How goPure generated 150 UGC videos and reached up to 26% video conversion rates

GOPURE

LOCATION
United States

INDUSTRY
Beauty

WEBSITE
gopurebeauty.com

INTRODUCTION

goPure Beauty is a growing, direct-to-consumer skincare brand committed to helping people live their best, confident lives.

Individuals seeking effective skincare solutions face a dilemma between 100% organic products offering safety without delivering remarkable results and expensive dermatology-grade creams filled with toxic ingredients.

In 2017, goPure emerged as a transformative force, disrupting the status quo by introducing clean and safe formulas enriched with potent and effective Active Ingredients.

Founded by a dynamic husband and wife team with extensive experience in the beauty industry, goPure swiftly garnered a devoted following. goPure's dedicated customer base places unwavering trust in the brand's promise to create safe and transformative products. This trust is foundational to every aspect of product formulation, ensuring that goPure consistently delivers on its commitment to promoting radiant and healthy skin.

THE CHALLENGE

1. **Optimizing content creation costs.** As a smaller brand, goPure needed a cost-effective solution for generating a substantial volume of influencer and user-generated content (UGC) for diverse marketing channels.

2. **Effective communication of rebranding.** During a rebrand, goPure had to communicate changes in visual identity, relying on customer opinions to reassure about product quality.

3. **Establishing trust and credibility.** In a dynamic beauty industry, gaining trust was critical. goPure aimed to incorporate social proof through user testimonials to build authenticity and trust.

4. **Increasing user engagement.** Recognizing the power of user opinions, goPure sought to enhance engagement by incorporating shopper testimonials, creating a sense of community.

Through strategic partnerships with Videowise and InSense, goPure overcame these challenges and achieved UGC content generation success and remarkable video conversion rates.

THE SOLUTION

1. **Scale UGC video creations.** goPure Beauty provided Insense with a storyline and questions for influencers to address in its 20-30-second videos, such as discussing the outcomes of using the product and highlighting favorite features. For product photos, goPure requested two types: one featuring the influencer with the product and one showcasing the product alone.

2. **Shoppable UGC video carousels on PDPs.** Videowise's shoppable UGC video carousels on product pages significantly enhanced engagement, providing an authentic view of the brand's products and conveying efficacy.

3. **Distribution at scale.** Utilizing Videowise's bulk action feature, goPure efficiently deployed UGC videos across best-selling products, saving time and ensuring a seamless user experience.

THE RESULTS

+160
Influencer collaborations in just two months, yielding 147 product reviews

204X
ROI based on influenced & direct video orders in the first 60 days

$200k+
Revenue at 13% avg. conversion rate, from visitors that engaged with video on-site

Scale UGC content production

goPure collaborated with 160+ influencers in just two months, yielding 147 product reviews at no cost. By doing so, goPure effectively scaled its UGC content production and generated a stream of engaging content for its marketing funnel with a single marketer.

Video Conversion Rate and ROI

The video conversion rate of video-engaged shoppers reached an impressive 26%, contributing to an exceptional Return on Investment (ROI) of 204X. Shoppable videos generated 1,705 orders, surpassing $200K in revenue.

Viewer Engagement Metrics

Each shopper spent 40 seconds watching videos, engaging with two videos on average. The videos reached 28,067 views, resulting in an added on-site time totaling 296 hours, showcasing the impact of engaging content on user interaction.

CYNTHIA CASTRO

Head of Influencer Marketing

Creating and managing product gifting campaigns is so easy on Insense, with less time prospecting we have more time for relationship building with influencers and creators.

INSENSE

DANIEL MARIANO

CRO at goPure Beauty

Videowise is a great app!

We've added it to our PDPs and Homepage as well as a few other places and it's added lift in both conversion rate and revenue for our storefront. On average we've seen a 16% lift in our revenue and CR KPIs.

GOPURE

VIDEO THAT PROTECTS PAGE SPEED

At Videowise, we prioritize page speed above all, understanding its critical role for our brands and retailers.

Using our proprietary in-house technology and no external Javascript libraries, our video platform offers unlimited customization & versatility, while being designed specifically for the eCommerce audience.

Videowise has lean, optimized, and lazy-loaded scripts. Our first script weighs just 37kb, significantly smaller than traditional video platforms such as Vimeo or YouTube. Page speed remains constant, no matter the number of video widgets embedded on a page.

Videowise uses multiple global CDN providers for maximum video uptime & fast delivery worldwide. Video streaming is powered by HLS video technology & adaptive bitrate streaming for a smooth user experience regardless of internet connection or device.

We build partnerships with our clients. Our technical engineers collaborate closely with each brand, ensuring that their content-rich pages maintain swift browsing speeds to deliver seamless online shopping experiences.

VIDEOWISE

ECOMMERCE VIDEO PLATFORM

Powering the video infrastructure for brands and retailers to increase shopper engagement and uplift conversion rates.
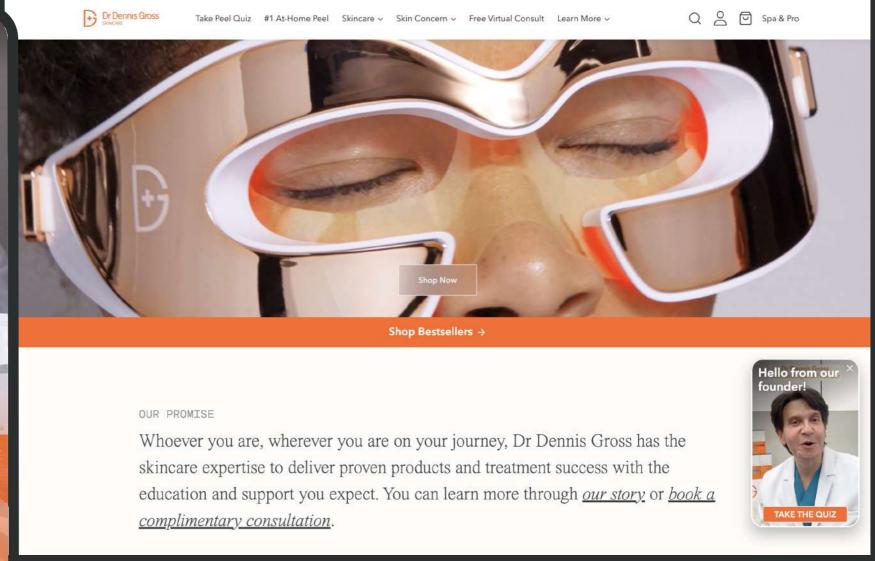
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