



Videeo Unveiled:

The Definitive Guide to Transforming Your  *shopify* Store with **Videeo**



The Rise of Live Streaming in E-Commerce

Live streaming in e-commerce isn't just a trend; it's a paradigm shift in how consumers interact with brands and products online.

The ability to see products in action, interact with sellers in real time, and be part of a live community gives live streaming an edge over traditional e-commerce methods.



For a retailer, live streaming is a platform to showcase their products' unique features, tell their brand story, and build a personal connection with their audience, often leading to **10x more conversions** than traditional e-commerce.

This interactive medium also capitalizes on the social aspect of shopping, where viewers can share opinions, influence each other's buying decisions, and create community.

**Join the ranks of 4000+ successful merchants!
Tap into the billion-dollar potential of live selling
with Video for Shopify.**

install for free

The Psychology Behind Live Video Engagement

Creating a Sense of Urgency

Live videos boost impulse buying by nearly **30%**, leveraging time-sensitive pressure. They create a real-time psychological connection, driving purchasing decisions and evoking **FOMO**—creating a sense of exclusivity recorded content can't match.

Fostering Community and Participation

Live video fosters a **sense of community** among viewers, transforming them from passive consumers into active participants with an average of **37.5 percent repeat purchases**. It enables real-time interactions, sharing of experiences, and a deeper sense of connection.

The Impact on Brand Loyalty

Nearly **80%** of consumers report feeling more connected to brands that engage them through live videos. This connection rapidly builds and strengthens brand loyalty.

The Business Growth Potential

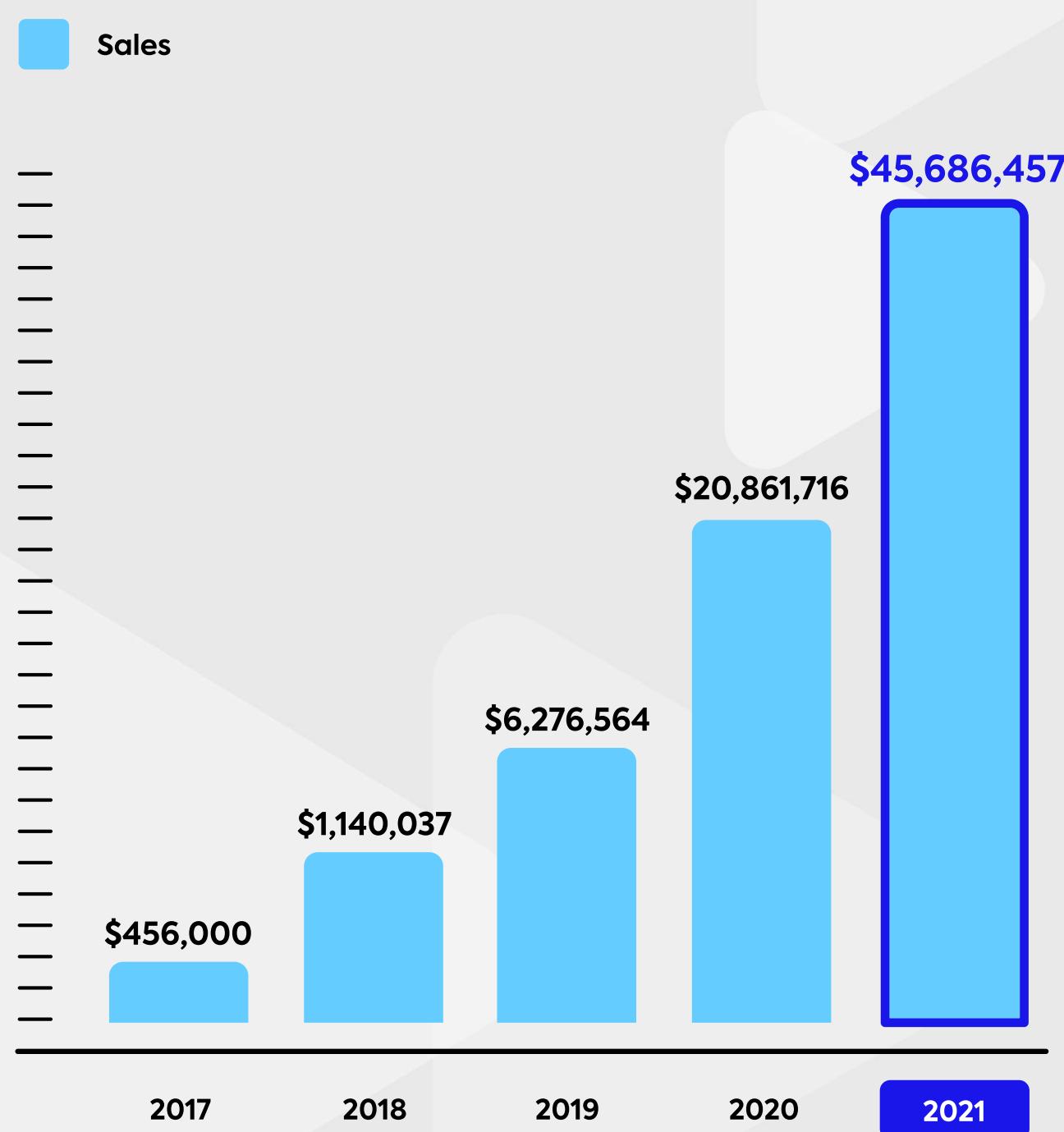
Integrating live selling into a brand's strategy goes beyond a sales tactic; it becomes a powerful method for building the brand's narrative and establishing a more personal connection, ultimately translating into remarkable business growth.

Personalized Engagement

Live selling is further personalized by interactive elements, allowing consumers to ask questions, give feedback, and feel heard in a way traditional e-commerce doesn't offer—leading to **10x** engagement rate.



Statistical Insights: The Power of Live Video



ACTUAL REVENUE GROWTH

05 Mins | Typical time to install

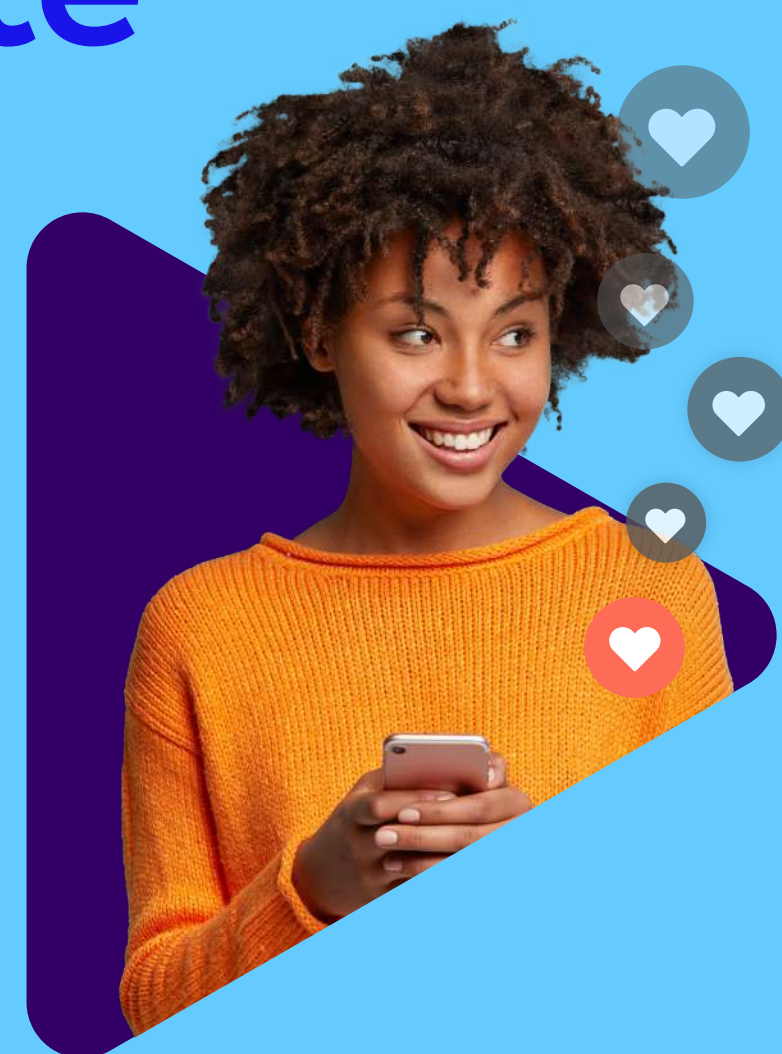
02 Days | Typical time to first production live

30 Days | Typical time to first \$10K live sale

90 Days | Typical time to first \$25K live sale

Video for Shopify Is the Ultimate Live Selling Suite

By integrating live video directly into the Shopify store, **Video** offers a unique opportunity for merchants to showcase their products, tell their stories, and connect with customers on a personal level. A short **installation time of ~5 minutes** and an average of 30 days to reach a \$10K live sale, signifies the immense potential of live video selling with platforms like **Video for Shopify**.

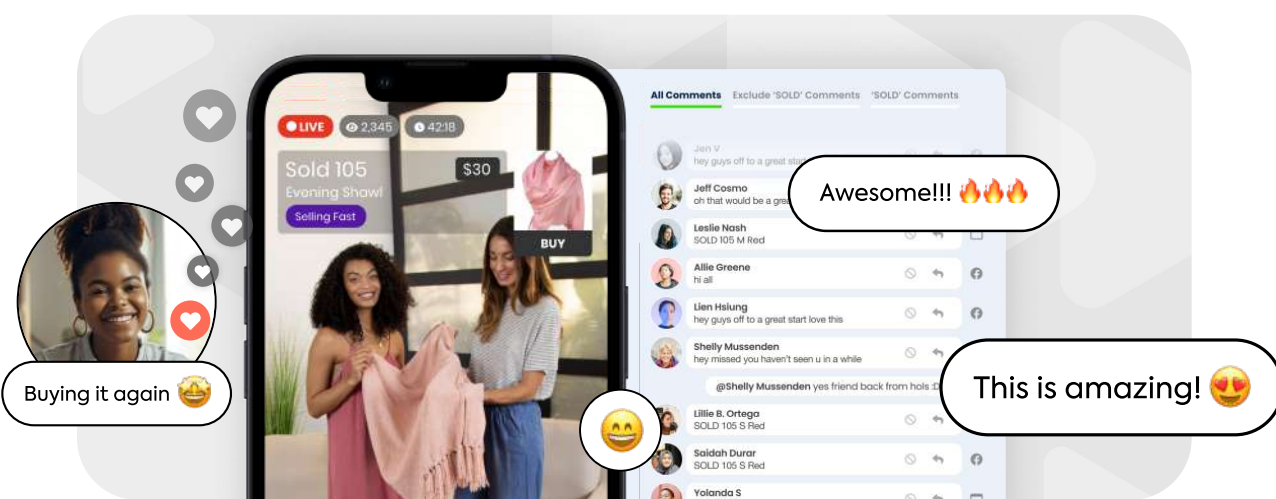


Video's Core Benefits

Video is designed to transform how customers interact with your brand.

Sell Where Your Shoppers Are

Reach more shoppers in more places. Increase sales by streaming from one dashboard on **Shopify**, Facebook, Instagram, and your mobile app.

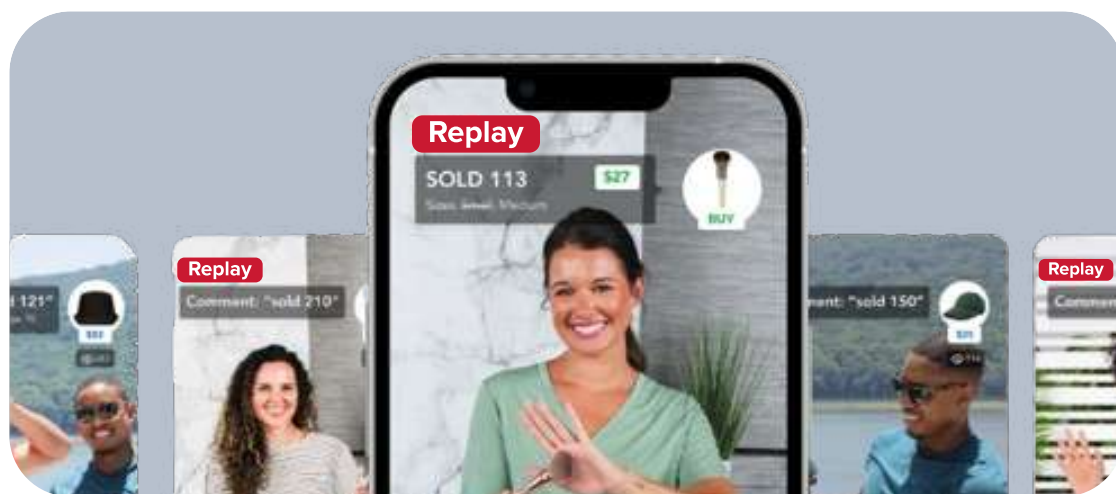
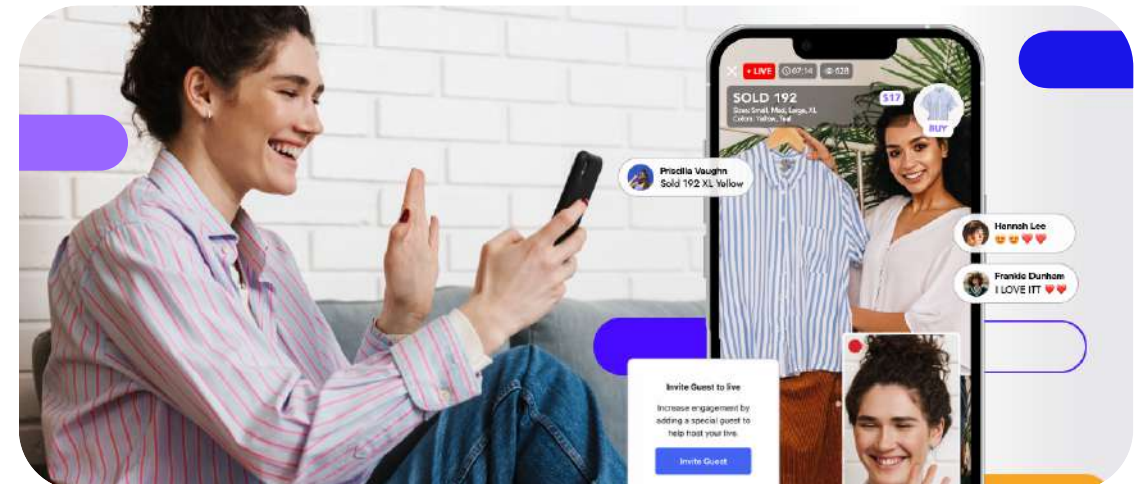


Turn Followers to Loyal Customers With Expert Help Every Step of the Way

Our in-house live selling experts help you deliver a personalized experience shoppers can't find anywhere else by helping you set up effective live sales personalized to your needs with customer comments all in one spot.

Enable Special Guests and Celebrity Takeovers with Multi-Source.

Collaborate with professionals, celebrities, viewers, and creators to feature on your show. Hold guests in a patent-pending digital waiting room until you're ready to bring them on. You have complete control.



Produce Confident Live Shows and Shoppable Replays.

Add a new sales strategy and revenue stream for your business by hosting engaging live selling shows. Plus, create automatic content with shoppable replays, driving sales 24/7.



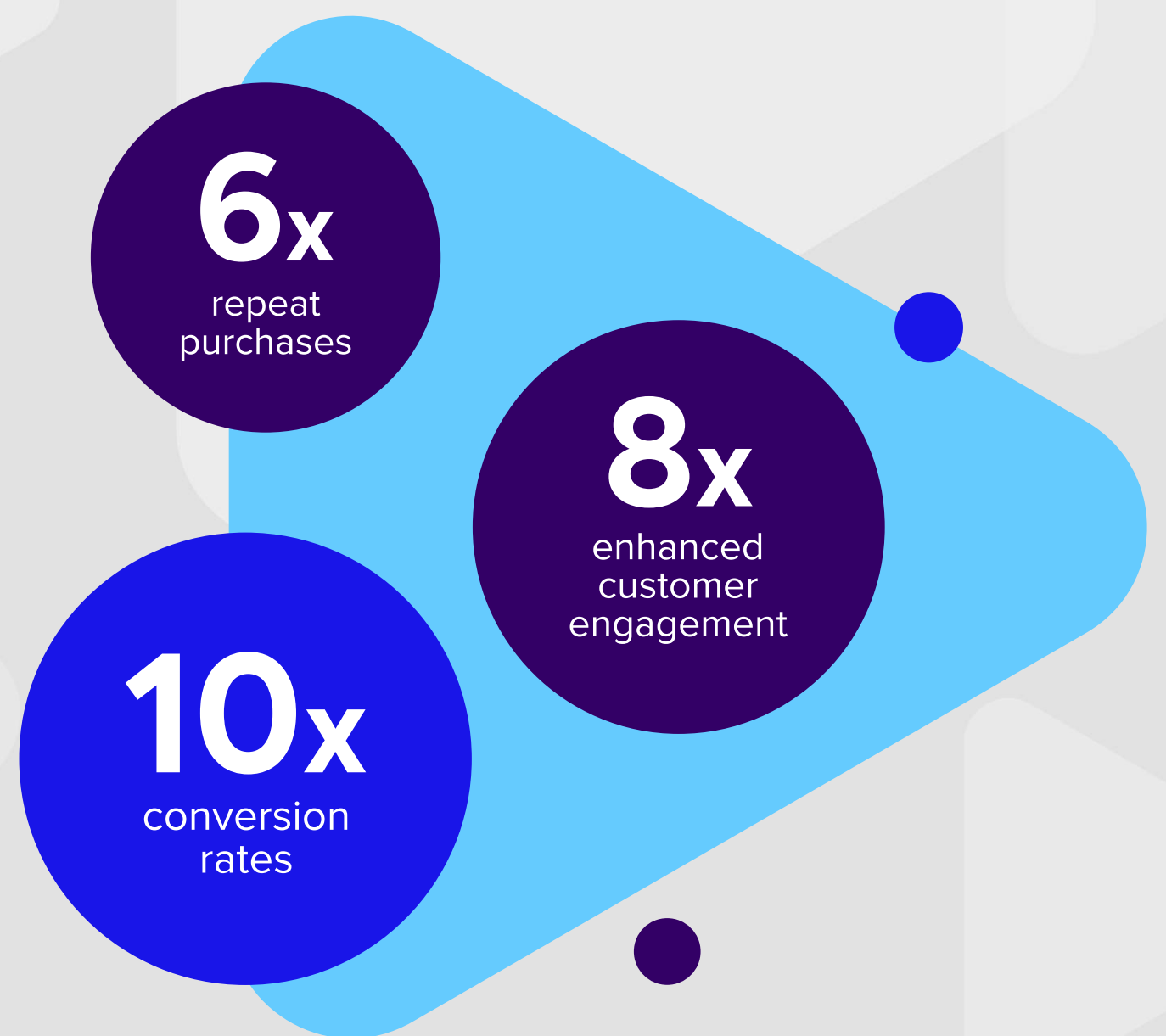
"The Multisource feature is a game changer for Live Selling on top of all the other Gaming & Optimizations Video/CommentSold provides."

- By **Coco Oswalt** | Founder & Live Host - **Deep South Pout**

Success in Action:

Many Shopify businesses that use Videoo have witnessed:

Porter Collective, a fashion and home goods retailer, experienced over a **60%** increase in average order value (AOV) with Videoo and a whopping **270%** increase in month-over-month revenue!



“This Shopify app is a game changer for my online store! It's super user-friendly and has revamped the way I do live streaming.

The best part is that the checkout experience happens right on my Shopify Store, my customers love that!

- Buddha and the punk

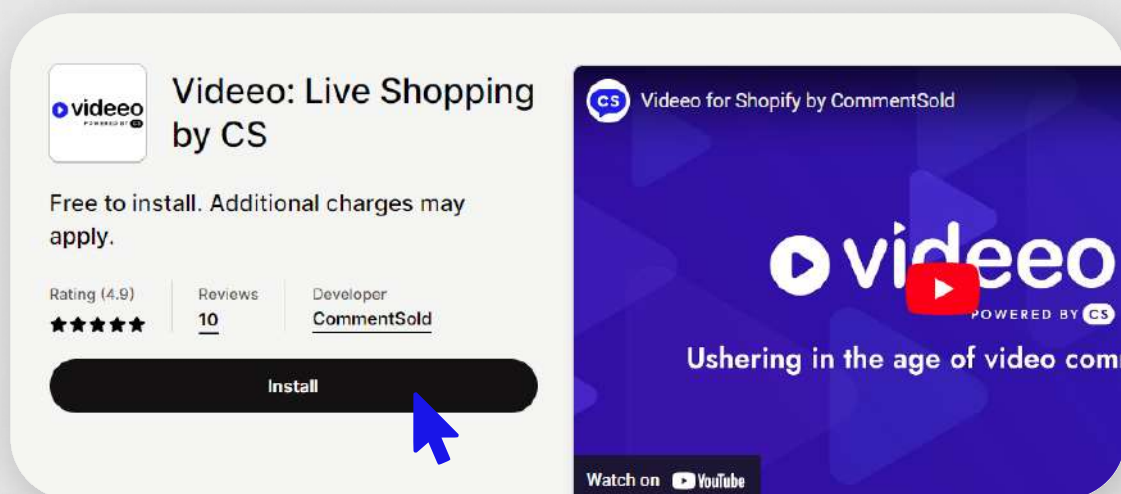


Harness the power of live video in your Shopify store.
Install in < 5 min. and start building your loyal customer community.

install for free

Getting Started in 4 Easy Steps

Videoo's seamless integration offers a straightforward and intuitive setup process that stands out in the market.

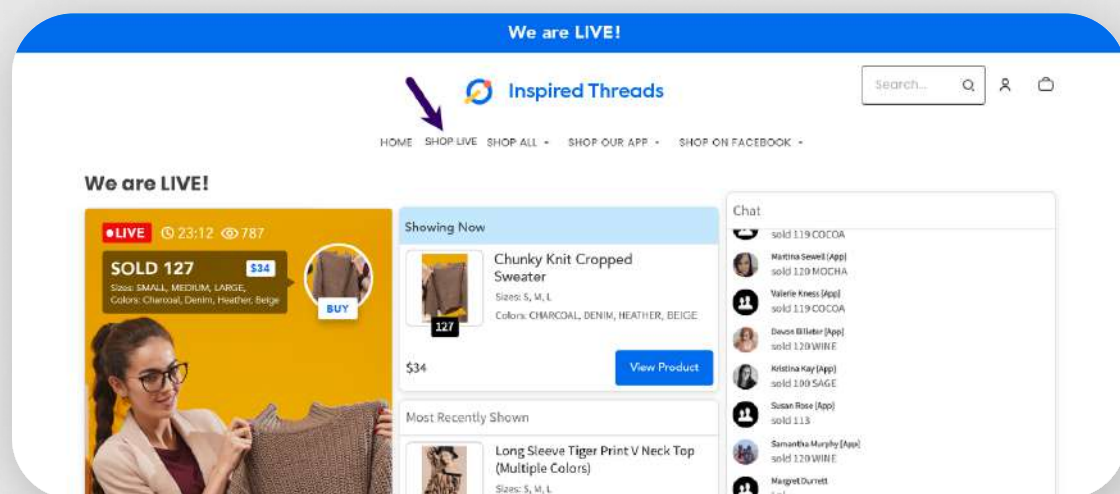
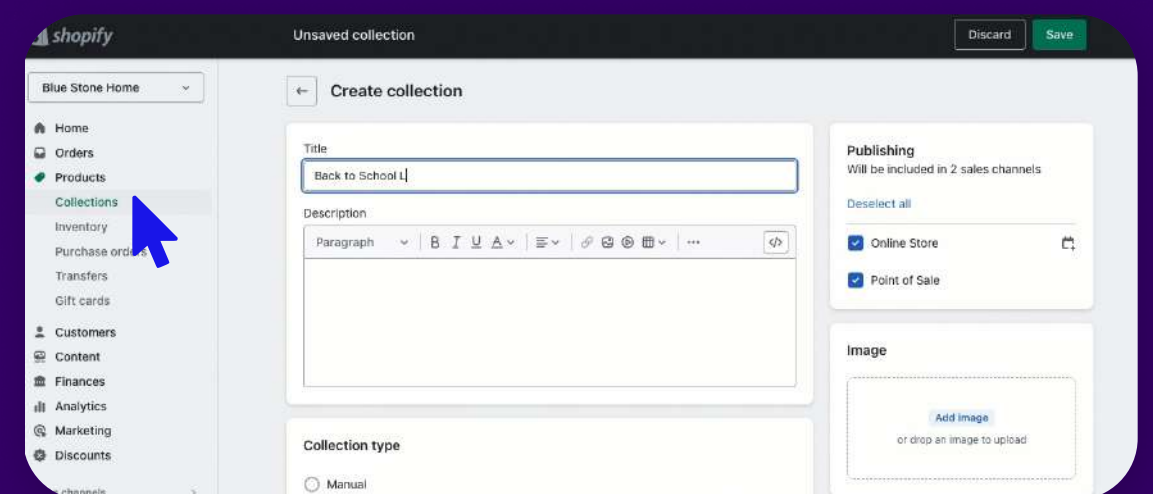


Install Videoo and Connect Social Accounts

Step 1

Step 2

Create a Live Sale Collection in Shopify

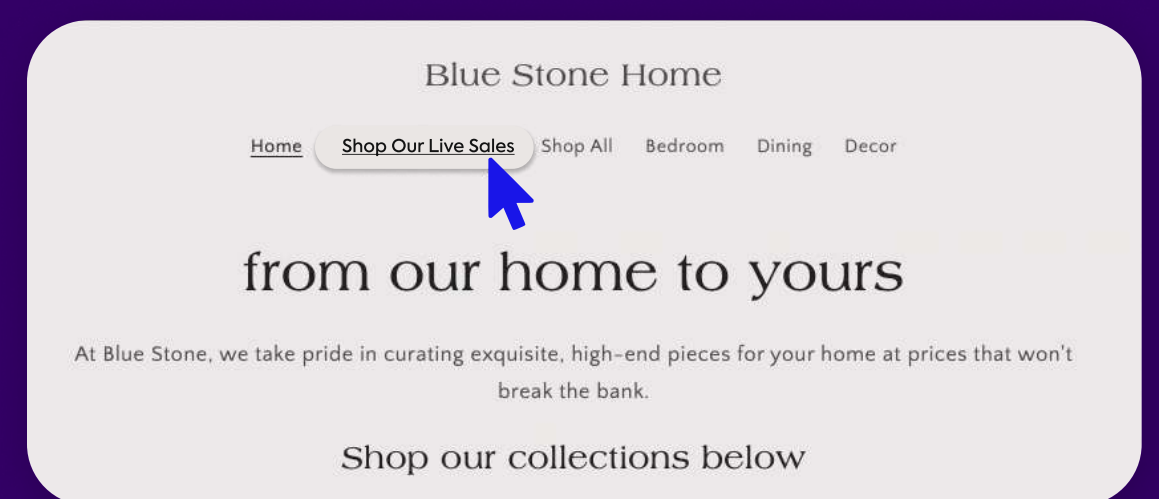


Conduct a Test Live Sale

Step 3

Step 4

Add Live Shopping Page to Your Website Navigation



Quick setup with up to 10x sales growth. Get the ultimate live selling experience on Shopify with Videoo!

install for free

The E-Commerce Future and Video

By 2024, **40%** of e-commerce sales will happen on mobile. And with the live video market growing at over **20%** every year, integrating live video selling with mobile commerce will only increase sales.

Video's mobile app is slated to launch in 2024 at the cusp of mobile commerce growth. Projections indicate that by 2026, live selling will constitute around **20%** of all e-commerce sales. Retailers not engaging in **live video selling** will miss significant revenue and branding opportunities.



The seamless integration of AI and AR technologies with live selling will automate and personalize the selling-buying experience by offering perks like virtual try-ons and instant product information to boost sales further.

Video is committed to staying on top of industry trends to deliver reliable live selling tools to all its sellers to enhance the shopping experience.



Live selling is on the verge of becoming a global phenomenon.

Videeo's Live-Selling Edge

Staying competitive in the fast-changing world of retail requires **adopting reliable, cutting-edge strategies.**

Live selling has already become an essential element for success in online retail; it's not just a passing trend. If done right, live selling can transform your business.



Video for Shopify provides everything a small business needs to drive massive sales and build a repeat buyer community of loyal fans.

install for free

 **videeo** +  **shopify**
POWERED BY CS