

CASE STUDY

How Veepee grew its community from 0 to 80k+ members in two weeks



295K

Community members

32K

UGC & reviews created by the community

16K

Survey insights

ABOUT



Veepee (named vente-privee.com until January 2019) is a French retailer company that sells products through online flash sales. The site was developed in an online environment to host sales of designer brands only for members with discounted prices from 50% to 70% off.

These sales include a diverse selection of product categories: fashion, accessories, toys, watches, home appliances, sports equipment, technology, and wines. The site has diversified its offers and now even travel, entertainment tickets and music are on sale.

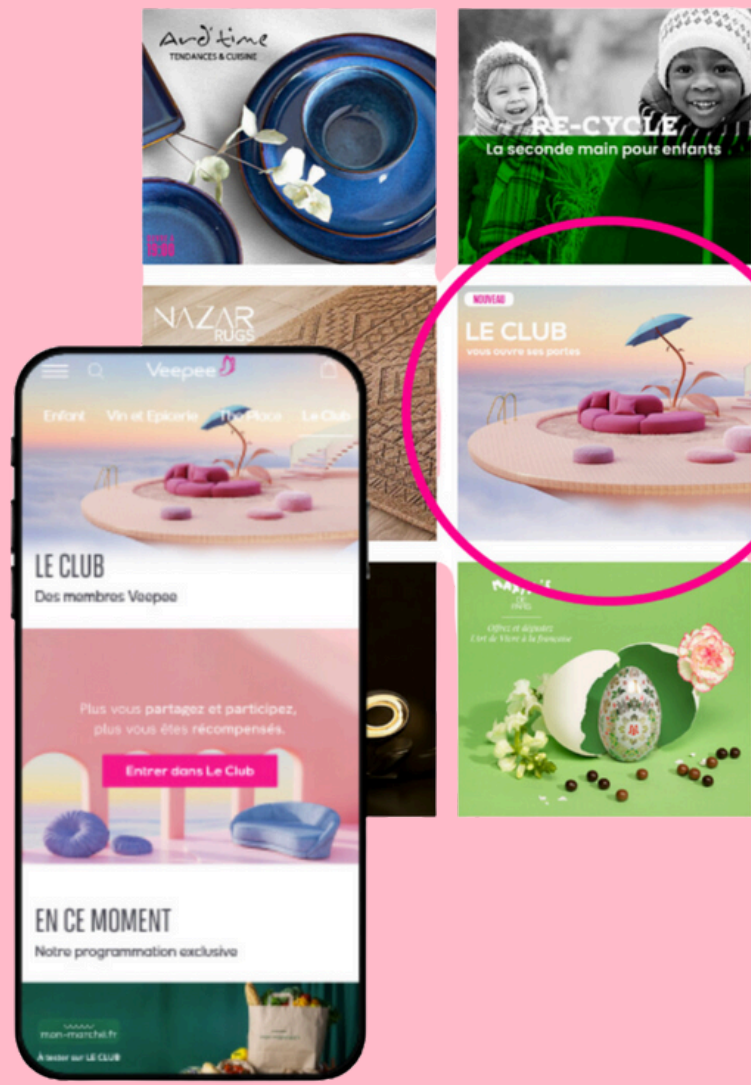
3 Best practices behind those results

Full website and app visibility

On the day Veepee decided to launch the community, they had set-up:

- A dedicated newsletter to their best customers
- Dedicated banners on their homepage
- A dedicate “always on” tab in their menu

This high-visibility ran throughout the first weeks and continues as the community evolves. It’s a prime example of an effective “always be recruiting” strategy.



Clearly promoting key activities

Before the launch, Veepee gathered all key success factors of a community:

- A clear value proposition around their community
- A generous system to reward key contributors
- An attractive animation plan, that started via a product testing with a famous beauty brand and various activities: Challenge, Live Shopping, Survey...

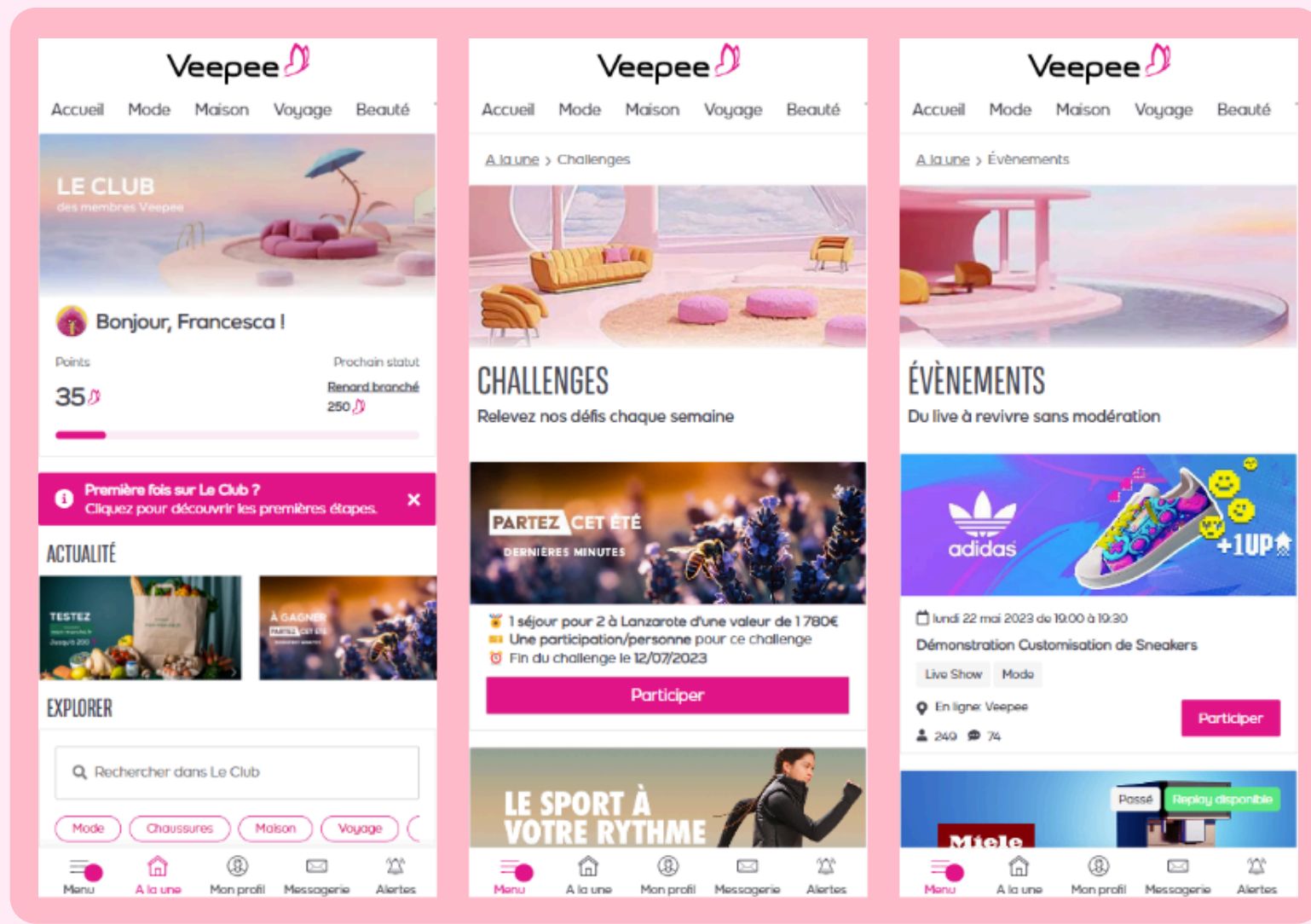
All of these benefits were very clearly explained to the customer in the launch newsletter (and later on in the platform).

Aligned all stakeholders internally to make their community a success

A successful community is a company-wide project: finding and gathering a brand’s best customers and creating an exceptional, interactive experience for them involves multiple stakeholders.

From the start of the project at Veepee: stakeholders from marketing, media, tech, CRM, legal... were present at all key meetings to make sure all teams were aligned and working together towards the same goal.

Not only did this organisation make the Veepee launch one of the biggest successes yet, it also made it one of the easiest to manage on our side at TokyWoky!



Veepee Community impact

48K

Active members

54%

Of unique open for each community emails

+25%

Average basket value increase

206k

Unique visitors per month

+43K

New members per month

- 28 brand activation campaigns since launch :

- Beauty (Clarins, Melvita)
- Services (Deezer, EDF, Spotify)
- Lifestyle (SNCF, Twitter, Center Parcs)
- Fashion (Nike, Lacoste, Tommy Hilfiger, Claudie Pierlot, Adidas, Uniqlo)

- Customer profiling and insights improved by community

* August 2023 data



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