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Michael Knott,  
Director of Digital Media,  
Programs and Analytics,  
Logitech

Customer Since:  
2017

Industry:  
Consumer Electronics

Website: [www.logitech.com](http://www.logitech.com)

Favourite Feature:  
Traffic Versus Revenue  
Comparison Dashboard

## Logitech Improves the Consumer Experience and Increases Sales Through the Power of Choice

For over 35 years Logitech has been developing products that allow people to create, achieve and enjoy more through their digital experiences. As a leader in the consumer electronics sector, selling more than 250 products distributed in over 100 countries worldwide, Logitech's secret to success has been its ability to adapt and get ahead of the changing needs of the consumer.

In an industry driven by constant innovation, a key challenge for Logitech was finding the most effective way to give consumers easy access to their vast range of products. Putting the consumer at the center of everything they do, Logitech wanted to offer an ecommerce experience that exceeded expectations, whilst striking the right balance between their direct to consumer business and channel partners.

"Logitech saw Buy Now technology as an opportunity to overcome these challenges and to grow our online sales. Channel partners are so important for our business, we needed to offer a solution that would not only transform our online consumer experience but also offer more to our retail partners." said Michael Knott, Director of Digital Media, Programs and Analytics, Logitech.

"Implementing Buy Now technology we can offer consumers more choice of where to purchase our products and for retail partners, we can send higher converting traffic to their website," stated Michael.

After a competitive selection process, Logitech chose ChannelSight as their preferred Buy Now solution provider due to the strong global coverage and service offering ChannelSight could provide.

## Consumer Choice and Convenience Leading to Higher Conversions

Buy Now technology has transformed the online experience for Logitech consumers. Logitech now has the capability to influence and guide consumers through the purchase funnel when intent is highest by offering choice, convenience, transparent availability and pricing details.



"Linking all marketing campaigns to options for consumers to purchase products in our retail partner network has opened up a new dialogue for our sales team. By optimising all channels in our digital strategy, we can offer consumers a better experience, which in turn is increasing conversion rates. This had a positive impact on both our direct and indirect sales over time," said Michael.

Having the power to offer consumers the choice to purchase Logitech's products with their preferred retailer, is creating a more personalised user experience. For consumers that prefer to purchase products from their preferred retailer- Amazon, BestBuy, Walmart plus much more, Logitech can offer quick and easy Buy Now options. This is reducing the need for consumers to go in search of products on the retailer website where they could become easily distracted by competitor products.

## Deep Insights Boosting Revenue Potential

Data is key for brands to know what marketing investment is delivering bottom line results. With end-to-end visibility from first brand interaction right through to final purchase point, Logitech now has a wealth of insights that was previously unavailable.

"With ChannelSight's reporting we have access to advanced performance insights at the click of a button. From this we can see the overall revenue potential of our marketing efforts, both organic and paid media," said Michael.

Prior to Buy Now technology, Logitech could only measure conversions directly from their DTC store. Sales conversion insights were not available once a consumer chose to purchase elsewhere. However, this is no longer the case. Logitech can now understand the differences in browsing and conversion data across multiple retailers.

"When offering consumers the choice to purchase on retailer sites, one of the fundamental concerns that consistently came up for us was losing insights into our conversion data once consumers left our website. This is no longer an issue. We can send consumers direct to retailers, where we know the opportunity for conversion is higher, without losing those valuable insights," stated Michael.

"The entire ChannelSight team has been fantastic to work with. They are extremely responsive and helpful with any technical implementation, reporting or functionality requirements. Overall the ChannelSight team has been a tremendous partner as we roll out Buy Now technology across the entire organisation and we look forward to building on this partnership going forward," said Michael.

## Benefits

- ✓ Consumer choice leading to higher conversions
- ✓ Advanced performance insights at the click of a button
- ✓ Driving higher converting traffic to retail partners