

CLICK@BUY



Modernizing the
customer experience
of a multinational

How McCain modernized the customer journey and facilitated product accessibility across multiple countries with Click2Buy.

Click2Buy: the ideal Where to Buy solution for any multinational company

In 2021, following intensive research and social listening, McCain determined that their consumers were looking for a better user experience with regards to the McCain brand and a reliable way to find their products across Europe.

Considering their website as a crucial element in their digital strategy, McCain turned to Click2Buy.

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 importance of an **optimal customer journey** across websites



A website is not only a way to showcase products **but a way to provide a well of information to the consumer...** Click2Buy's solution allowed us to transform our site from a simple showcase to an operational sales channel.

Marc-Antoine Lecocq
McCain

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](#)

Today, we're absolutely convinced that **a company's website is a vital component** in their digital strategy, and user experience is incredibly important... especially for a food brand like us.

Marc-Antoine Lecocq
McCain

Fine tuning the strategy of every product with insights

Moving from
assumptions to concrete
data

For a company like McCain with an extensive range of products, keeping an eye on the performance of each one across digital channels can be a challenging task.

Internally, being able to keep an eye on the metrics of our products with Click2Buy allows us to strategically push certain products or confirm the level of consumer interest.

Marc-Antoine Lecocq
McCain

Thanks to Click2Buy, McCain was not only able to obtain concrete insights regarding product performance, but also discover some rather interesting information about their lesser known lines.

“What’s interesting to see is that the products that generate the highest engagement are not necessarily the products on which we communicate the most”, explains Marc-Antoine. “We’ve got certain speciality products that we don’t invest as much media spend, like Frit’Up and our sweet potato fries, that somehow drive more engagement than other product.”

Marc-Antoine adds: “When it comes to trends in food, like sweet potato fries, the ability to confirm that there is an interest in pushing these products. The solution can even help lead us to develop similar products down the road.”





Providing a customer experience up to today's standards

Driving traffic to digital channels is no small feat. The time, money, and energy invested into reaching out to consumers is the key challenge of all marketers, regardless of the sector. But once the consumer is on the communication channel, the question is: how to provide an enjoyable experience?

"Today we're used to a certain user experience due to social media like TikTok - we're used to scrolling for hours on our phones. We need simplicity and ease," explains Marc-Antoine.

This is the power of the Where to Buy solution by Click2Buy. As Marc-Antoine puts it: **"even if your site isn't up to market standards, the Click2Buy solution is, and it can bring your site up to date."**

+192%

Increase in qualified traffic sent via the solution to retailers in 2022 vs. 2021

The Click2Buy solution is clearly of strategic importance to us from a marketing point of view, as it enables us to seek out and confirm consumer insights.

Marc-Antoine Lecocq
McCain

[BOOK A DEMO NOW](#)



To sum up our collaboration with Click2Buy: it's quite good, simple to use, and agile. We're totally convinced about the solution, and it's a tool we use throughout our digital marketing efforts.

Marc-Antoine Lecocq
McCain

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Modernize the user experience

Obtain and confirm consumer insights

Increase your product findability