

video



Live Video Shopping

The Commerce Strategy You Need to be Using

Live Video Commerce: A Groundbreaking Retail Strategy

[Videeo](#) is the premier platform for live video commerce. This transformative retail strategy has become the leading way for brands to broaden their reach and engage new shoppers virtually—and it's revolutionizing how retailers do business.

Forward-thinking retailers are rapidly adopting live video commerce:

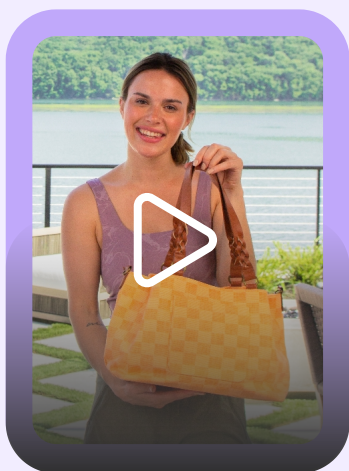
- ✓ 86% of retail companies currently use live streaming as a sales or marketing channel.
- ✓ The live commerce market is projected to hit \$20 billion in the U.S. in 2022 alone.

With the rise of live video being utilized across industries—retail, social media, gaming, sports, music, and more—consumers demand shoppable video content. In fact, live video commerce has become so popular that businesses using it have increased revenue up to 8x.

Live commerce is quickly becoming a necessary step for companies looking for a competitive advantage. The popularity of live video paired with the ease of live shopping has created a tremendous opportunity for retailers across industries.

Who Sells Live?

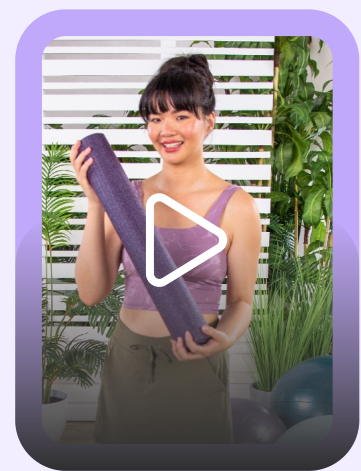
Live commerce spans sectors! No matter what you sell, you can—and should—sell it LIVE.



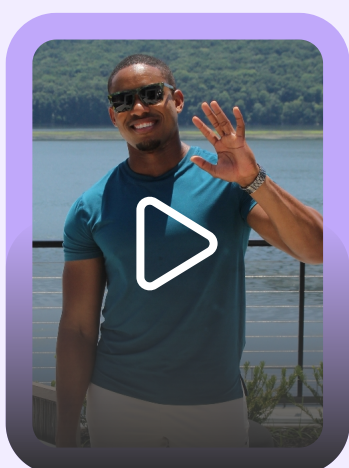
Fashion, Apparel
& Accessories



Home Furnishings &
Furniture



Sports &
Outdoors



Electronics &
Gaming



Health, Personal
Care & Beauty



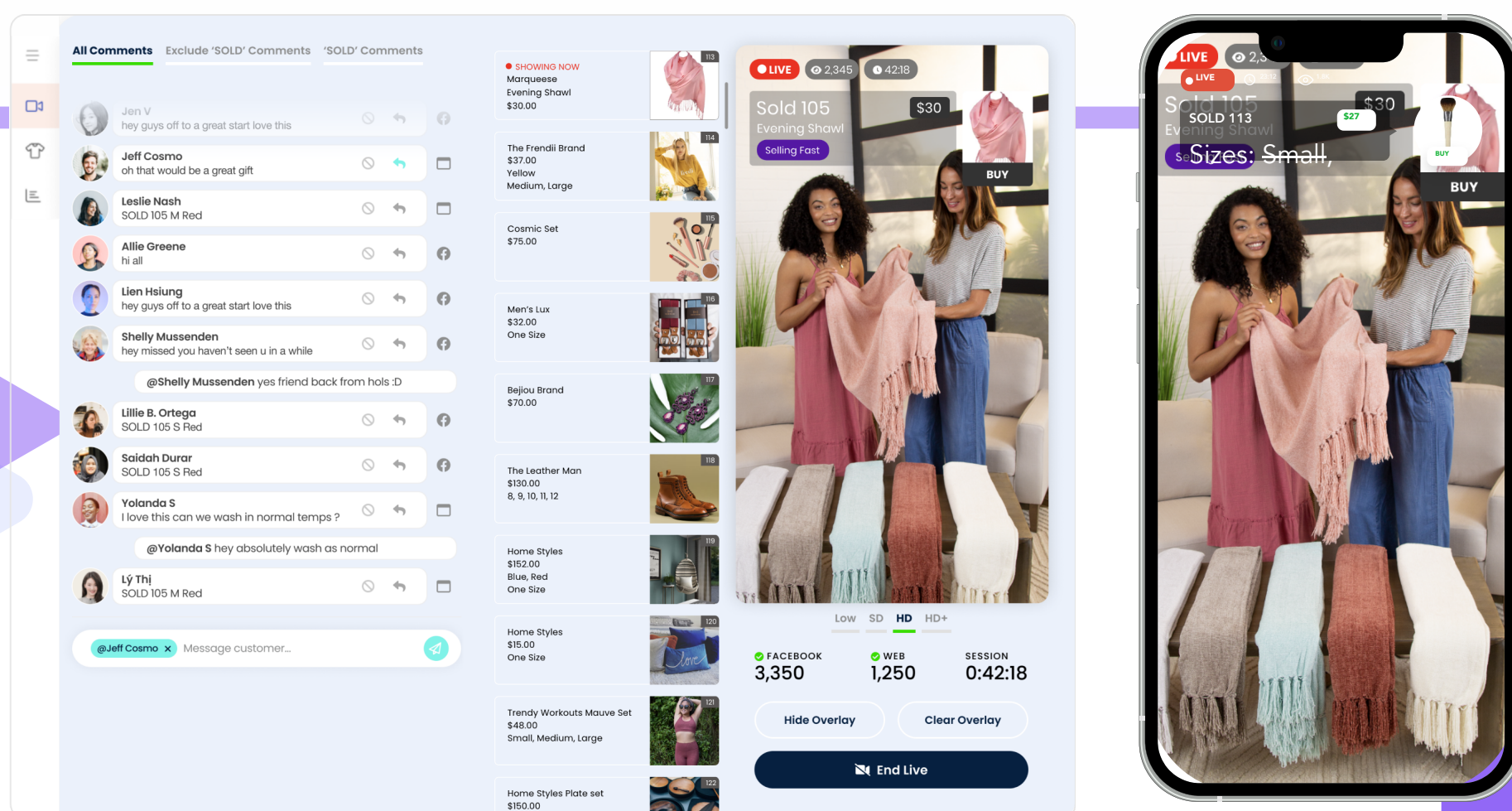
Crafts, Hobbies &
Toys

Enterprise Businesses are Turning to Videeo

Corporations that want to integrate live commerce are turning to [Videeo](#). With Videeo's premier white-label live shopping platform, enterprise businesses can easily adopt a multichannel, live commerce strategy with end-to-end support from Videeo's team of experts.

With Videeo, your company can:

- Captivate shoppers across platforms
- Add a new revenue stream
- Create a unique, gamified shopping experience
- Bring products to life on screen
- Build a community of loyal followers
- Evolve your sales strategy
- Implement & onboard seamlessly
- Learn from our subject matter experts
- Exceed your sales goals



McKinsey
& Company

“Live commerce offers retailers, brands, and digital platforms a new channel with enormous scope for creating value.”

— *McKinsey & Company*

GET A FREE CONSULTATION

How Live Shopping with Videeo Works

Videeo enables your business to unlock explosive sales growth with a seamless live commerce integration into your CMS, DXP, application, device, or custom front-end.

Transform Your Website Content

- Broadcast stunning, high-speed streams straight from your existing website.
- Create a vibrant, immersive, and engaging shopping experience.
- Swipeable, scrollable short-form videos have up to 10x the conversion potential.

Sell 24/7 with Shoppable Video

- Videeo's patented technology instantly transforms live sales into shoppable content.
- Shoppers can purchase during live sales and after the fact through live sale recordings.
- All live sales are posted to your library and become on-demand shoppable content 24/7.

Go Live on Your Website, Mobile App & Social Media

- Our powerful multicast technology streams live sales across Facebook, Instagram, and your branded selling channels simultaneously.
- Videeo's comprehensive reporting gives insight into viewers and conversions by channel so you can optimize your strategy.
- Mobile app users see 3x more customer spending on their app.

Let Our Seller Network Drive Your Sales

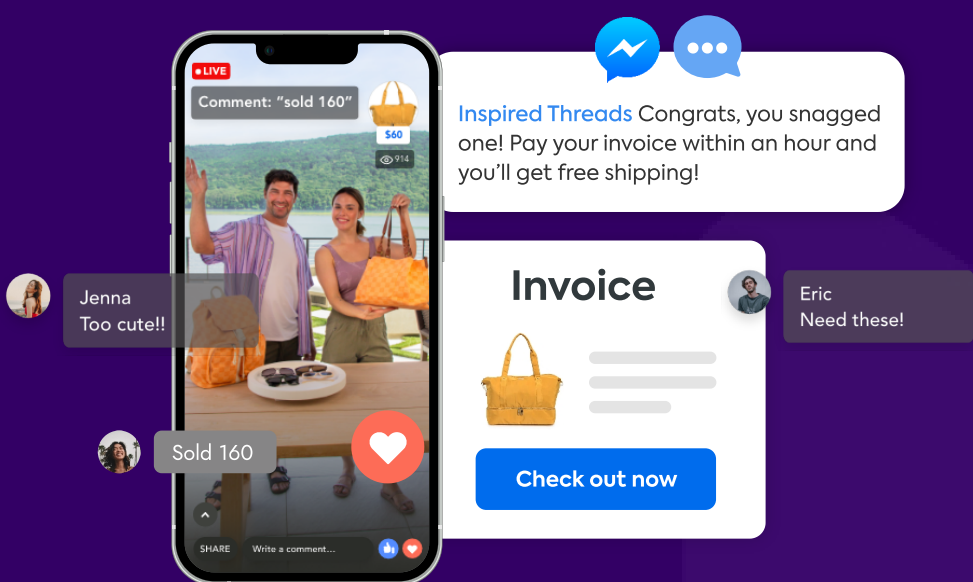
- Make your inventory available to our sellers through our dropship catalog.
- Provide significant inventory allocations to allow viral transaction patterns.
- Watch your products fly off our warehouse shelves without any extra work on your end.



Videoo Core Features



Multichannel Live Selling



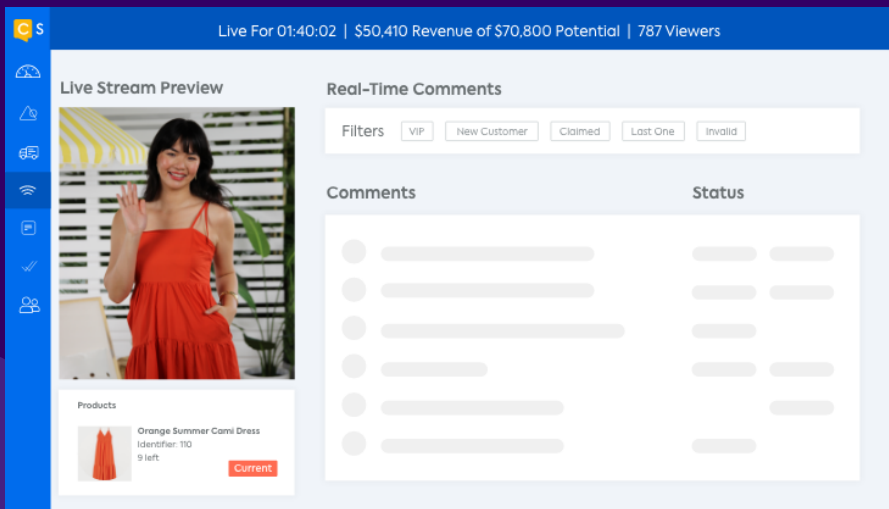
Automated, In-Stream Purchasing



Robust Reporting



Dedicated Support



Analytics-Driven Coaching

LEARN MORE

Reinvented Revenue Streams

Videeo takes live shopping to the next level by creating a lucrative revenue stream that works around the clock.

Videeo Keeps Selling - 24/7

→ Videeo Live Streams are Available to Shop On-Demand

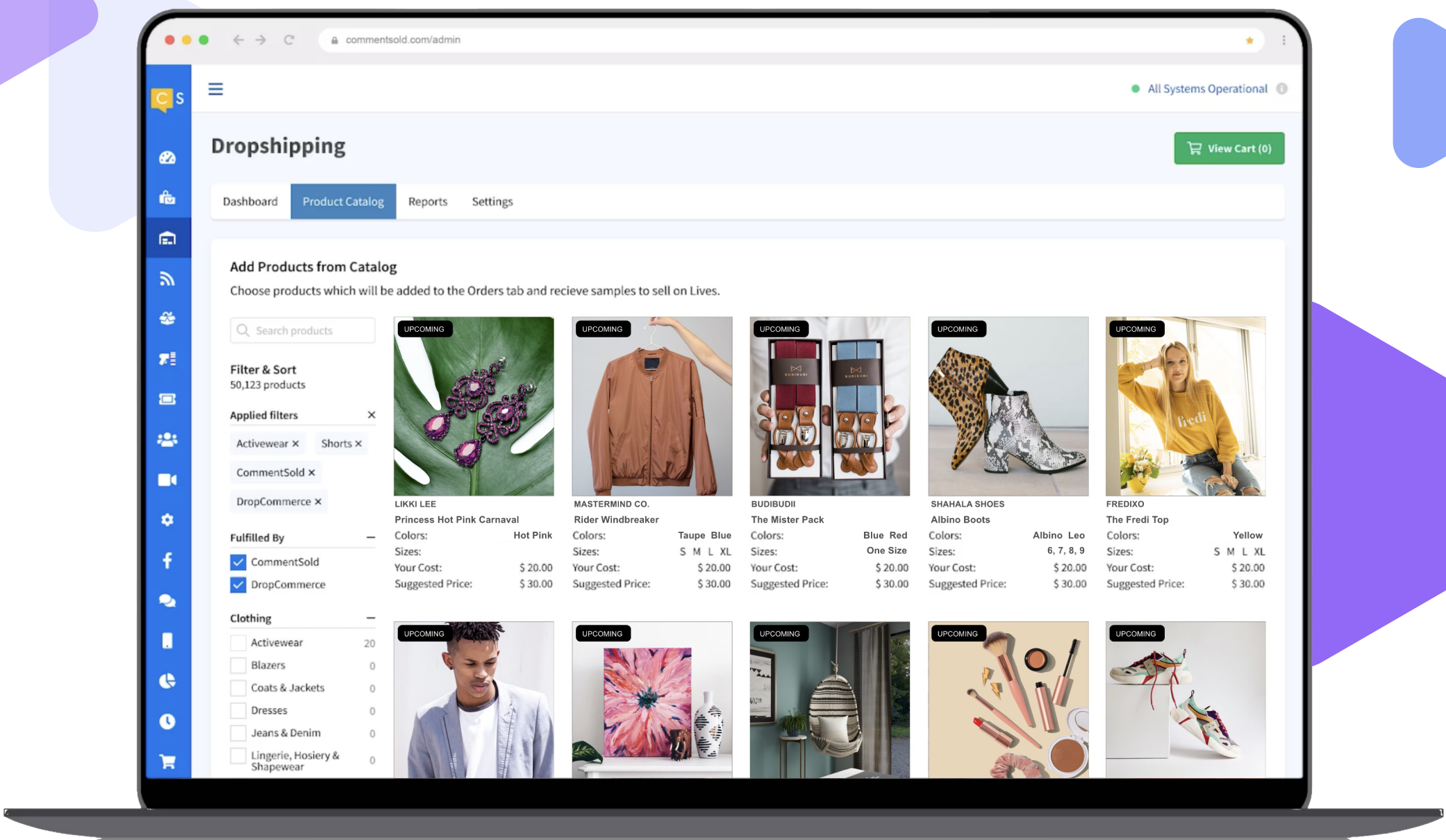
All live video streams are recorded and stay shoppable, even after the fact—so viewers can watch and shop on their own schedule.

→ Each Product Creates Unique, Shoppable Content

All items featured during Videeo live streams get their own unique clip auto-generated by Videeo’s patented tech. This means shoppable snippets are available for businesses to embed anywhere, anytime.

→ Build a Programming Library

Each Videeo live stream is automatically embedded on the host’s home page, as part of their ongoing and growing live stream library. New website visitors are greeted with entrancing, shoppable content they can shop at any hour of the day.



8x

**Revenue Increase Through
Live Video Commerce**

Retailers saw an 8x increase in revenue after incorporating live shopping strategies.

10x

**Higher
Conversions**

Conversion rates for live sales are 10 times higher than those of traditional e-commerce.

3x

**More
Customers Spend**

Businesses that stream live video sales on their apps increase customer spend 3x.

\$300

**Revenue earned
each minute**

Sellers using Videeo's live commerce tech have brought in \$300/minute in a single stream.

6x

**More Organic
Reach**

Live shopping videos receive more reach and engagement than pre-recorded content.

10x

**More
Engagement**



**“When I started to do more live selling,
I watched my sales take off.”**

— Jackie Dierickx, Owner at Willow & Grace Boutique

LEARN MORE

Superior Customer Experience

Live commerce delivers an optimal experience for shoppers by recreating the intimacy of an in-store experience virtually—and pairing it with the intoxicating allure of live video.

Where Commerce Meets Entertainment

Businesses use live video to create gamified shopping experiences for their customers that build excitement and foster trust. This exciting, one-to-many method of selling is designed to promote addictive shopping events that can't be replicated with traditional e-commerce methods.

Deliver Information in Seconds

Live shopping allows brands to communicate with their customers in real-time, for increased intimacy and in-the-moment marketing.

Provide Superior User Experience

An effective live commerce strategy means shoppers get answers about products and promotions right away. Reduced wait time = happy customers.

Entertain Viewers, Encourage Checkout

Live shopping done right is exhilarating. Viewers come to enjoy the live stream; when they see others start to purchase, they join in on the fun.

Build Loyal, Repeat Customers

Live stream shoppers have a repeat purchase rate over 6 times higher than traditional e-commerce shoppers.

This type of elevated commerce is now an expectation for shoppers—and a profitable, necessary step for online sellers.

EXPLORE THE VIDEO DIFFERENCE

Go Multichannel to Increase Reach & Revenue

Live video shopping creates an entirely new revenue stream for businesses. With Videeo, brands can utilize live commerce strategies across their social media, webstores, and branded mobile apps at the same time—meaning retailers can capture more sales in more places for the same amount of effort.

Sell Live Everywhere

Reach beyond traditional sales methods. With Videeo, you can employ live shopping across channels simultaneously to build customer bases in new markets.

Social Media

Use a single interface to simulcast your live sales to Facebook, Instagram and other social media channels. Our technology allows viewers to make purchases via comments.

Mobile Apps

Embed your live streams into your existing mobile app, or ask our team to make a special live-programming mobile app customized for your brand.

Website

Build your video commerce homebase within your existing webstore. Use our live streaming technology to deliver a unique and engaging customer experience.

75%

75% of consumers expect a consistent experience wherever they engage with a brand, regardless of the channel.

\$1.2 Trillion

Social commerce will rise to \$1.2 trillion in revenue by 2025.

30%

30% increase in lifetime value of customers who shop across multiple channels.

1,500+

Established retailers are seeing over 1,500 viewers tune in consistently to their live video sales.



EXPLORE VIDEEO FEATURES

The Videoo Difference: White-Glove Support from a Team of Experts

With a proven track record of driving live stream revenue and enabling businesses with industry best practices, Videoo's internal team of experts and strategists can ensure a successful activation for every brand.

End-to-End Support

Get customized guidance from a dedicated team of strategists as your business scales.

Customized Solutions

Discover best practices from valuable resources created by live commerce experts.

Effortless Onboarding

With Videoo's rapid and detailed onboarding program, getting started with a customized approach is simple.

We Know Live Selling

Going live is just the start. Videoo's in-house team of specialists has developed a formula for live sale success.

→ The Software

Videoo's proprietary tech transforms live streams into shoppable content that your business can integrate with your preexisting systems. Highlight hundreds of SKUs in crisp, 4K video streams that reshape the way your customers shop.

→ The Show

Videoo knows live selling. Our industry experts will prep your team—in front of and behind the camera—to maximize sales potential and live stream success.

→ The Cadence

We've helped thousands of retailers find success with live video commerce. Our experts will help you take the right steps to build a loyal customer base of repeat shoppers.

Get a free consultation with Videoo today.

EXPLORE THE VIDEOS DIFFERENCE

Premier Live Selling Software —Powered by CommentSold

Videeo software was built to give e-commerce businesses unmatched shoppable content, captivated shoppers, and exciting product drops that increase revenue up to 8x.

Built by the creators of [CommentSold](#), North America's #1 live selling platform, Videeo is the enterprise market's answer to transformative customer experiences.

CommentSold Knows Live Selling

\$3B+

Transacted GMV

4000+

Active Merchants

140M+

Items Sold

1,500+

Views Per Live Sale for
Established Retailers

We Know Live Selling

Videeo is proud to offer a best-in-class, white-label solution for brands that want to stand apart and deliver interactive shopping experiences through live and video commerce.



“We’ve grown this to a size we didn’t think was possible in the beginning...The future of retail is going to lead itself into live selling. It creates this opportunity where everybody can thrive together.”

— Jason and Ami Richter, Lug

GET A FREE CONSULTATION

References

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