

SUCCESS STORY

# Vertbaudet



## Vertbaudet places user-generated content at the heart of its commercial and marketing strategy

Vertbaudet, a leading European retailer of baby and children's clothes, shoes, maternity wear, school wear, and nursery items, leverages its expertise and creativity to meet the needs of children and parents.

With more than 100 million website visitors and 20 million products sold each year to 3.5 million customers in Europe, Vertbaudet builds customer loyalty by understanding the expectations of its customers and continuously improving its offers and services. Vertbaudet considers its use of user-generated content (UGC) through Bazaarvoice Ratings and Reviews as a key to this success.

### REVIEWS DRIVE AN INCREASE IN SALES

The retailer has collected more than one million reviews across tens of thousands of products. This content plays a significant role in turning shoppers into buyers, as Vertbaudet sees a 10% increase in revenue per visitor and a 12% increase in sales among visitors to the site who read reviews.

Vertbaudet's main content collection strategy involves sending a post-interaction email to customers asking for reviews two weeks after their online purchase.

## Improving the quality of its products

UGC serves as a valuable source of insights into customers and their opinions of the retailer's products. This feedback helps inform Vertbaudet's marketing and product decisions.

#### AT A GLANCE

##### Challenge

Identify the expectations and preferences of customers to offer them products that meet their needs.

##### Solution

Listen to customers and take advantage of their feedback.

##### Benefits

A significant increase in customer loyalty and sales.

##### Featured Solution



Bazaarvoice  
Ratings & Reviews



*Giving consumers a voice through innovative solutions like Bazaarvoice allows us to enter a new era in customer-centricity.*

**Chrystel Desproges**

Directrice eCommerce et Marketing,  
Vertbaudet



For example, feedback from customers through UGC surfaced the need for the retailer to adjust the design of certain maternity clothes to improve the fit, as many customers commented that the dress was too small. Vertbaudet responded by reassessed the measurements of the maternity dress and fixed the cut.

In another case, reviews helped Vertbaudet improve the storage space of an item of furniture, as customers expressed a desire to have larger drawers. The retailer redesigned the product, and the average customer rating of it increased considerably.

“Giving consumers a voice through innovative solutions like Bazaarvoice allows us to enter a new era in customer-centricity. Consumers today are looking for more authenticity and have more confidence in the opinions of their peers than brands and even influencers,” said Chrystel Desproges, Ecommerce and Marketing Director at Vertbaudet. “Bazaarvoice is the ideal partner to address this, as its expertise and moderation allows us to guarantee to our customers that the reviews are authentic, reliable and qualitative.”

**ON THE ROAD TO FUTURE SUCCESS**

Looking ahead, Vertbaudet plans to collaborate even more closely with Bazaarvoice to address the retailer’s objectives around increasing brand market share in other European countries and better anticipating the needs of its customers.

“Bazaarvoice’s Ratings & Reviews solution is one of the keys to our strategy of strengthening our position in different markets, and we intend to make good use of it. With the help of Bazaarvoice, we hope to leverage both positive and negative feedback from customers, as both are truly valuable. The negative ones allow our teams to improve products, and the positive ones help inform other customers about the benefits. In both cases, the more the better.



**INDUSTRY**  
Apparel & Accessories

**CUSTOMER SINCE**  
2009

**ABOUT THE COMPANY**

Vertbaudet is leading European retailer of baby and children’s clothes, shoes, maternity wear, school wear, and nursery items across hundreds of brands.



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