



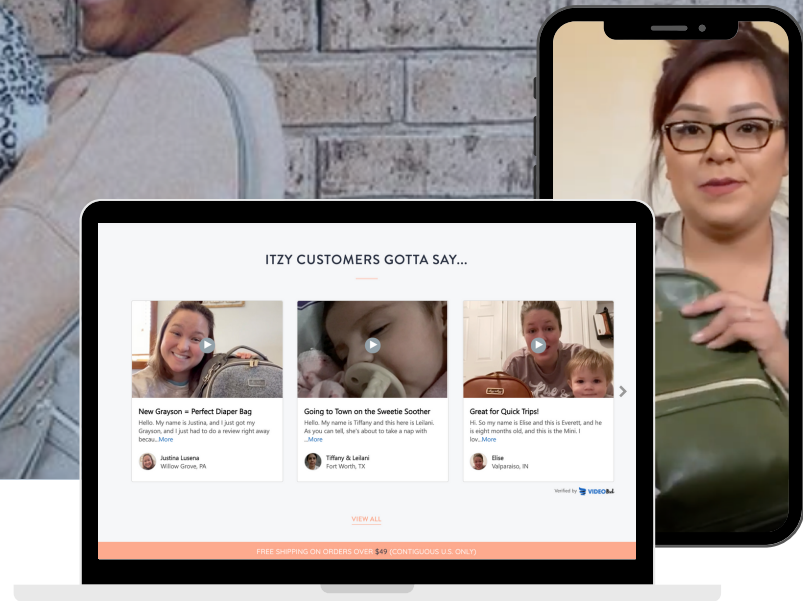
Thirteen years ago, **Itzy Ritzy** was founded on the idea that new parents deserve gear as amazing as they are (almost!).

Itzy Ritzy celebrates new parents, parents-to-be, aunts, uncles, grandparents, and everyone in between with an inclusive, fun community and stylish products, including designer diaper bags, pacifiers, loveys, and toys, as well as baby, toddler, and lifestyle accessories that provide smart solutions to everyday challenges.

Itzy Ritzy keeps style top of mind in their eye-catching, multi-purpose products, helping to make parents' lives easier.

About VideoPeel

VideoPeel is the world's most powerful video social proof platform to enhance your buyer's journey through authentic, user-generated content. Over 6,000 brands use VideoPeel's solutions to produce higher-converting touch points to support customers' path to purchase, growing their business with video testimonials, surveys and messages. We enable brands to remotely video capture the real experiences people are having with a product or service, and then publish these videos at the moments that matter.



Opportunity

In building a rich and welcoming online community of parents, **Itzy Ritzy** had a highly engaged customer base and a wealth of amazing stories to share to show the positive impact their products were having on real families. They knew that this was the type of content that their customers would respond best to, understanding that their target audience can easily tell the difference between genuine and staged content (exhibiting a strong preference for the former).

Seeing the value in user-generated video content as a way to cultivate these meaningful, long-term customer relationships and feed this brand loyalty back into their marketing cycle, they recognized their need for a solution to quickly and cost-effectively collect and publish customer videos at scale that was easy for their busy customers to use.

Goals:



Approach

Itzy Ritzy began by incorporating video submissions requests into their rewards program. With three different tiers, and each tier unlocking new exclusive perks, members were encouraged to earn more points by submitting their videos using a custom VideoPeel landing page.

They also included video requests into their email flows, even running campaigns offering store credit for the best video submission to encourage participation.

By using these tactics, they were able to not only strengthen their engaged community of loyal customers, but also build a robust bank of video content to boost key stages of their buyer's journey in order to better help new prospects through their sales funnel.

Results

8.1%

Increase In Conversions

12%

Increase In Sales

14.8%

Increase In Transactions

Solution

After using VideoPeel to capture a wealth of amazing customer video content, they constructed a test to prove the efficacy of authentic customer videos in VideoPeel's Video Carousel Player. They ran an A/B test on one of their high-performing product pages, comparing two different placements for the video content alongside, as a control, a page with no video content at all. Both placements of VideoPeel's Video Carousel Player outperformed the control instance without VideoPeel's Video Carousel Player. The tests were run for a couple months in order to establish validity and demonstrate statistical significance, showing an increase in **conversions (+8.1%)**, **sales (+12%)**, and **transactions (+14.8%)**.

The important data gleaned from testing this key consumer touch point helps exemplify that sizable lift can be achieved when you go beyond simply conveying product information or text-based reviews. This content echoes the core mission of Itzy Ritzy, allowing parent to connect to parent and provide a human element that mirrors the offline referral network they turn to when seeking advice on the best products for their children.

By utilizing VideoPeel's solutions, they were able to design a product page that creates the most effective customer experience for their brands in order to increase purchase intent in a competitive online environment.

Next Steps

As a trusted name for new parents, they are continually searching for ways to foster online community and to engage with that community in deeper, more meaningful ways. Based on the success of the videos' performance, Itzy Ritzy will be looking for ways to expand their usage of VideoPeel by incorporating customer-created and customer-driven video content into more of their product lines and implementing features like VideoPeel's new Amazon integration.



Our consumers have an aversion to the staged, to the inauthentic. The content we've acquired through VideoPeel isn't only proven to convert, it's a real way to connect with the amazing parents who have built our brand so we can make them feel as special as they are.

Lee Kantz
Director, DTC eCommerce

