

 Consumer Videos

# How Besson Shoes is reinventing its online shopping experience with user-generated videos

CASE STUDY – BESSON CHAUSSURES

 Skeepers

**Besson**  
· chaussures ·



# Client



## Finding the shoe that fits

Besson Chaussures is a French company specialized in shoes, created in 1982 by Jean Besson and his brother Guy.

In constant movement, the company is always thinking ahead to offer their customers rich, trending and timeless collections.

Besson Chaussures is the 4th largest shoe manufacturer in France, has 140 stores and sells 9 million shoes a year!

Besson shoes chose our Skeepers solution to collect and broadcast video testimonials from its customers.





41k Followers



**INDUSTRY**  
Fashion



**WEBSITE**  
[www.besson-chaussures.com](http://www.besson-chaussures.com)



**SKEEPERS CUSTOMER SINCE**  
2019



**SKEEPERS PRODUCTS**  
Consumer Videos



**Emmanuel Larrondo**

Chief Marketing Officer, Besson Shoes

“More than an e-commerce platform, the Video Shopping Gallery is above all a source of community recommendation. It really is a key asset to inspire and build trust during the customer journey.”



# Context and objectives



## Modernizing the shopper experience with real life videos

Anchored in its founding values of creativity and accessibility, Besson is constantly experimenting to improve the user experience on its e-commerce site.

The Marketing team wanted to humanize the shopping experience on its site by relying on community recommendation and video.

The goal : increase conversion rates and sales with video content created by consumers, for consumers.



# Solution



## Create and spread consumer videos

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

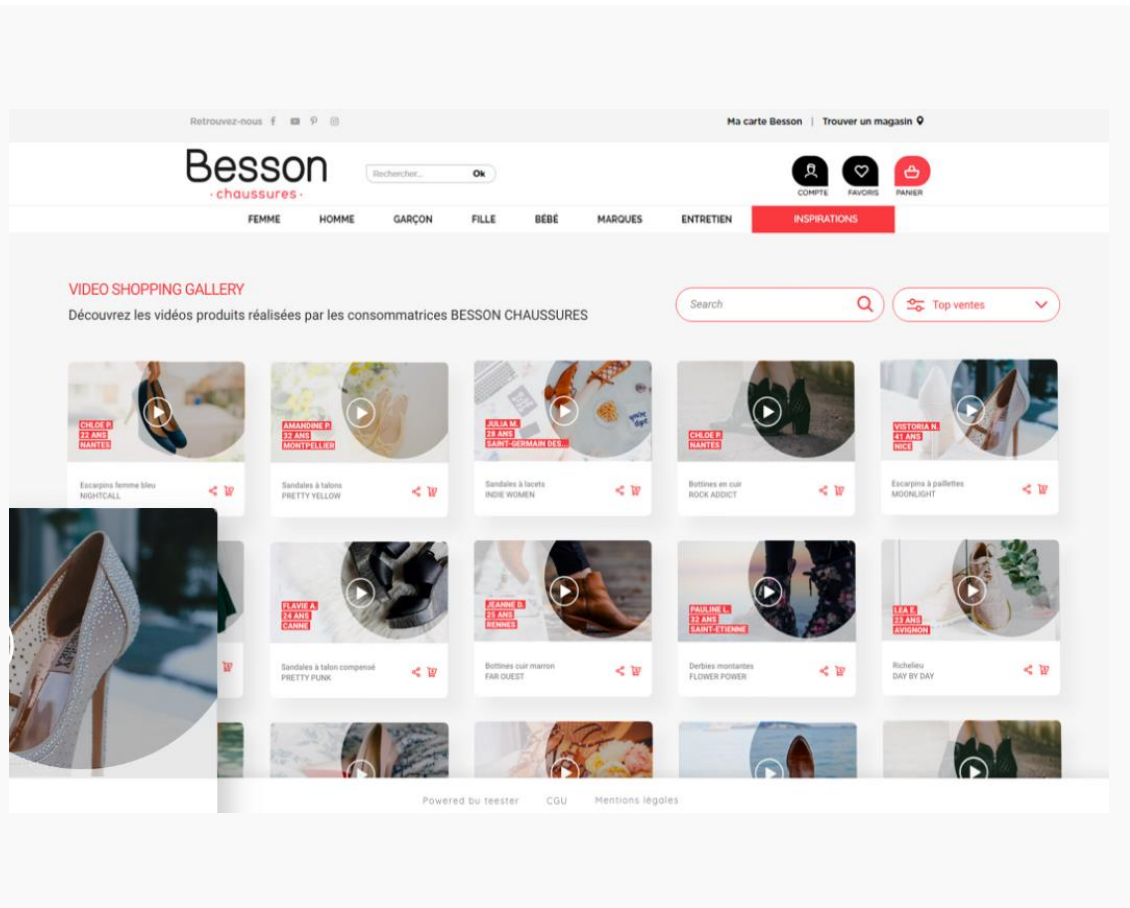
This solution allowed to:

- Identify the best 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 brand has also integrated a "Video Shopping Gallery" on its site to offer a more community-based shopping journey, based on exploration, inspiration and recommendation.



# Results

**+23%**

Conversion rate

The conversion rate after watching customer videos

**+63%**

Viewing rate

Viewing rate for videos integrated into the carousel on product sheets

**3,2**

Video views per session

Average number of videos viewed by visitors during a session on the Video Shopping Gallery



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