

 Consumer Videos

How Decathlon works with its community to create awesome product videos

CASE STUDY – DECATHLON WEDZE

 Skeepers

DECATHLON



Client



In top shape!

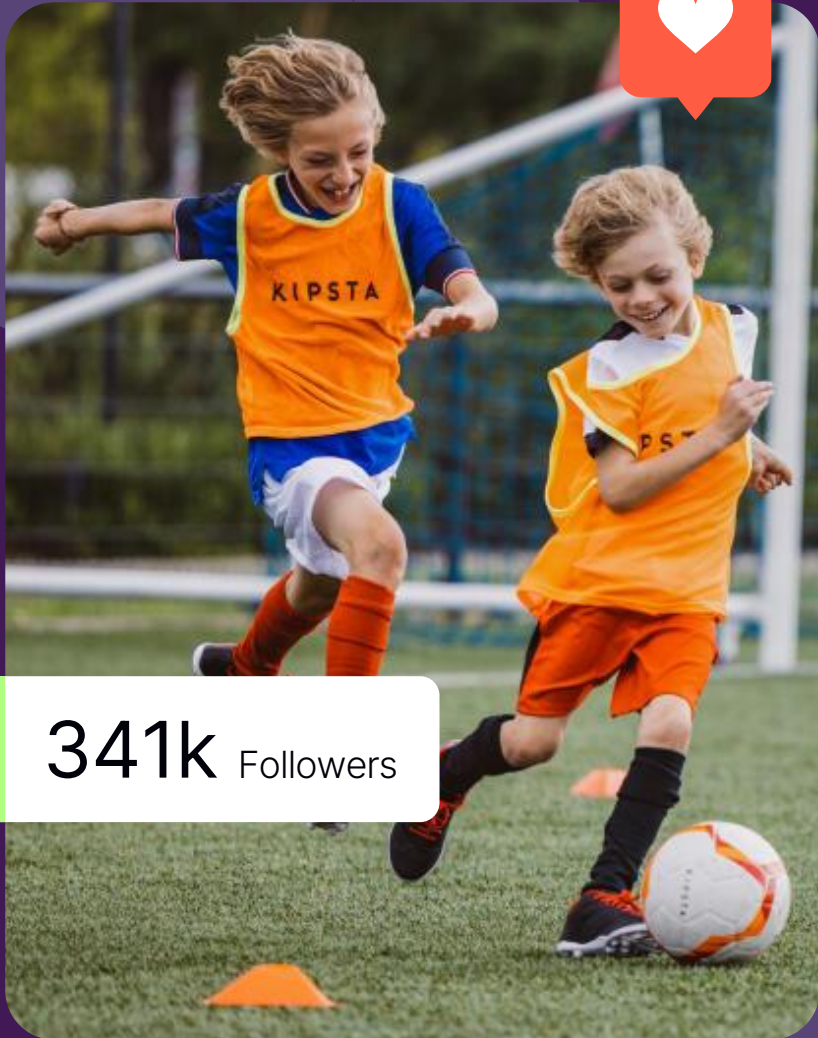
Decathlon is a leading French sports and leisure retailer.

The e-commerce site offers more than 45,000 references of equipment, clothing & sports shoes...

The brand has 1,544 stores in 54 countries. The group estimates its global turnover at more than 11.3 billion euros in 2018.

Decathlon chose our Sleepers solution to collect and broadcast video testimonials from its customers.





341k Followers



INDUSTRY

Sport



WEBSITE

www.decathlon.fr



SKEEPERS CLIENT SINCE

2020



PRODUCT

Consumer Videos



Marc Daguillon

Communication Manager at Decathlon

Skeepers's User Generated Videos allow us to promote our products through more authentic and engaging content.



Context and objectives



Putting consumer videos at the heart of its communication

With the advent of mobile and social media, Decathlon needs more and more video to present their products and inspire their customers.

In order to deliver an authentic experience with their brand, Decathlon aims to use 50% of User Generated Content to showcase their products by 2021.

The brand decided to leverage videos created by their community of customers to give a human touch to their product pages.



Solution



Create and spread consumer videos

Decathlon 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:



Solution



This solution allowed to:

- Identify the best sporting customer profiles of to represent the brand.
- Simplify the video creation process with step-by-step assistance.
- 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, on the brand's YouTube channel and social media.



Results

+29%

Email subscription rate

Nearly one out of every three customers contacted by email enrolled on the platform to create videos.

2500

Enrolled customers

Number of customers who enrolled to make videos in the first 2 months



THE UGC SOLUTION SUITE

Get real with your community

[Book a Demo](#)

