

 Consumer Videos

How Little Big Change is leveraging user-generated videos as social proof for its online shop

CASE STUDY – LITTLE BIG CHANGE

 Skeepers


**LITTLE BIG
CHANGE**



Client



Diapers with something to say

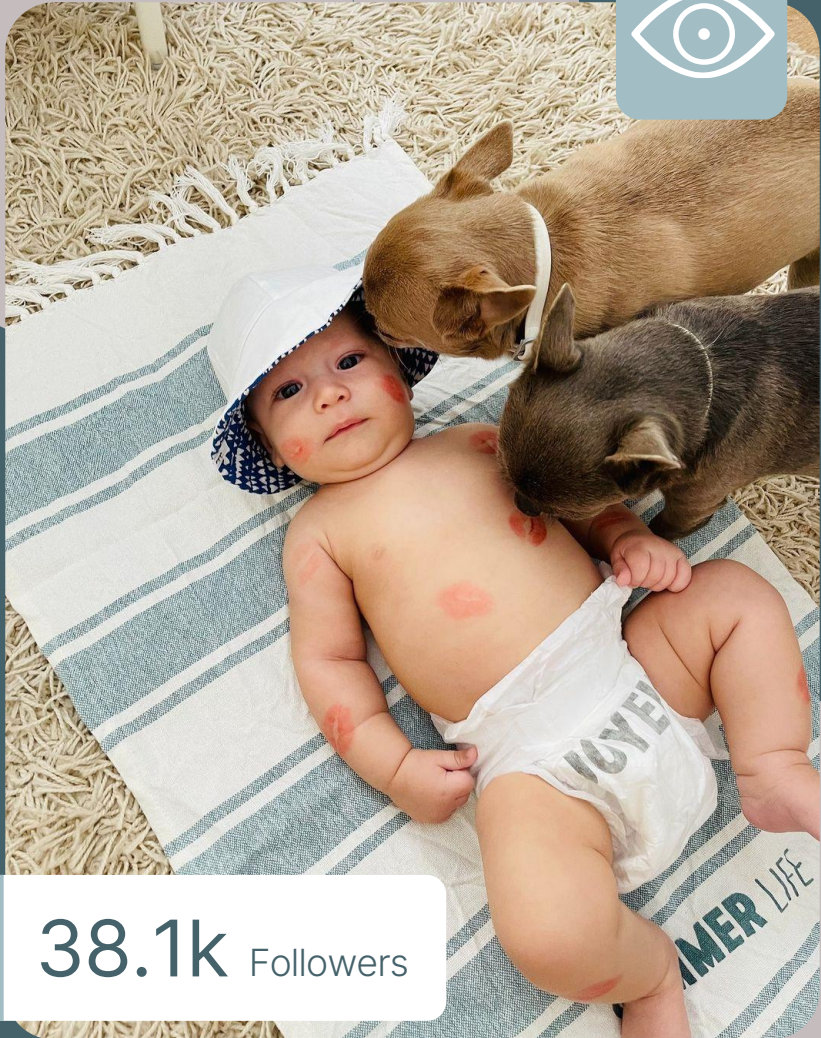
Little Big Change is the latest brainchild of the Ontex group, a leading manufacturer of baby care products for some 40 years now.

Today, the group is distributing its hygiene products in 110 countries, under its own brand names and well-known retailer brands.

Little Big Change is a pure player selling its products exclusively online on a subscription basis with home delivery.

Little Big Change chose our **Sleepers** solution to collect and broadcast video testimonials from its customers.





38.1k Followers



INDUSTRY

Childcare



WEB SITE

www.little-big-change.com



SKEEPER CLIENT SINCE

2020



PRODUCT

Consumer Videos



Audrey Heiser

Head of marketing at Little Big Change,
Little Big Change

“Skeepers platform allows us to simplify and automate the entire process of creating authentic and relatable videos, from customer engagement to automated post-production, and even posting and results tracking.”



Context and objectives



Show visitors that it's safe to shop online

Little Big Change felt that the best way to inspire its visitors and help them discover its services was to let its existing customers do the talking.

The brand wanted its best ambassadors to share their experience on video and present their products from the perspective of someone who actually uses them.

The goal: set visitors' minds at ease with useful, relatable and authentic videos.



Solution



Create and spread consumer videos

Little Big Change 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 website to highlight all the videos of its customers on a dedicated space.



Results

71%

Completion rate

Viewers watch 71% of a video on average

3

Videos viewed per session

The average visitor watches a little more than 3 videos on the shopping gallery



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