

▶ Consumer Videos

How Petit Bateau humanizes its online shop with user-generated videos

CASE STUDY – PETIT BATEAU

 Skeepers



Client



For real children!

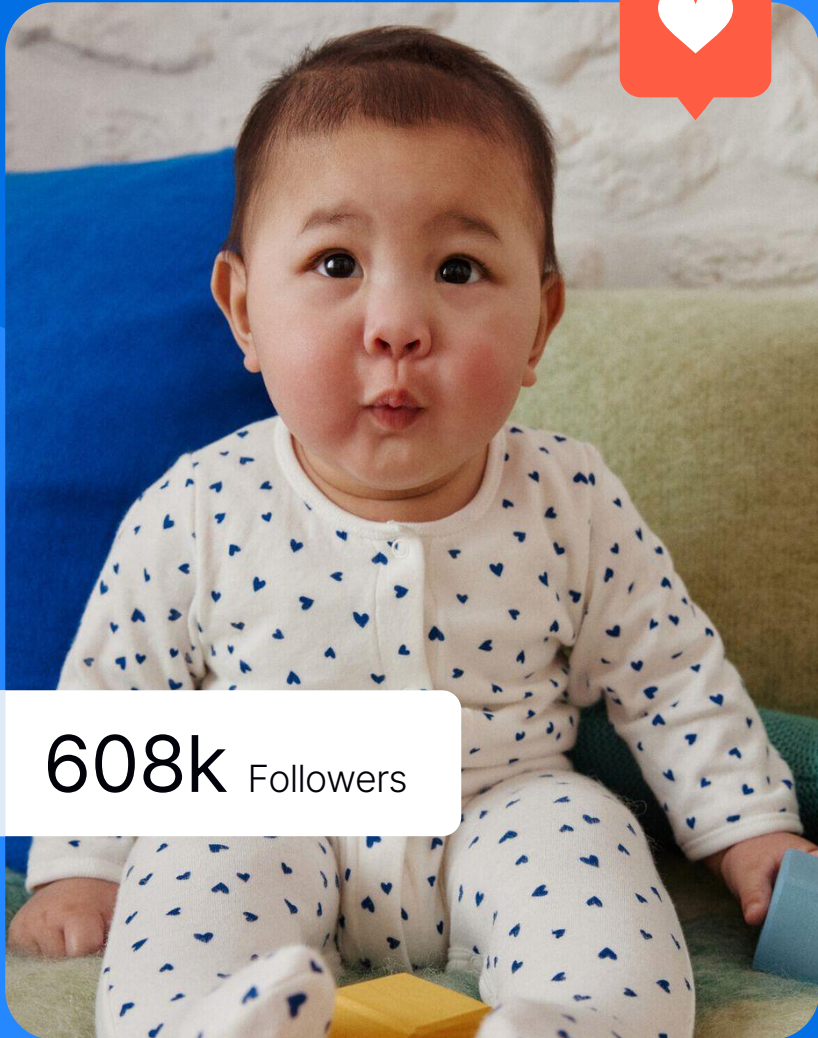
Petit Bateau is a French fashion brand for kids and grown-ups, established in 1893.

For over 120 years, the company has been driven by two ambitions: produce top-quality clothing and remain accessible to everyone.

The brand is present in 60 countries and makes 15% of its sales online.

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





608k Followers



INDUSTRY

Fashion



WEBSITE

www.petit-bateau.fr



SKEEPERS CONSUMER SINCE

2020



SKEEPERS PRODUCTS

Consumer Videos



Benjamin Boulic

International E-commerce Director Petit Bateau

We leverage user-generated videos to achieve three strategic objectives: improve the user experience, automate large-scale video creation, and give our customers a means for sharing their experience.



Context and objectives



Let the customers speak for themselves

Petit Bateau wanted to get its community of customers making videos showing glimpses of family life while showcasing the brand's products and vibe.

The goal: share user-generated videos on top product pages, to show the quality of its French-made creations and foster more of a community feel.



Solution



Create and spread consumer videos

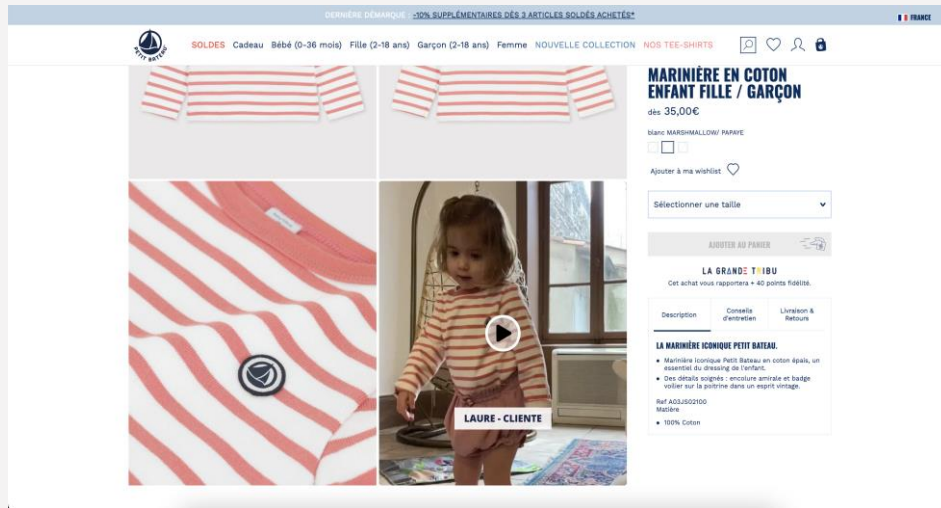
Petit Bateau used our solution to involve its community of customers and invite them to create videos, which were then posted on the site's product pages in an optimized way for e-commerce:

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 captured inspirational videos of life and lifestyle moments that were broadcasted on the product pages of its website.



Résultats

162

Videos made

Videos posted on the brand's product pages

+23%

Completion rate

Average proportion of video watched once started.
(YouTube average is 40%)

+12%

Conversion rate

Uptick in the conversion rate of product pages featuring user-generated videos



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