

 Consumer Videos

How Berceau Magique increased its conversion rate by 40% thanks to its customer's demo videos

CASE STUDY – BERCEAU MAGIQUE

 Skeepers


berceaumagique



Client



Making wishes come true!

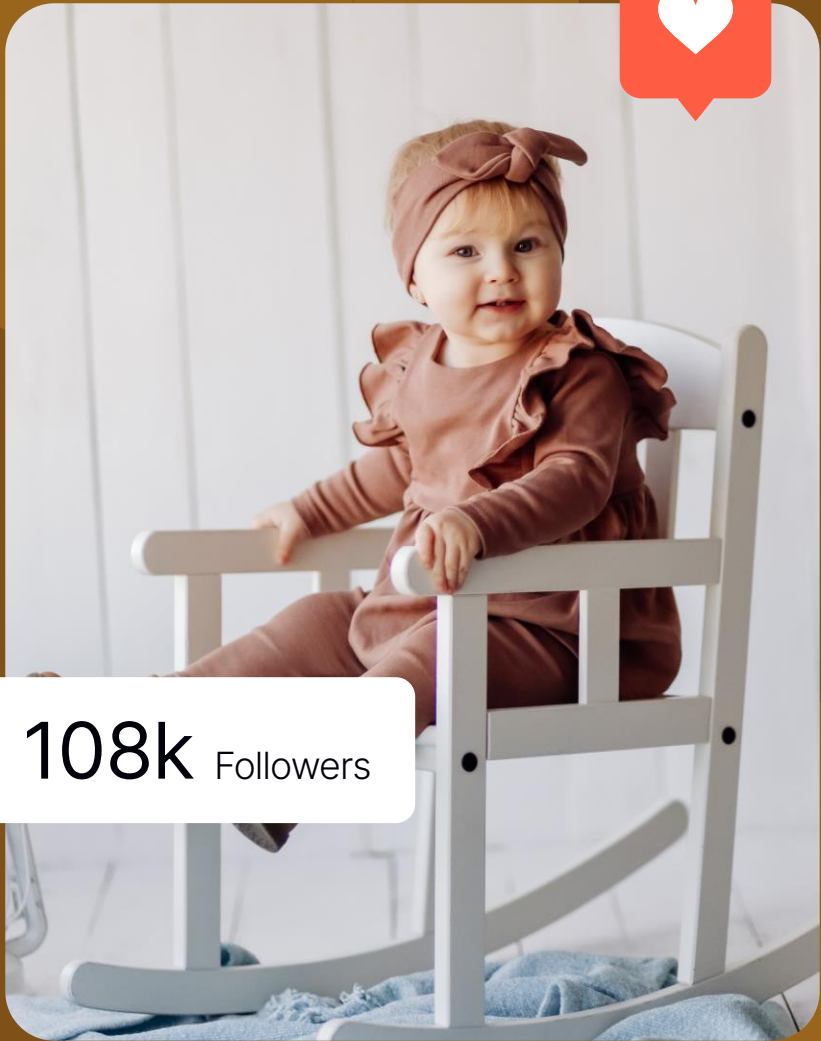
Making wishes come true!

Berceaumagique.com is an online multi-brand shop selling gifts and equipment for babies and kids.

With 25,000 products and 250 brands in its catalogue, the site attracts 5 million visitors each year.

Berceau Magique chose our Skeepers solution to collect and broadcast video testimonials from its customers.





108k Followers



SECTEUR D'ACTIVITÉ

Childcare



SITE WEB

www.berceaumagique.com



CLIENT SKEEPERS DEPUIS

2020



PRODUITS SKEEPERS

Consumer Videos



Anaïs Perreau

Responsable marketing chez Berceau Magique

Seeing the products in action in the hands of a child is really reassuring for our customers. A video can convey things that don't necessarily come across in a written review. And because children don't lie, you can tell right away whether they like the product or not.



Context and objectives

Show snippets of everyday life

Berceau Magique was looking for a simple and authentic way to show young parents and their children using its products in real life.

The brand wanted to take its video content strategy to the next level to improve engagement and the user experience on its digital platforms.

The goal: create reassuring and relatable videos as content for social media and to improve the performance of the site's product pages.



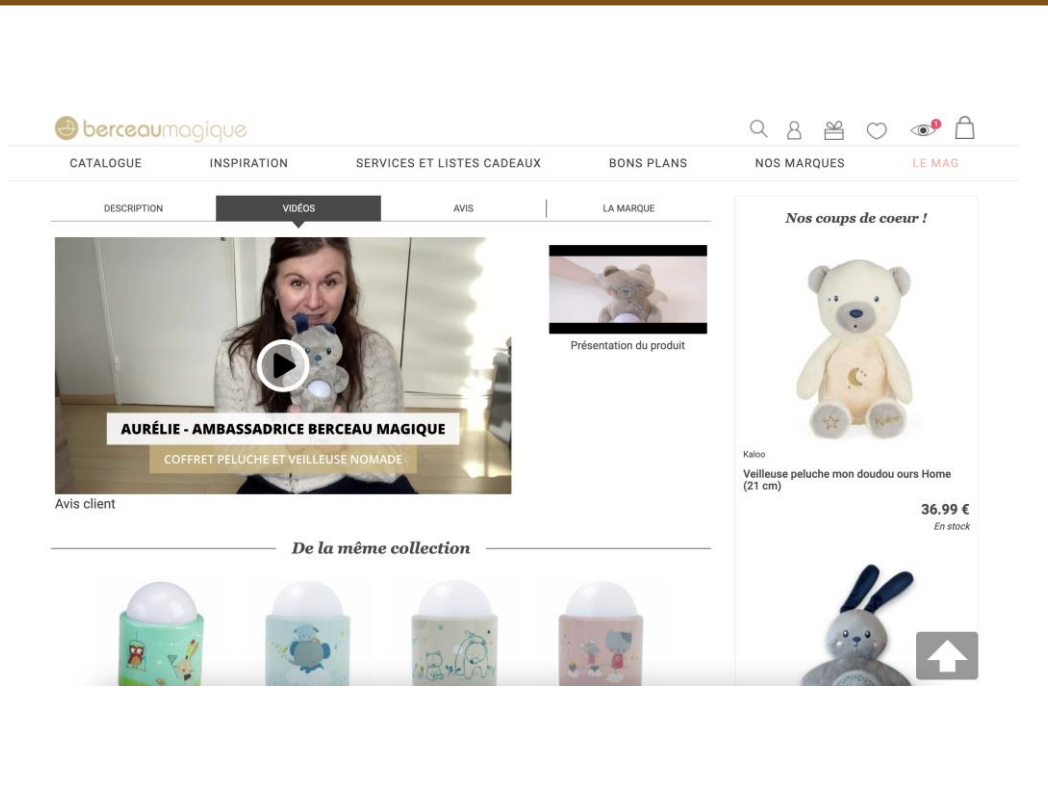
Solution

Create and spread consumer videos

Berceau Magique used our solution to involve its community of parents customers and invite them to create videos, which were then posted on the site's product pages in an optimized way for e-commerce:

This solution allowed to:

- Identify the best parents customer profiles to represent the brand.
- Simplify the video creation process with step-by-step assistance.



Solution



- Automatically edit and optimize videos for e-commerce.
- Automatically publish videos on product pages and other marketing channels.
- Analyze video engagement, sales and ROI impact.

The videos were optimized and published on the e-commerce product pages and on the brand's social media and YouTube channel.



Results

123

Ambassadors
recruited

152

Videos
made

+40%

Conversions



THE UGC SOLUTION SUITE

Get real with your community

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