

France's leader in
food home-delivery

Delivery to 36 000
French municipalities

111 agencies

CHALLENGE

- Ensure the site runs smoothly throughout the sales cycle.
- Optimize page loading time and anticipate possible malfunctions
- Increase sales.

SOLUTION

- A platform providing 360° vision.
- The implementation of proactive actions to resolve any website issues and prioritization of optimization projects according to their impact on revenues.

BENEFITS

- + 30% growth in the E-commerce segment.
- An objective view of website performance, shared by the entire company.
- A more organized digital team.
- Easy identification and quick resolution of web performance issues.

Toupargel boosts its e-commerce sales by 30% thanks to Quanta

The food products home delivery company anticipated that its e-commerce site might be unable to meet 24/7 demand.

Toupargel is a family-owned company that has been present throughout France for more than 70 years, providing home delivery of their good, healthy and simple food products.

Today, Toupargel is the leader in the frozen food home delivery market and serves some 36,000 municipalities in France. It has been able to adapt to new consumption systems and to consumer needs. Today, Toupargel products can be ordered through two channels, over the phone or on the internet. An e-commerce site was created to facilitate orders throughout France, which has been very successful as it now accounts for 10% of the company's sales.

Optimize, secure, and increase...

To meet its goal of doubling its e-commerce sales every two years, it was essential to ensure its site operated properly throughout the entire sales cycle in order to meet 24/7 demand.

"We had to equip ourselves with a management tool to optimize the page download times and to anticipate any malfunctions." - Jérôme Dalidet - Toupargel's Director of E-commerce and Digital Transformation.

Choosing the Quanta solution

Toupargel reviewed the solutions and services available to help it optimize its web performance, and opted to use only Quanta, the solution that provides a unique management approach to compliment the company's internal teams. «Apart from the fact they are the only ones on the market offering a web performance management solution, their added value is based on their expertise. Our technical team combined with their skills enabled us to understand the technical aspect effectively. « - Jérôme Dalidet



« The improved visibility of the site's control enables us to respond immediately to the slightest malfunction. The site's performance is measured very easily and in a relevant fashion. »

Jérôme Dalidet - Toupargel's Director of E-commerce and Digital Transformation

How Quanta met their expectations

Toupargel quickly discovered that relationships with Quanta were easy and effective. After a few meetings and in less than a month, the solution was implemented, making all the technical steps visible and controllable.

Thanks to Quanta's native compatibility with Google Analytics, Toupargel has a link between business data (visits/conversion) and technical data with unprecedented precision.

"Quanta achieved the primary objective of driving our e-commerce site's performance." - Jérôme Dalidet

More visibility for measurable results

Quanta is now Toupargel's primary tool for managing and guaranteeing good web performance. The company now has visibility and control of the strategic points of its e-commerce business, and can act quickly and efficiently in the event of a malfunction.

In the first 12 months after implementing Quanta, Toupargel recorded 30% growth in the e-commerce segment.

"The improved visibility of the site's control enables us to respond immediately to the slightest malfunction. The site's performance is measured very easily and in a relevant fashion", said Jérôme Dalidet.

