

 Consumer Videos

How Yves Rocher is getting its customers to present their favorite products

CASE STUDY - YVES ROCHER

 Skeepers

 YVES ROCHER
Bretagne, France




Client



Between you and us it's botanical

Between you and us it's botanical.

Cosmetics brand Yves Rocher was established in Brittany, France, in the 1960s.

Named after its founder, the brand invented a new type of beauty that is respectful of both women and nature: Botanical Beauty.

Today, the Yves Rocher group boasts 16,000 employees, 3,500 stores, and 30 million customers worldwide.

Yves Rocher Benelux has chosen our Skeepers solution to collect and broadcast video testimonials from its customers.





508 Followers



INDUSTRY

Cosmetics



WEBSITE

www.yves-rocher.fr



SKEEPERS CUSTOMER SINCE

2020



SKEEPERS PRODUCTS

Consumer Videos



Estelle Hunt

Head of e-CRM, Yves Rocher Benelux

“Who better than our customers to share their opinions, tips and beauty advice with our consumers?”



Context and objectives



Putting the customer experience at the center with unique videos

In the cosmetics industry, beauty tips from other consumers are valuable: why not involve Yves Rocher customers in guiding other users in the choice and use of products?

The brand decided to put its customers at the center of its strategy by inviting them to create authentic and immersive videos.



Context and objectives



Adding a human touch to the online shopping experience

Knowing that customers are its most valuable resource, the brand was looking for an effective way to engage them in creating valuable content. The goal was to get plenty of quality videos to post on the site's product pages, to inspire new visitors and help them make buying decisions.

But not only that: collecting and publishing video testimonials from real customers brought a human and engaging touch to the online shopping experience, bringing new users closer and reassuring them.



Solution



Create videos with our platform

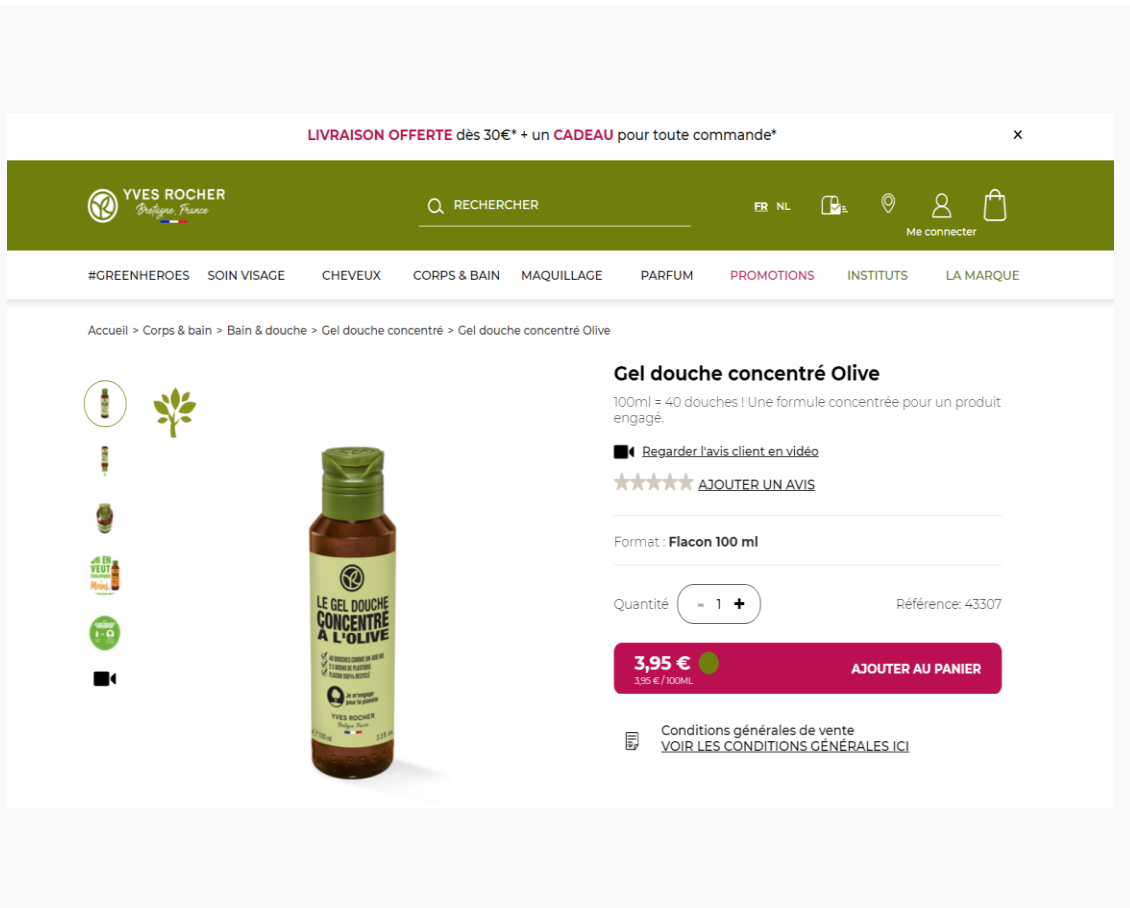
Yves Rocher Benelux used our solution to involve its community of customers and invite them to create videos.

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.



Solution



- 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 on the brand's social media.



CASE STUDY- YVES ROCHER

Solution

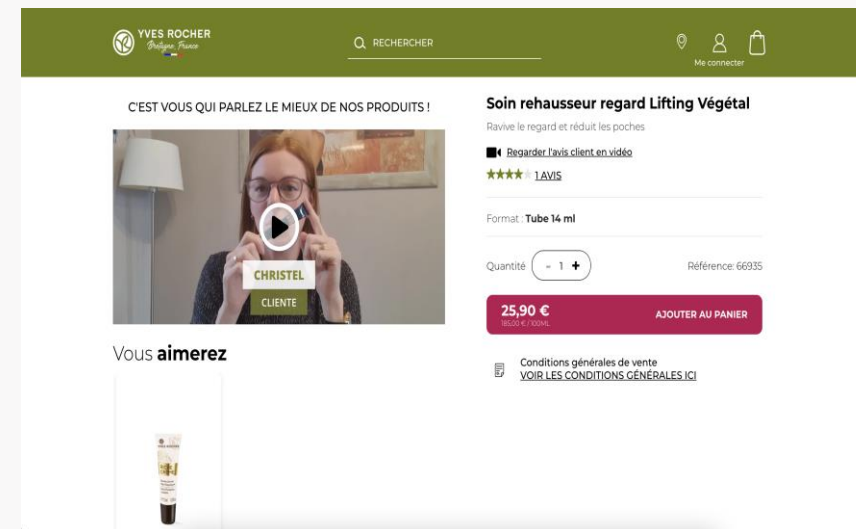
Broadcast videos to all your channels

The videos are posted on the site's product pages thanks to our tool, fully optimized for e-commerce:

- Custom design.
- Interactive sequences.
- Link to add to cart.
- Quick and easy integration.

Videos are also included in promotional newsletters, building trust in Yves Rocher products and improving click-through rates.

Videos are the part of the newsletter that gets the most clicks!



Results

+16%

Conversion rate

Thanks to the publication of videos on the product pages of the Yves Rocher site, user confidence increases and consequently conversions also increase (up to +16%).



THE UGC SOLUTION SUITE

Get real About your feedback

[Book a Demo](#)

