



How Monoprix organizes live shopping events to improve its visibility and boost its ecommerce sales

CASE STUDY – MONOPRIX



Client

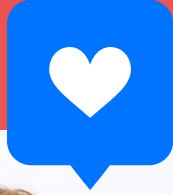


Monoprix is a French retail and distribution company founded in 1932

Since its inception, Monoprix's mission has been to make beauty, quality, and goodness accessible to everyone in city centers.

The brand is known for its extensive network of over 300 stores in urban and city center locations in France. In order to increase the visibility of its e-commerce website, which was launched in 2008, Monoprix implemented a live shopping strategy in 2021.





7k Followers



BUSINESS SECTOR

Retail & distribution



WEBSITE

www.monoprix.fr



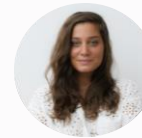
SKEEPERS CLIENT SINCE

2021



SKEEPERS PRODUCT

Live Shopping



Marina ASCIONE

Live Shopping Manager at Monoprix

"We started live shopping in June 2021 with the ambition of being one of the pioneers in France to engage in a different way with our customers and to promote our online categories."



Context and objectives



Live shopping addresses various challenges for the brand

Monoprix has decided to implement a live shopping strategy with the aim of enhancing the reputation and visibility of its brand and private label products on its e-commerce website, which is less well-known today compared to the brand's network of stores.

Additionally, live shopping caters to the consumers' need for authenticity and interaction with the brand, demonstrating Monoprix's innovative capabilities. Finally, live shopping provides an ideal platform to showcase new collections in video and real-time.



Context and objectives



Finding the right solution to organize the live events

In the initial phase of live shopping in 2021, Monoprix conducted tests using a solution that lacked portrait mode support, despite 80% of their viewers accessing content via mobile phones.

Recognizing the importance of a mobile-friendly approach, Monoprix's Live Shopping team selected Skeepers' solution. This choice allowed them to manage both independent and "premium" live streams with the assistance of their team, including cameramen, sound engineers, and lighting experts.



Live shopping: What is it exactly ?



Live shopping is like a 2.0 version of teleshopping, much more entertaining and playful thanks to the work of live shopping managers who focus on the presenters and the selection of products and brands to showcase. All consumers can access it through the Monoprix website and can connect from their smartphones! The live broadcasts are highly engaging and allow all participants to interact via the chat in real time.

Live shopping managers oversee the entire live show, from the conception of the program (such as the theme, which brand to feature, etc.) to the filming on the day of the event. This includes negotiating with brands, selecting products, setting up promotions and contests, creating the script, choosing presenters, and assembling the production team according to the specific requirements. The goal is to have unique and distinctive content for each live broadcast. Preparation begins two months in advance of the filming day.

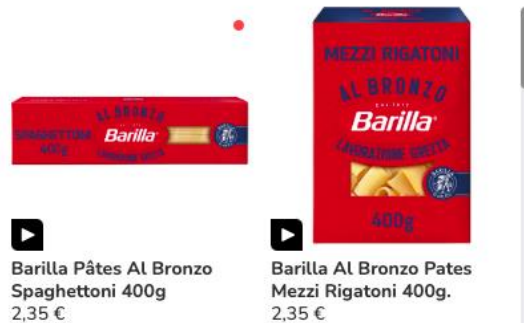


The implementation of live sessions at Monoprix

Barilla Pastarena

Après 3 semaines de compétition, qui de Garance, S...

Voir +



Lisa-Marie Marques

Journalist who hosts live events in the Groceries and Nutrition category.



Laetitia Nailet

Journalist who hosts live events in the Fashion, Home & Leisure category.

- **Frequency:** 1 live shopping event per month
- **Themes:** Determined by market trends and Monoprix's own initiatives
- **Participants:** 2 journalists participating based on the theme

They collaborate in co-creating the scripts for the live events with the live shopping team, generating questions for co-hosts, and providing coaching as needed.



Solution



Targeting the right audience

Monoprix's live shopping sessions cater to their CSP+ clientele, whether in the Paris region or provincial city centers. The COVID-19 pandemic and lockdowns have shifted their customer base towards online shopping, and these live broadcasts provide both entertainment and shopping convenience.

To reach this audience effectively, Monoprix has experimented with different broadcast times. Tuesday evenings have proven to be the most effective for engaging their audience, but it's important to note that this timing may not be ideal for every brand.



Solution



Promoting the live event in advance

Monoprix maximizes live event viewership through a comprehensive media plan. They employ a 360-degree approach using newsletters, in-app notifications, SMS, website pop-ups, and social media channels (Instagram, Facebook, Twitter, and LinkedIn).

Additionally, they allocate a budget to collaborate with theme-specific media partners (e.g., women's magazines, décor specialists) to feature live events in articles and ads.

Monoprix actively seeks high-quality partners to attract a new audience interested in the live broadcast topics.



Solution



Creating impactful content

In order to offer a unique shopping experience during each live session, the Monoprix team works on a selection of products by theme (food, beauty, fashion, home, etc.) and brands. The team is also responsible for choosing presenters and co-hosts, such as influencers, entrepreneurs, and brand founders. Scripts are co-developed with the presenters, and promotional mechanisms are specifically implemented for live shopping.

The ultimate goal is for each live session to be distinct, enticing participants to return for more.



Solution



Implementing a mechanism through contests and promo codes

The goal is to create an engaging retail experience and encourage audience participation during live sessions. This approach varies by brand.

Monoprix, for instance, hosts each live session with either a contest or a promo code to draw participants at a set time.

During the session, viewers can join the contest for a chance to win prizes matching the theme (food, fashion, beauty, etc.). Alternatively, a promo code is given at the start, valid for a limited time. Monoprix continuously refines its strategy, adjusting promo code durations to maximize the impact of replays as part of its "test & learn" approach.



Solution



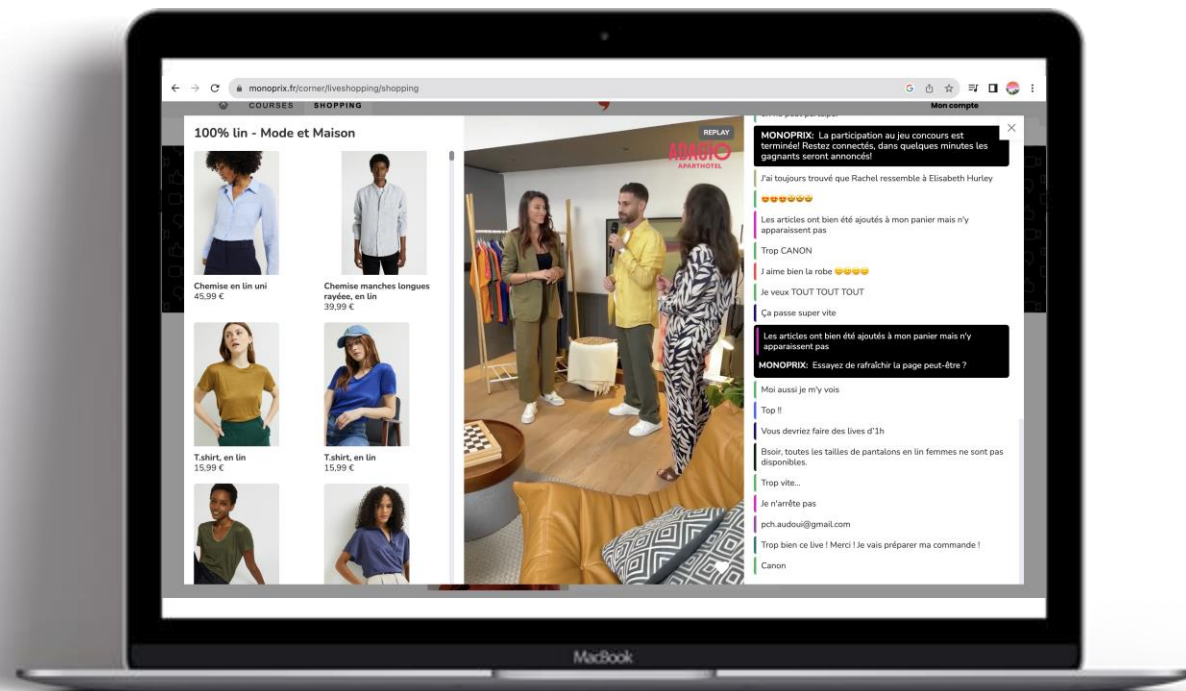
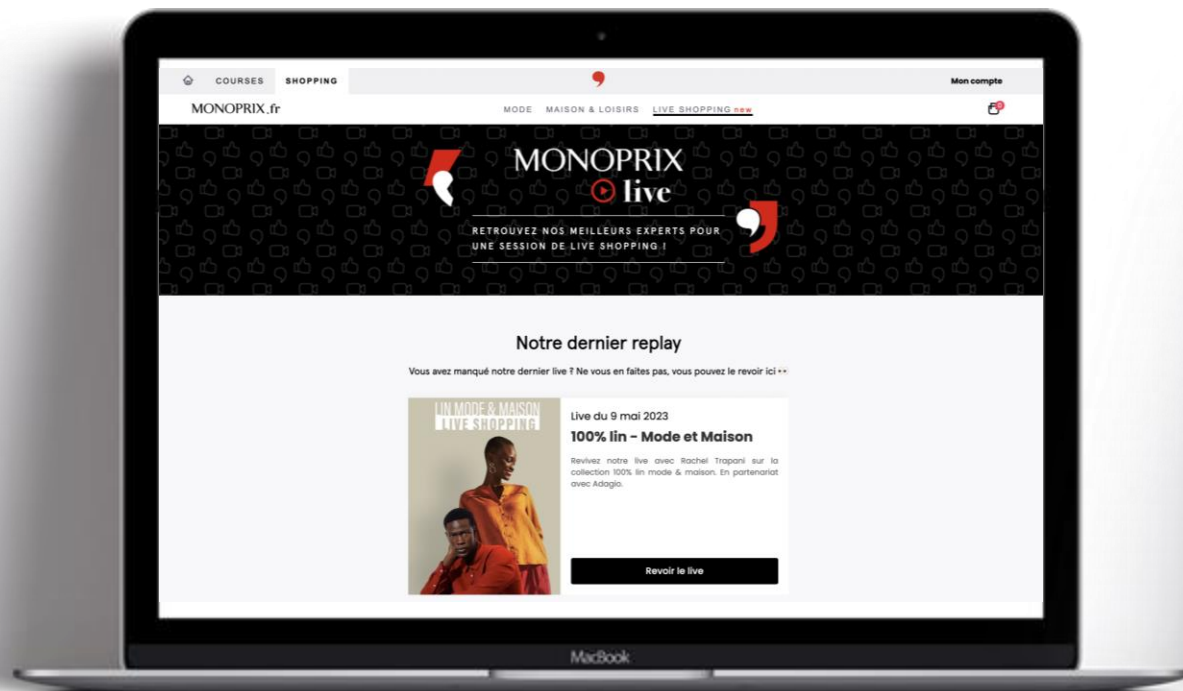
Respect a live frequency

By establishing monthly live shopping sessions, Monoprix creates a regular engagement opportunity with its customers. Participants can interact in real-time through the live chat and ask their questions, to which the moderation team provides answers.

Additionally, a voice-over selects and conveys the most relevant questions to the panel for the speakers to address. These live sessions offer excellent exposure for Monoprix's partner brands that are not direct distributors themselves. Experts can join the platform to answer consumers' technical questions in real-time.



Replays on the Monoprix website



Results in one year



20 Live Shopping Sessions

+50k Replays views

30% Conversion rate
during a live session



Live shopping is a compelling and transactional communication pretext

Notre dernier replay

Vous avez manqué notre dernier live ? Ne vous en faites pas, vous pouvez le revoir ici 📺



Live du 7 juin 2022

La valise d'été – les indispensables pour les vacances

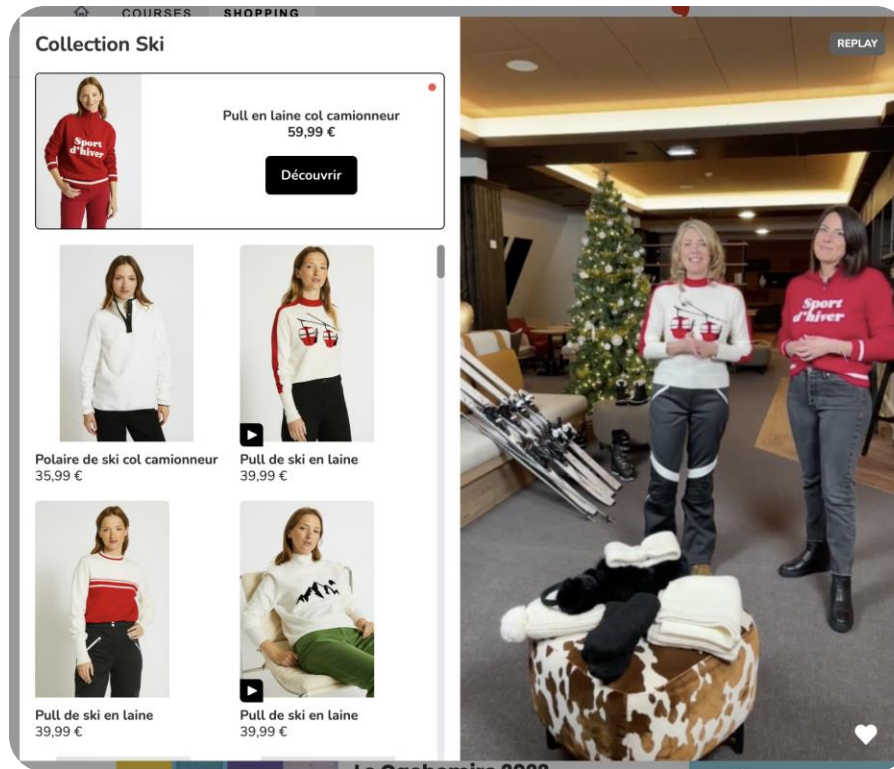
Revivez notre Live Shopping exclusif avec les marques SVR, Bensimon et Delsey autour des essentiels de l'été : maillots, tennis, lunettes, futas, solaires ...

Revoir le live

- During a live session, 30% of viewers will interact with the brand, through likes or messages in the chat.
- The retention rate is extremely high: a participant will spend approximately 10 minutes on the presentation of a product, which rarely happens in a physical store or on a product page on an e-commerce website.
- Monoprix achieves up to a 30% conversion rate during a live session, depending on interest and the topic (fashion, children, home decor), compared to 2% on an e-commerce website.



Live shopping is a compelling and transactional communication pretext



In conclusion, live sessions continue to drive value and increase conversions through replays. They make live content accessible to a wider audience, with some of Monoprix's replays garnering up to 10,000 views.

Replays boost conversion rates by featuring a Call to Action (CTA) on the product page as soon as a product is presented during the live session. This CTA provides consumers with more product information and significantly influences their purchase decisions. Monoprix's live shopping replay page accounts for 10% of the views on both the Fashion and Home & Leisure pages.



Results



Marie GÉRARDIN

Live Shopping Manager at Monoprix

“ We recommend Skeepers' Live Shopping solution because it allows for the quick creation of live shopping sessions. The interface on the mobile application and desktop dashboard is simple and intuitive. This means you can easily create live sessions in just a few clicks with just an iPhone, and at the same time, more premium live sessions with a team of video professionals. All of this is backed by excellent customer success manager support and technical support, ensuring a high level of service and quality. ”



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3.1m Followers

