

Instyle Auctions & Boutique

A CommentSold case study



2012



InStyle Auctions & Boutique launched on Facebook in 2012 to offer stylish and affordable accessories and clothing for every occasion. Since then, the retailer has expanded to Instagram, their own e-commerce website, and a branded mobile app—hosting live sales daily for increased revenue across channels.

Goals



Seamlessly Live Sell Across Platforms

InStyle Auctions wanted to **share their live video sales across all of their platforms** to reach and engage more shoppers.



Add a Branded Mobile App

The brand wanted to add a **customized mobile app**—without a separate inventory management system.



Move Past Logistical Hurdles

InStyle Auctions needed a streamlined way to **manage sales and inventory** across multiple channels.



Challenges



Fragmented Inventory Systems

InStyle Auctions & Boutique was dealing with multiple, **fragmented inventory systems** that required extra time and effort to organize and manage.



Fully Integrated Shopping App

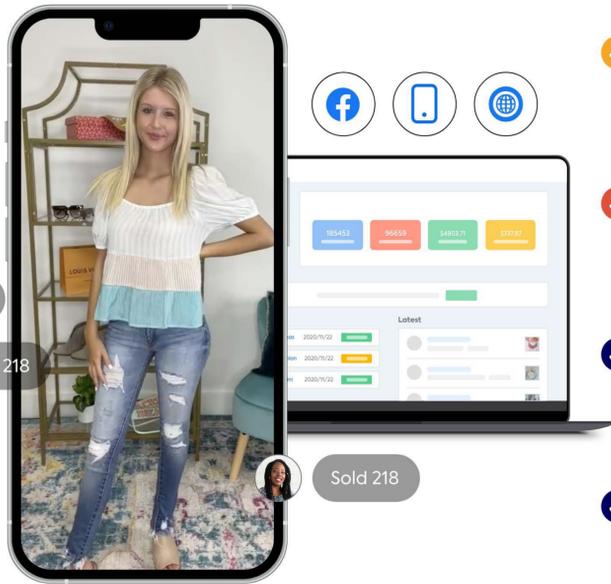
The retailer wanted to integrate a **shopping app** to diversify their sales channels and provide a personalized platform to interact with shoppers in realtime.



Declining Viewership

The brand was struggling to **continuously engage shoppers online**.

Solutions with **CommentSold**



-  **One Convenient Dashboard**
 The retailer can now manage orders and inventory across channels **from a single dashboard**.
-  **Daily Multichannel Live Sales**
 They are now able to host daily live sales **across all channels** simultaneously.
-  **Customized Mobile App**
 The boutique has its own **branded mobile app** to direct shoppers to without additional development costs.
-  **Built-In Messaging Tools and Push Notifications**
 The brand can now **send automated alerts** when live sales are starting to encourage shoppers to tune in, boosting viewership.

Results

\$638K+

earned in six months through mobile app sales alone.

26.6K

repeat customers in brand's private Facebook Group.

40%

of sales made through purchases on their mobile app



“You don’t want to put all your eggs into the Facebook basket. That’s the beauty of CommentSold; it allows you also to have that webstore and an app. It allows you to diversify.”

— InStyle Auctions & Boutique

Boost Revenue and Grow Your Business With the Leading E-Commerce Platform for Live Selling

[get started with commentsold](#)