

 Consumer Videos

# How Carter-Cash increased conversions by 27% on its online shop with consumer generated videos

CASE STUDY – CARTER CASH

 Skeepers



# Client



Carter Cash is a company offering a wide range of products and services for automotive maintenance and repair.

Its objective: to offer motorists the essential auto products and workshop maintenance services at low prices.

Since the opening of its first store in 2002, Carter Cash now has 800 employees in 82 stores in France, Italy, Spain and Morocco. The company is also present online with more than 40,000 references available.

Carter Cash chose our Skeepers solution to collect and broadcast video testimonials from its customers.





6.3k Followers



**SECTEUR D'ACTIVITÉ**

Automotive



**SITE WEB**

[www.carter-cash.com](http://www.carter-cash.com)



**CLIENT SKEEPERS DEPUIS**

2021



**PRODUIT SKEEPERS**

Consumer Videos



# Context and objectives



## Engaging its customer community in video creation

Carter-Cash was looking to engage its community of consumers to showcase its online products as well as its services and their value for money/service.

Wanting to respond to the expectations of its motorist customers, the company decided to turn to User Generated Content to give them a direct voice.

The objective: to humanize the customer experience.



# Solution



## Create and spread consumer videos

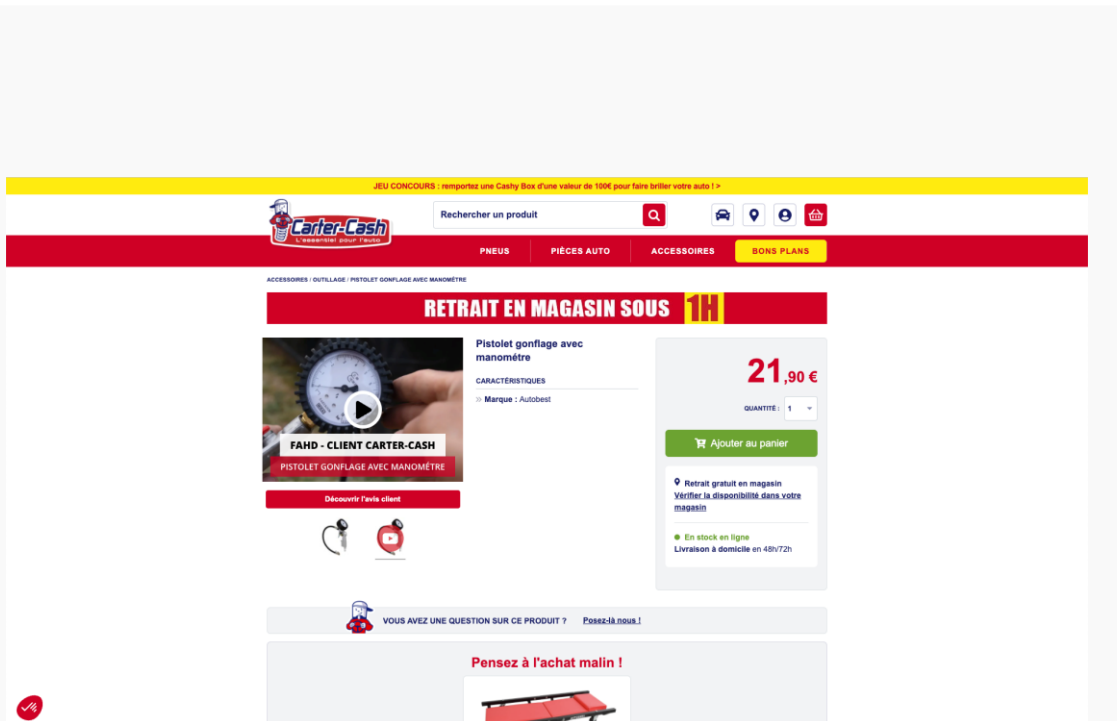
Carter Cash used our solution to involve its community of customers and invite them to create videos , which were then posted on the site's product pages in an optimized way for e commerce:

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



CASE STUDY – CARTER CASH

# Results

**133**

Videos made

**+27%**

Increase in conversion on  
product pages featuring videos



THE UGC SOLUTION SUITE

# Get real with your customers

[Book a Demo](#)

