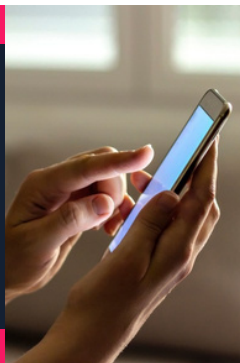


Mastering Live Shopping Boost Ecommerce Success with Video Commerce



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02

Harnessing the Power of Live Shopping

As digital commerce enters a new era, businesses must embrace the latest buyer trends to gain a competitive edge and thrive in the evolving marketplace. In recent months, live shopping - which combines the immediacy and interactivity of live streaming with the convenience of online shopping - has taken the ecommerce industry by storm. As part of the broader video commerce landscape, live shopping is just one of the many ways businesses can leverage video content to showcase products, provide demonstrations, and create immersive shopping experiences across various platforms.



This ebook offers a comprehensive guide to live shopping and video commerce, detailing their advantages, evolution, and impact on key business metrics. You'll learn how to utilize these technologies to enhance your online store's engagement and profitability.

03

The Rapid Rise of Live Shopping and Video Commerce

Interactive video shopping has long been a retail staple, with the Home Shopping Network and QVC pioneering this trend as early as 1977. This video shopping concept has been revitalized in the digital age, notably in China, where live shopping now accounts for 20% of the ecommerce market and 10% of total retail sales, matching Sweden's GDP. This surge, driven by platforms like Alibaba's Taobao Live which generated \$15 billion in sales in 2018, highlights its rapid acceptance.

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04

The Rapid Rise of Live Shopping and Video Commerce

Live shopping's success in Asia prompted its adoption in other developing and global markets, fueled by consumer demands for more personalized and interactive shopping experiences. In Brazil, 88% of consumers plan to engage in live commerce. Meanwhile, in Europe an average of 70% of consumers were attracted to "shoppertainment" in 2020, blending shopping with entertainment to enhance customer engagement.



The use of live shopping and video commerce extends beyond retail to industries like manufacturing, distribution, and financial services. As B2B sectors seek to provide the B2C-like convenience and interactivity their clients expect, these technologies are increasingly essential. Live shopping, a key component of the broader video commerce spectrum—which includes everything from live streams to pre-recorded shoppable videos—continues to redefine ecommerce far beyond real-time interactions.

Benefits of Live Shopping and Video Commerce for Business

Understanding the impact of live shopping and video commerce starts with the ecommerce equation:

$$\text{Revenue} = \text{Traffic} * \text{Conversion rate} * \text{Average order value (AOV)}$$

Live shopping boosts traffic by creating engaging experiences that captivate and retain customers. Studies indicate that live events can quintuple session times compared to standard ecommerce sessions. This format not only draws more viewers but also keeps them engaged longer through real-time product demos and interactive Q&As, building trust and boosting conversion rates.

Beyond just live shopping, video commerce allows brands to enhance their online presence and customer journey across various channels, including product pages, social media, and email campaigns. This multi-platform approach not only increases engagement but also improves conversion rates and average order values, leading to enhanced customer experiences and stronger brand loyalty.

Samsung Sees a Boost From Live Shopping

Samsung, a global leader in consumer electronics, recognized the potential of live shopping to enhance their ecommerce experience. In a significant live shopping event, Samsung demonstrated the features and specifications of their latest smartphone model in real-time, answering customer questions and highlighting key benefits.



The results were impressive: a 163% increase in orders through the live stream compared to regular online sales and a 432% increase in sessions compared to a typical day. The livestream also garnered over 1,000 likes and 600 comments, showcasing high audience engagement and participation.

Grupo Éxito's Video Commerce Success

Grupo Éxito, one of Latin America's premier retailers, has successfully integrated live shopping into their ecommerce strategy, enhancing customer engagement and increasing sales. Andrés Acosta, Head of Business Initiatives, noted that live shopping "has allowed us to connect with our customers on a deeper level, driving sales and building brand loyalty."



A standout live event attracted over 5,000 unique viewers and generated \$8,000 in sales, far surpassing their typical daily online revenue. To achieve this success, the Grupo Éxito team dedicated a month to meticulous planning, focusing on product selection, presenter training, and technical setup, ensuring each live shopping event was optimally executed.

Live Shopping and Video Commerce in B2B

Though traditionally linked to B2C ecommerce, live shopping and video commerce hold significant potential for the B2B sector. B2B companies, despite challenges like complex product offerings and longer sales cycles, stand to benefit greatly from these technologies. They offer a platform for product demonstrations, training sessions, and customer support, enhancing interaction and engagement with B2B buyers.

Manufacturers, for instance, can use live shopping to showcase products and field real-time questions from potential buyers, while service companies can conduct interactive training sessions to strengthen client relationships. An example is a high-end mountain bike manufacturer using live shopping to demo and discuss their latest model's features and benefits with buyer organizations. Such live events can include Q&A sessions, and the recorded content can be repurposed on product pages to enrich the customer experience.

As B2B buyers come to expect the same convenience, interactivity, and customization they enjoy in B2C transactions, B2B companies must evolve to meet these demands.

Best Practices for Implementing Live Shopping and Video Commerce

To successfully implement live shopping and video commerce, businesses should follow these best practices for engaging and effective sessions:

1. Product Selection and Audience Targeting: Select products that are visually appealing and demonstrate well on camera, catering to the interests of your target audience. Knowing your audience's preferences increases the appeal of your offerings.
- 2 . Promotion: Use social media, email, and website banners to promote your events and build anticipation. Engage potential viewers early to boost participation.
3. Engagement During Live Events: Maintain viewer interest during events by:
 - Conducting Q&A sessions to address real-time inquiries.
 - Using live polls to capture viewer opinions and preferences.
 - Enabling shoppable links within the livestream for instant purchases.

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Best Practices for Implementing Live Shopping and Video Commerce

4. Interactive Features for Recorded Content: Add interactive elements such as clickable product tags and calls-to-action in recorded videos to facilitate purchases and keep viewers engaged. increases the appeal of your offerings.

5. Content Repurposing: Maximize the impact of your live events by sharing recordings on product pages, social media, and through email campaigns, which helps extend content reach and reinforce brand messaging.

6. Continuous Optimization: Regularly use data analytics to evaluate performance and adapt strategies based on customer feedback and insights to improve future events.

By adhering to these practices, businesses can effectively harness the dynamic and interactive nature of live shopping and video commerce to boost their marketing and sales efforts.

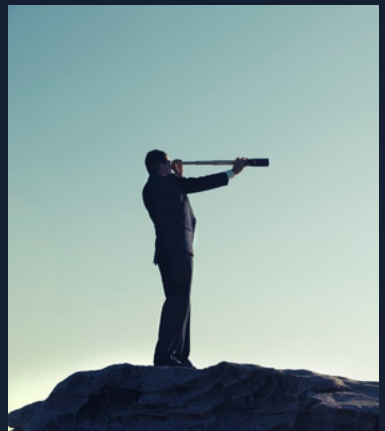
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The Future of Live Shopping and Video Commerce

Video content is poised for increased integration across product pages, marketplaces, and TV platforms. For example, Amazon has ambitions to enable purchases directly through Prime Video. Likewise, social media platforms like TikTok and Instagram are also merging entertainment with ecommerce, making it possible for users to buy products without leaving the app.

Advancements in AI and machine learning will further personalize live shopping, tailoring product recommendations and content to individual preferences. The scope of video commerce is expanding beyond retail into sectors like B2B and services, where it can demonstrate product features or showcase expertise, respectively.

Platforms that support seamless integration across various formats and touchpoints are set to thrive. With live shopping projected to hit \$35 billion in U.S. ecommerce sales by 2024, the future of ecommerce is increasingly linked with video commerce, promising significant growth and innovation across various industries.



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Conclusion

Whether you are a small business owner just starting your ecommerce journey or an established enterprise looking to optimize your online sales strategy, live shopping and video commerce offer many opportunities to connect with your audience, showcase your products, and drive growth. By following best practices, staying attuned to the latest trends, and continuously refining your approach, you can unlock the full potential of these transformative technologies.

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