

 Consumer Videos

How Lightonline is leveraging user-generated videos to build trust and advise consumers in their search for the perfect lighting

CASE STUDY - LIGHTONLINE

 Skeepers

 *lightonline.fr*
VOUS METTRE EN LUMIERES



Client



Let your light shine!

Design and lighting pure player Lightonline sells a range of iconic must-have lamps, plus a selection of more distinctive and exclusive lighting.

The Paris-based startup ranks among the top e-commerce sites in France.

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





INDUSTRY
Home/furniture



WEBSITE
www.lightonline.fr



SKEEPERS CLIENT SINCE
2020



PRODUCTS
User Generated Video



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Marketing Digital Director at Lightonline

These videos must remain very authentic to be effective. There is often a gap between the technical description, the supplier's speech and the customer's. Skeepers has put its finger on it and is putting everyone on the same page with these videos.



Context and objectives



Inspire and convert

Lightonline's success is built on flawless customer experience: product availability, fast shipping, easy order tracking, and an intuitive website for an optimal and uplifting shopping experience...

The marketing team wanted to take its video content strategy up a notch, to improve the user experience even more.

The goal: enlist the help of its community of customers to guide site visitors in their search for the perfect product.



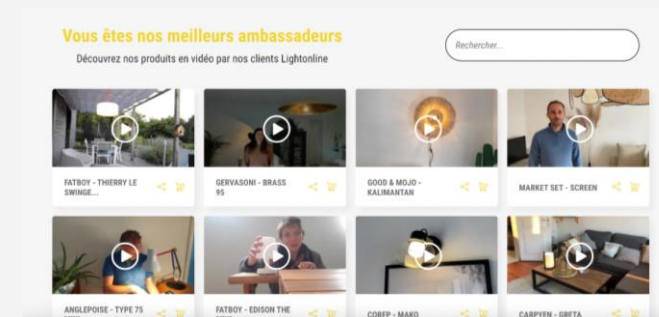
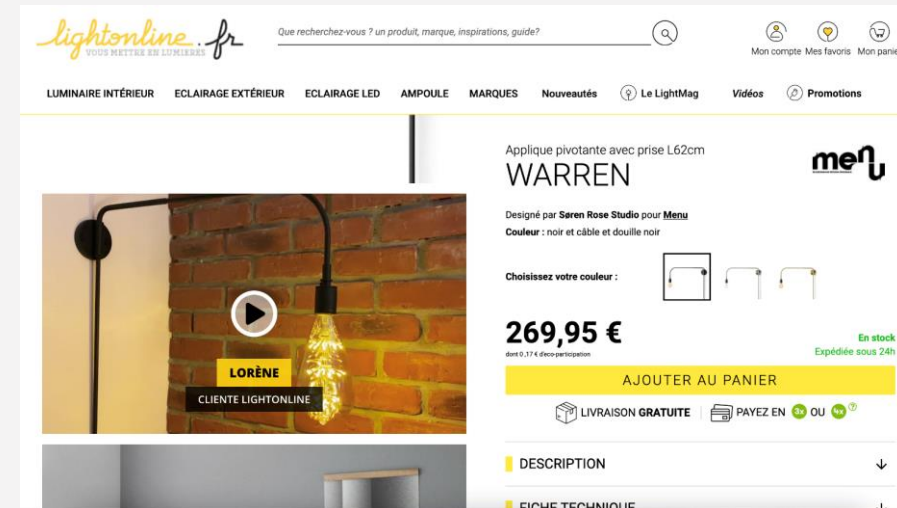
Solution

Create and spread consumer videos

Lightonline 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.



CASE STUDY - LIGHTONLINE

Solution

Create and spread consumer videos

- 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 the "Video Shopping Gallery" of the website, as well as on the brand's YouTube channel and social media.



Results

4000

Applications

50

Ambassadors

+8%

Conversions



THE UGC SOLUTION SUITE

Get real about customer engagement

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