

Live Shopping

What the Heck is that ?!



nORBR
#PayDecoding

**explained
to kids!**

Buy what you see!

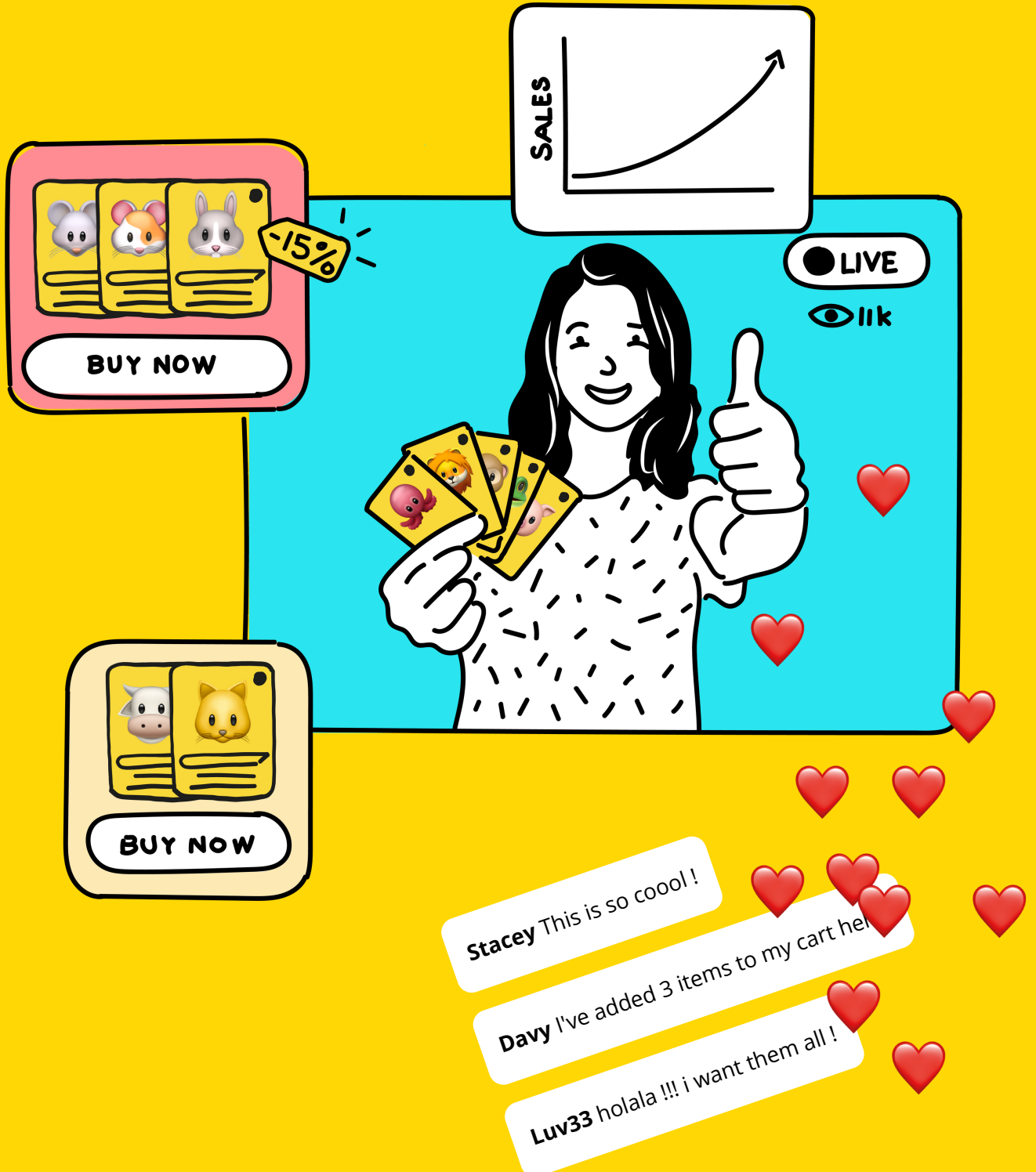
Kids loooooove trading card games!

You talk about it every day with your friends at school.



Today, your favorite website streams a live video online about the release of new card deck.

In the video, **your favorite card player** tells you everything you need to know about the new cards.



OMG!!!

These cards are so desired!



BUY NOW

**You buy it while you're watching
the live stream!**

... AND DETAILED FOR

SPECIALISTS

Teleshopping 2.0!

Live shopping is a sales channel that relies on live videos online (the **live streaming**).

In 2016, the practice of live shopping (also called "live stream shopping" or "Live commerce"), already popular in China, exploded with the launch of Taobao Live by Alibaba: its live streaming platform.



Today, Live Streaming is the preferred solution for Chinese consumers when they want to discover new products and buy them immediately.

The **COVID19** pandemic has accelerated its use in the **US** and **Europe**.

Live shopping recreates the in-store sales environment:

- the user benefits from a live shopping experience in which **they can ask questions** (chat room),
- **observe the product** from all angles,
- **exchange with** the community.

Digital merchants organize digital events similar to in-store events, without the customer having to worry about sanitary conditions, crowds, or shyness (because the interaction is not "one to one").



For the customer, it is above all an entertainment, that encourages an **impulse purchase**.

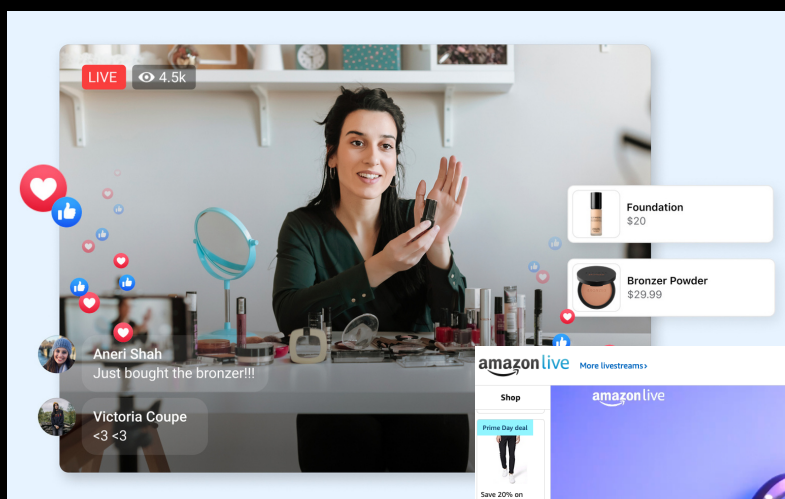
For the merchant, it is a way to create an **original event**, at a lower cost and "without contact", which is ideal to accompany a product launch or to highlight a selection of different products.

It is a real purchasing channel, complementary to in-store salespeople, which stimulates both engagement and sales.

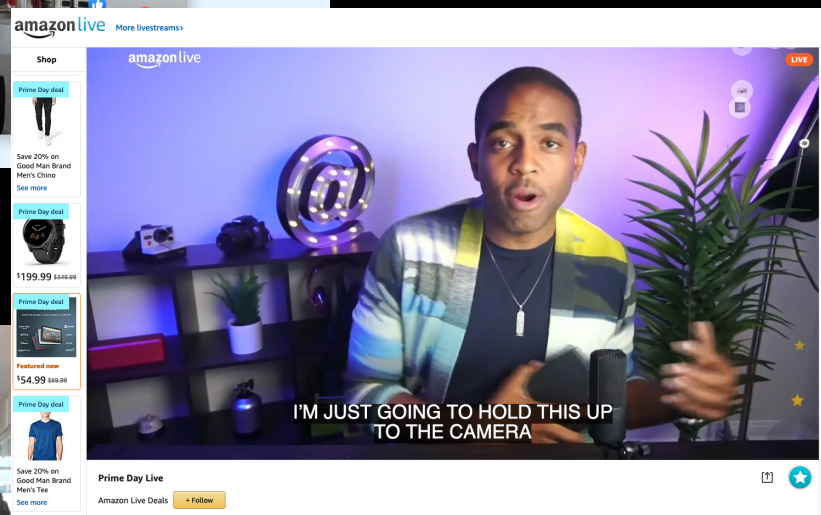
Measurable, live shopping allows **controlling its data**: audiences, customer information, ROI, conversion rate, etc.

Often, the host hired by the merchant is an **influencer** and not a employee from the merchant:

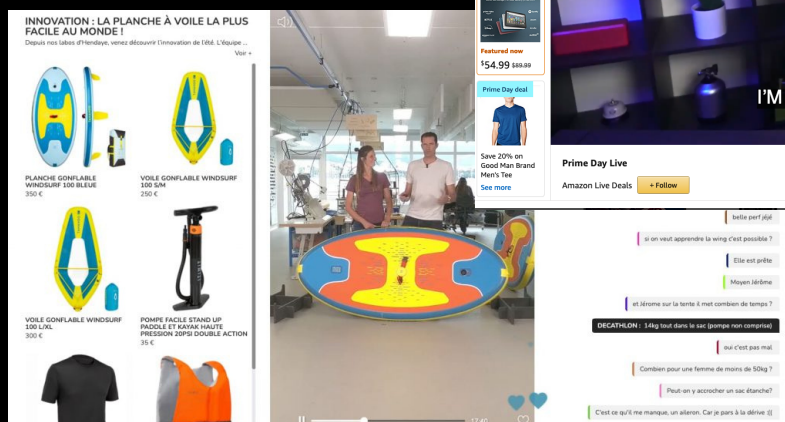
- this encourages more spontaneous interactions,
- this creates a more genuine and friendly atmosphere with a more natural language, different from the brand's official speech.



from <https://about.fb.com/> - May 18, 2021



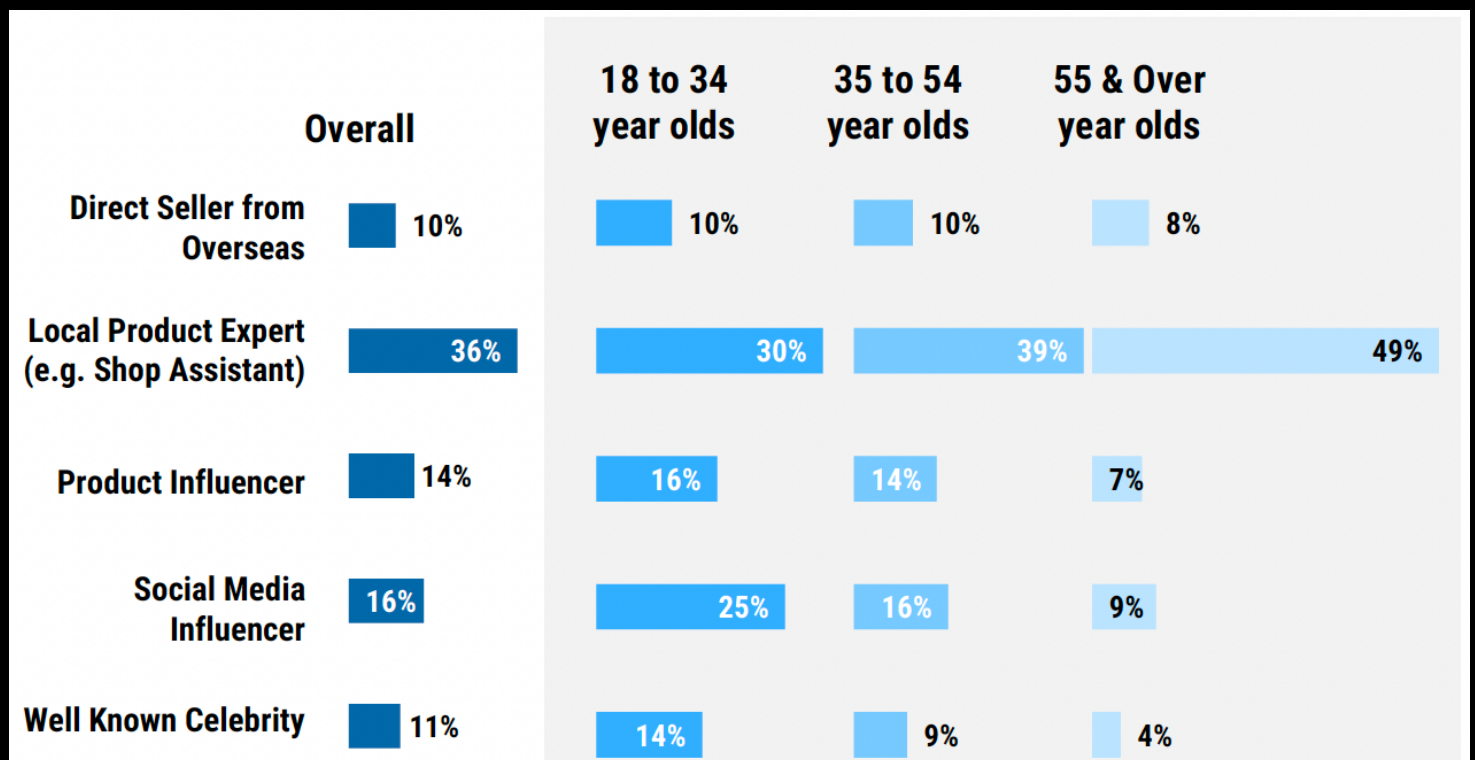
Amazon leverages live video for Prime Day sales - medium.com



Decathlon live shopping

But it seems that the most effective way in Europe is to **associate an influencer with a Product Expert.**

What types of Live Shopping hosts European customers preferred the most?



(extract from "Live Shopping in Europe", Arvato Bertelsmann, July 2021)

Most social networks allow live shopping but some merchants use other platforms to integrate these events **directly on their website** (i.e with Caast.tv).



Decathlon - Nassim Sahili

The most important thing is to make sure that the participant can, from the live event, **access directly to an integrated platform to buy**, to pay, to follow the progress of the order, and to contact the customer service.

Last Minute Mother's Day Gift Ideas!

Katie Feeney is a part of the Amazon Influencer Program

Featured now DASH Rapid 6 Capacity Electric Cooker for Har... \$19.99	Bentgo Salad BPA-Free Lunch Container with... \$14.99	Indoor 3-Tier Relaxation Tabletop Fountain... \$19.99 \$24.99	Amazon Basics Wire Storage Baskets - Set ... \$36.18

You must be signed in to chat

amazon.com/live, May 2021

€250m

**IS THE REVENUE GENERATED BY
THE CHINESE YOUTUBER XINBA
DURING 1 SESSION OF 12 HOURS
(IN MARCH 2021)**

70%

**OF EUROPEAN SHOPPERS SAID
YES WHEN ASKED IF THEY
WOULD BE OPEN TO LIVE
SHOPPING.**

(ecommercenews.eu, July 2021)

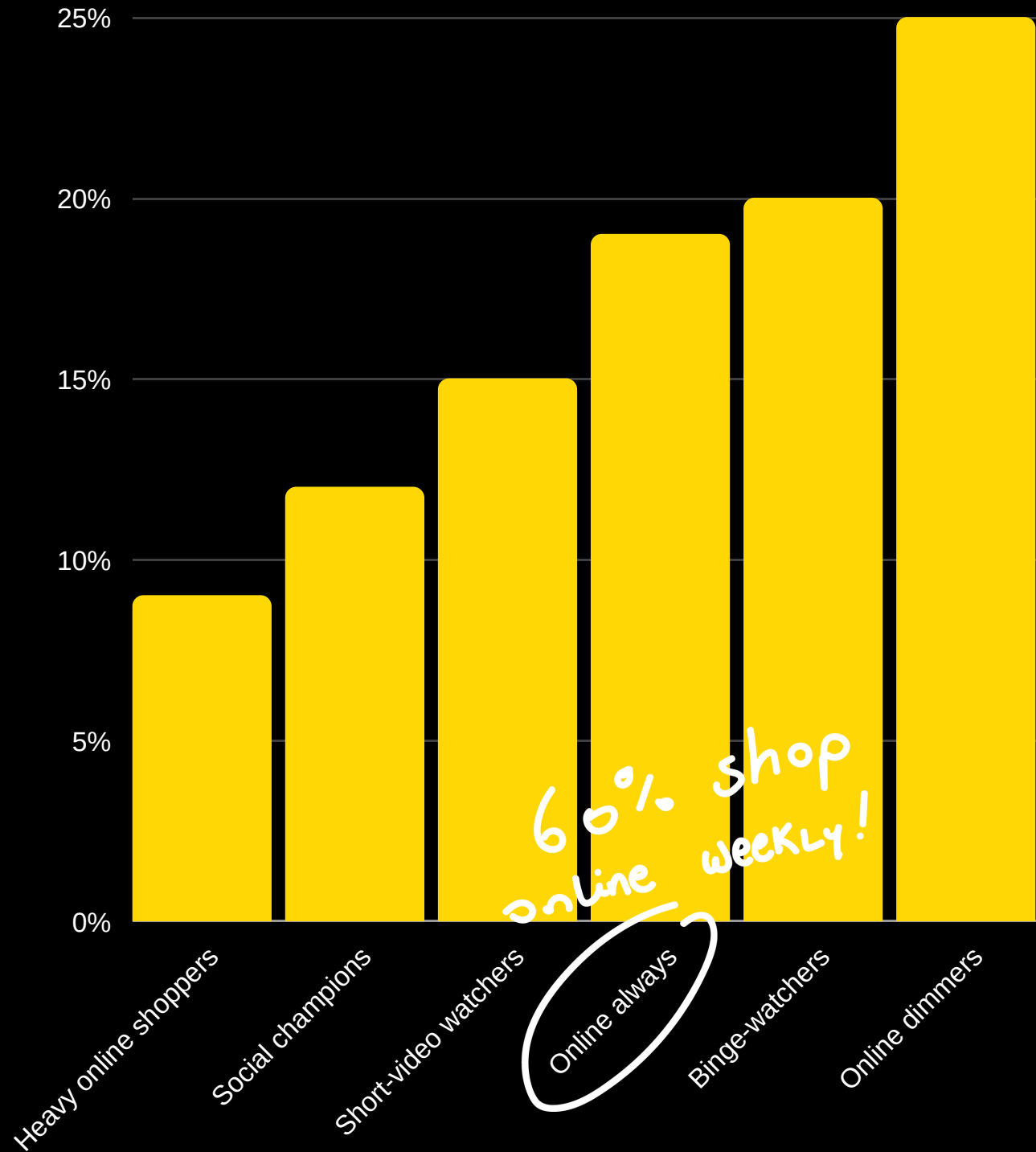
32 - 43 YEARS OLD

WHILE IN CHINA AND SOUTHEAST ASIA,
THE MAJORITY OF LIVE SHOPPING CUSTOMERS ARE
MILLENNIALS AND GEN-Z, THE MOST ACTIVE LIVE
SHOPPING CONSUMERS IN EUROPE ARE PRIMARILY
BETWEEN THE AGES OF 32 AND 43.

\$413,000m

ACCORDING TO FROST & SULLIVAN, GLOBAL LIVE SHOPPING
REVENUE IS EXPECTED TO REACH \$413 BILLION BY 2022

IN EUROPE SIX TYPES OF SHOPPERTAINMENT AUDIENCES



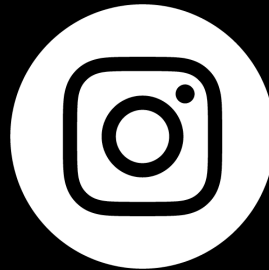
(shoppertainment is landing in Europe, Forrester, Feb. 2021)

THE WEB GIANTS

LIVE SHOPPING SOLUTIONS



**FACEBOOK
SHOPPING DIRECT**



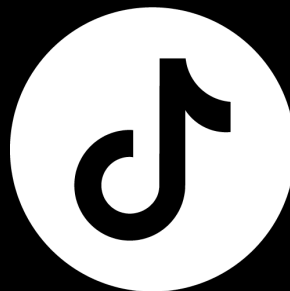
INSTAGRAM LIVE



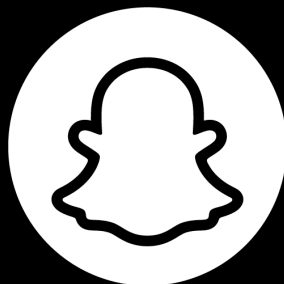
YOUTUBE LIVE



AMAZON LIVE



TIKTOK



**SNAPCHAP
VERISHOP MINI**



**TWITCH SHOPPING
LIVE STREAMS**

... AND FROM NOVEMBER 2021



PINTEREST TV

APART FROM THE INTERNET GIANTS, THERE ARE PLATFORMS LIKE:

LIVESCALE 

BRANDLIVE 

COMMENT Sold 

bambuser 

 Dailylive 

lisa 

 Spockee 



talkshoplive 

LIVEBUY 

BRIGHTCOVE 

 tvpage 

you like it ?



Like



Comment



Share

PAYMENT

word of the week

nORBR

#PayDecoding