

 Consumer Videos

How Les Mini Mondes is inviting consumers into its world with user-generated videos

CAS CLIENT – LES MINI MONDES

 Skeepers



Client



Helping children discover the world

Les Mini Mondes sells eco-friendly toys made in France.

The brand sells travel story books introducing children to countries around the world, along with toys made in France from recycled and compostable plastic.

The brand and its products encourage children to listen, read, laugh, play, understand and explore.

Les Mini Mondes chose our Sweepers solution to collect and broadcast video testimonials from its customers.





78.9k Followers



INDUSTRY
Childcare



WEBSITE
www.lesminimondes.fr



SKEEPERS CLIENT SINCE
2020



PRODUCT
Consumer videos



Context and objectives



Share its brand concept

Les Mini Mondes was looking to communicate its brand concept and values in a way that stood out.

To do this, Les Mini Mondes asked families who'd bought their products to talk about them on video.

The brand wanted its customers to share their reviews of their toys with their children, in an everyday setting.



Solution

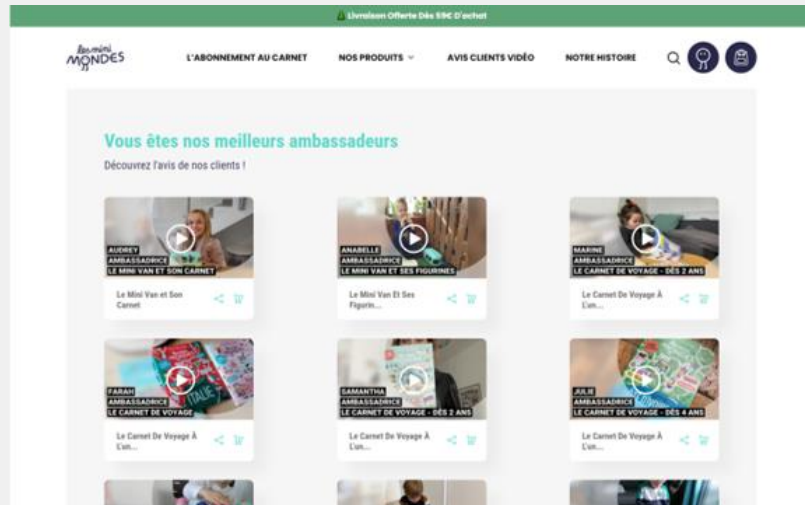


Create and spread consumer videos

Les Mini Mondes 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 customer profiles 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 a video gallery and on the brand's social media.



Results

+14%

Conversion rate

Impact on conversion rate for product pages featuring user-generated videos

+44%

Completion rate

Average proportion of video watched once started



THE UGC SOLUTION SUITE

Get real with your community

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