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
- Move Past Logistical Hurdles

InStyle Auctions wanted to share their live videos across all of their platforms and engage more shoppers.

**Challenges**

- Fragmented Inventory Systems
- Declining Viewership

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

**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.

“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 website 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