Digital Brand Manager
Urgo

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 TODAY](#)

We've successfully achieved our most important objective with Where to Buy: effectively guiding customers to purchases, whether online or in-store!

Coraline Chevasson
Digital Brand Manager
Urgo

Make your brand activation campaigns truly performant with Where to Buy

A new era for digital campaigns

The integration of the Where to Buy solution at Uργο has marked a decisive turning point in how the company approaches its digital marketing campaigns. Instead of relying solely on traditional indicators such as views or clicks, Uργο can now measure the effectiveness of each campaign in terms of real conversions and sales.



Measurable results for a refined strategy

By integrating the solution across their digital touch points, Uργο has transcended the traditional realm of advertising campaigns and entered an era where performance and impact reign supreme.

Thanks to Where to Buy, Uργο has not only increased its sales but also fine-tuned its marketing strategies based on concrete data. Campaigns are now designed to maximize consumer engagement and encourage purchasing actions, yielding tangible and measurable results.

**The Click2Buy approach
has transformed our
marketing perspective.
We no longer settle
for generating traffic;
instead, we craft
journeys that streamline
conversion!**

Coraline Chevasson
Digital Brand Manager
Uργο



With Click2Buy, we've successfully struck a perfect balance between traditional pharmacies and online retailers. This way, we're able to meet the needs of all our customers!

Coraline Chevasson
Digital Brand Manager
Urgo

Harmonizing relationships between pharmacies and e-retailers

Erasing channel conflict

One of Urgo's major challenges was managing the complex dynamics between pharmacy sales and e-commerce platforms. The Where to Buy solution played a crucial role in balancing these channels, creating an ecosystem where pharmacies and e-retailers coexist harmoniously.

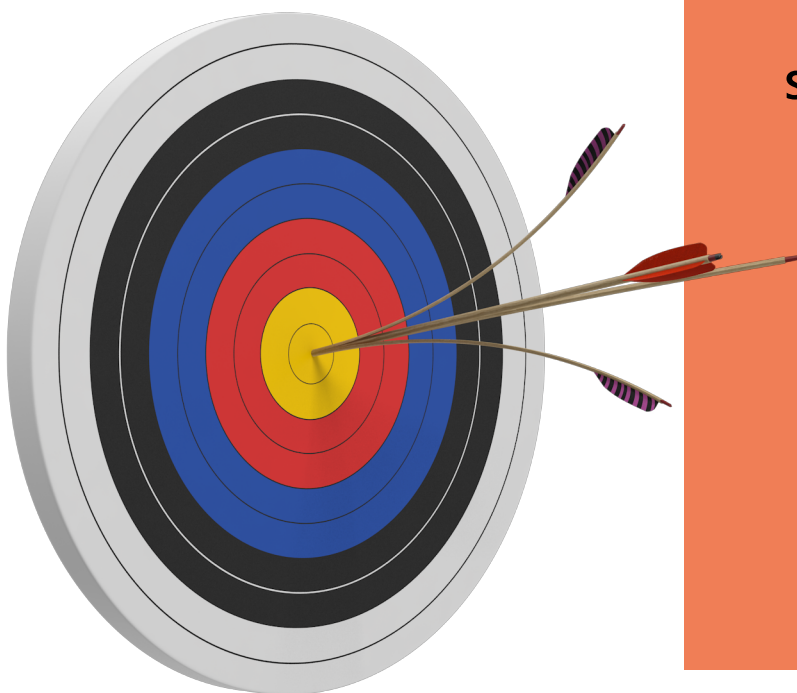
Where to Buy enables Urgo to present its consumers with a variety of purchasing options without favoring one channel over the other. This inclusive approach has strengthened relationships with traditional pharmacies while harnessing the potential of e-commerce.

Coraline explains, *"Pharmacies remain an essential partner, but we also effectively integrate online retailers which have seen a boom in market presence. It's crucial for us to highlight the value of both channels."*

Keep on eye on all of your products' performances

A comprehensive
view of multichannel
performance

Urgo's adoption of Where to Buy has paved the way for precise and detailed tracking of their product performances across various channels. This solution has enabled Urgo to gain in-depth insights into how, where, and why their products are purchased, providing a clear understanding of their market performance.



In-depth analysis for
informed strategic
decisions

With detailed data provided by the Where to Buy solution, Urgo can now analyze sales trends, consumer preferences, and the effectiveness of marketing campaigns. This wealth of information empowers the company to make strategic decisions based on concrete facts, thereby optimizing their marketing investments.

**With Click2Buy,
we've mastered the
art of understanding
purchasing journeys,
fine-tuning our
strategies in real-time to
maximize our impact on
the market!**

Coraline Chevasson
Digital Brand Manager
Urgo

Thanks to Click2Buy, we've seized digital opportunities while highlighting our traditional partners. It's a solution that surpasses our expectations, realigns our business strategies, and positions us at the forefront of the market.

Coraline Chevasson
Digital Brand Manager
Urgo



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BOOK A DEMO TODAY



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Launch high-performing marketing campaigns

Measure your marketing performance

Propose multiple sales channels seamlessly