videeo

The Journey from $7 Million to $47 Million:

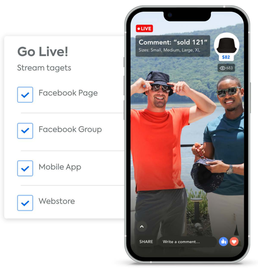
How One Retailer Used Live Selling to Explode Business Growth

This fashion retailer's customers are so die-hard more than **1,000 join their live sales**, consistently, at 10 p.m. nearly every night. Even after a long day.

The co-owners of a women's fashion brand needed a better way to connect with their online followers, attract more customers, build brand loyalty, and grow revenue in the e-commerce space. After launching in 2015, they were experiencing rapid growth and needed to partner with a platform that could help them deliver a unique, engaging customer experience.

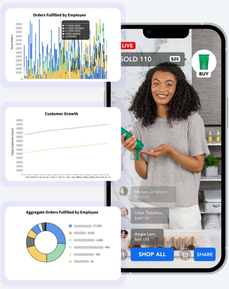
Challenges

- **Go Multichannel**
  The retailers wanted to seamlessly sell their products while reaching beyond traditional commerce channels.
- **Deliver Exciting Content**
  They wanted to expand their reach to new customers in innovative and immersive ways.
- **Reach Shoppers Virtually**
  The business was looking for solutions to drive engagement with new shoppers and build a base of repeat, loyal customers.



Solutions

- **Live Sales Integration**
  The company began using a live selling platform in 2018 to build customer bases and brand reputation across platforms.
- **Relationship Building**
  The retailers were able to better interact with their customers online through multichannel live stream and social selling.
- **Increased Repeat Purchases**
  They were able to grow revenue and repeat purchase rates with consistent live stream shopping experiences delivered to consumers.



Results

$47 million
GMV in one year

>3,200
viewers in just one live sale

92%
of orders come from repeat customers

>$5,300
average lifetime customer spend

95%
of revenue is generated through live selling on the retailer's branded mobile app.

300%
growth year-over-year at the retailer's peak

The retailer hosts daily live sales across its multiple live video selling channels and has built a dedicated online following that's hooked on their brand. Live selling allows the retailer's personality to shine through live streamed video in real time, and shoppers feel a connection to the seller because of this face-to-face interaction. Videeo powers live selling across channels and can create a premier white label front-end experience for brands that want a standalone streaming platform.

Build Your Following. Expand Your Reach.
Try The Leading E-Commerce Platform for Multichannel Live Selling.

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