

ISSUE

03

SEP 22

Live Shopping The New Retail Innovation

Co-authored by Bambuser and Natalija Pavic, Salesforce



bambuser

Index

01

What is Live Shopping?

4



02

The rise of Live Shopping

5

03

Live Shopping hosts

6

04

Live Shopping in the East vs the West

7

05

Live Shopping as a human experience

8

06

Which brands can succeed with Live Shopping?

8



07

Insightful facts and figures

9

08

How does Live Shopping work for brands?

10

09

The benefits of Live Shopping for brands

12

10

The benefits of Live Shopping for customers

14



11

How to create best-in-class Live Shopping content

16



12

Case studies – Success stories with leading brands

18

13

How do I get started with Live Shopping?

18

01

What is Live Shopping?

Live Shopping currently accounts for a sizeable 10% of ecommerce revenue in China (according to the leading global consulting firm McKinsey). In fact, the Chinese Live Shopping industry alone is estimated to be worth around \$600 billion.

Research also suggests that Live Shopping in the US is set to be worth \$50 billion by 2023.

But what exactly is Live Shopping, and why is it so important?

Live Shopping is an ecommerce technology that enables brands to host shoppable livestreams and pre-recorded video.

“Live Shopping events” are broadcast to an unlimited audience from a brand’s native site or from social media platforms. They can be streamed or recorded in many ways, varying from a simple smartphone setup to a big-budget studio production with multiple cinema cameras.

Live Shopping is extremely important for brands in 2022 because it generates dependable conversion and connects them with customers from anywhere in the world on a personal level.

“Oh my god, buy it!” – the catchphrase of Li Jiaqi, one of China’s most successful Live Shopping hosts with tens of millions of followers.

02

The rise of Live Shopping

Since emerging in China in 2016 through Alibaba’s Taobao Live, Live Shopping has taken the world by storm.

Innovation within the Live Shopping industry has surged within recent years to overcome the barriers and behavioral changes imposed by the COVID-19 pandemic.

Lockdowns across the globe closed physical stores and pushed retailers to adapt quickly to provide customers with innovative ways to shop. Retailers needed an online solution that combines the convenience of ecommerce with the hands-on, helpful nature of the instore experience.

That solution was Live Shopping.

The technology is now being adopted worldwide because it has proven to be far more useful than simply filling a void created by the pandemic.

Live Shopping now plays a permanent role in the retail strategies of countless forward-thinking brands. The technology usually lives within an omnichannel approach, improving the performance of not only physical stores, but also traditional ecommerce, marketing, research and so much more.

Live Shopping is reinventing our retail world, creating a totally new shoppable landscape where the line between physical and online shopping has been blurred.



03

Live Shopping hosts

Live Shopping events can be meticulously planned to go live at a specific date and time, or they can be launched totally spontaneously. In either case, they usually feature one or more hosts who guide viewers through the topics and on-screen shoppable products chosen by the brand.

When it comes to choosing the ideal host, there's a lot to consider. For a less expensive but still very effective approach, an in-house brand representative in uniform can simulate an instore experience via Live Shopping, to encourage sales through expert guidance.

Or – to make a big splash – brands pay top dollar for well-known, thought-leading influencers who bring millions of devoted followers with them, ready to be entertained, inspired, and to make purchases. In many cases where brands leverage influencers, the partnership begins on a freelance basis but develops to a point where the influencers sign full-time contracts, cementing their commitment.



04

Live Shopping in the East vs the West

Influencer hosts play a very important role in Live Shopping, and it's interesting to see how this role differs across the globe.

Influencers in the West are known for being glamorous and sharing curated content that appeals to “the individual”, whereas influencers in the East have a more down-to-earth approach that helps them deeply connect with mass audiences.

Both approaches are powerful, but there are some illuminating statistics to suggest that the East is not only leading the way, but it has for some time.

For example, during the sales campaign for China's 2020 Singles' Day, there was a 30-minute stretch that generated an astounding \$7.5 billion in transactional value. Also, again in 2020, one of China's most popular influencers managed to sell a \$5.6 million 'commercial rocket-launch service' within a Live Shopping event.

The East has proven there is no limit to what can be sold via Live Shopping. So, it's no wonder why the West is moving quickly to adopt the technology and embed it into its retail DNA.

05

Live Shopping as a human experience

Live Shopping is bringing a palpable sense of human connection back to retail.

The technology forges strong relationships between brands and consumers, resulting in unprecedented engagement and dependable conversion.

When a customer walks into a brick-and-mortar store, they can touch the products they're interested in to get the best possible gauge of how they would fit into their lives. As well as this, they can speak to human assistants to get a deeper, more relevant understanding.

Live Shopping not only provides customers with all these benefits in a virtual setting – it also continues to deliver the convenience and comfort they expect from ecommerce.

Customers around the globe are quickly warming to Live Shopping because it gives them what they want. They use Live Shopping to get their questions answered by reliable figures, and they enjoy taking part in curated, personalized, and entertaining shopping experiences with the brands they love.

06

Which brands can succeed with Live Shopping?

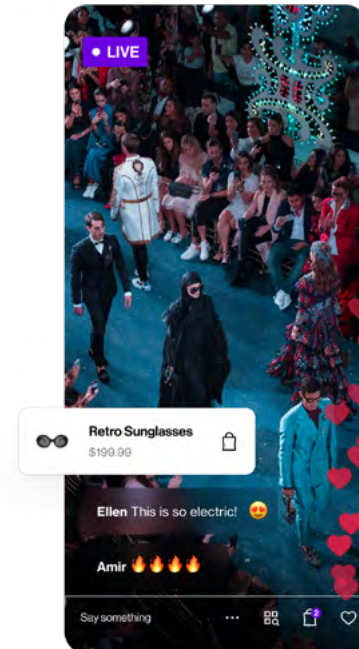
The short answer is any brand, including yours.

There are no industries Live Shopping is exclusive to, the only requirement is a web page. Shopping habits have changed, and Live Shopping is where all brands and customers around the world are turning their attention.

Keep reading to see several case studies exploring how leading brands in totally different industries are already leveraging Live Shopping. Discover how Clarins, QVC, Bloomingdale's and Hot Topic are achieving more ecommerce success.

07

Insightful facts and figures



Purchases made from mobile devices in the US alone are predicted to reach \$418.9 billion by 2024

76% Livestream purchasing has increased by 76% since the COVID-19 began



Ecommerce is estimated to be worth 22% of all global retail sales by 2023



Currently more than a quarter of the world's population (2.14 billion people) shop online

\$600 Billion

Live Shopping is estimated to be worth \$600 billion in China and surpass \$50 billion in the US by 2023

08

How does Live Shopping work for brands?

Launching Live Shopping for your business is a simple, seamless process thanks to the Salesforce Commerce Cloud platform and industry-leading Live Shopping provider, Bambuser.

With all commerce functionality powered by Salesforce, and all Live Shopping functionality driven by Bambuser, you can leverage a perfect blend of features with no difficult integrations and no need to rebuild your ecommerce platform.

You can combine Salesforce's unified ecommerce experience with the immersive nature of Bambuser's two best-in-class Live Shopping solutions:

One-to-Many

Engage with your customers on a global scale through Live Shopping events hosted by experts or influencers, with unlimited viewers and chat interaction.

Built from Bambuser's robust livestreaming infrastructure (launched in 2007, the same year as the first iPhone), One-to-Many is the Live Shopping industry's most advanced solution with best-in-class features that provide seamless and smooth customer experiences.

One-to-One

Curate personalized, interactive shopping experiences between sales staff and individual customers via two-way, shoppable video calls.

One-to-One is especially beneficial for offering financial advice, as well as guidance in industries where price points are high, requiring long sales cycles with continued consideration.

Combined with the power of Salesforce's Commerce Cloud, Bambuser's One-to-One empowers sales staff to add items to customers' carts thanks to sophisticated 'cobrowsing' or OOBO (Order On Behalf Of) functionality.



Both One-to-Many and One-to-One are supported by a range of features that enable you to customize and control your Live Shopping offering according to your business' specific needs:

- Complete customization through a white-labeled service for a 100% native experience
- Livestreaming technology supporting both live and pre-recorded video
- Product highlights during the livestream, allowing for add-to-cart functionality
- Live chat with real-time interaction
- Hosting or dual hosting from any location around the world
- Logistics dashboard for sales and engagement reports
- Fully integrated video player interface
- Data aggregator for tracking, analysis, and easy visibility of viewing statistics
- Ongoing support with setup, best practice standards and testing

10

The benefits of Live Shopping for brands

- **It drives conversion**
Live Shopping boosts conversion rates by up to 30% (10 times more than in traditional commerce, according to McKinsey) which in turn drives GMV (Gross Merchandise Value) growth.
- **It shortens conversion funnels**
Live Shopping guides customers' choices and allows you to offer bargains and specials that positively influence sales.
- **It increases brand relationships**
Live Shopping gives you the opportunity to immerse your customers in an engaging brand experience.
- **It boosts omnichannel presence**
Live Shopping provides your customers with end-to-end video experience through galleries of shoppable videos that can be used in paid ads or even embedded into newsletters and emails as part of a direct marketing strategy.
- **It creates real-time impact**
Live Shopping drives sales by building a sense of exhilarating and exciting urgency.
- **It increases engagement**
Through live chat and in-depth product guidance, Live Shopping helps you to build an interested, active community that feels seen and valued.
- **It builds two-way trust**
Live Shopping gives your customers a channel to provide feedback, and to have their questions answered quickly and genuinely.
- **It gives you an early-adopter advantage**
Live Shopping advances your adoption reputation and elevates your standing within the ecommerce industry.

11

The benefits of Live Shopping for customers

- **It's helpful**
Live Shopping allows your customers to get the information they want by interacting with hosts in real time.
- **It's accessible**
Your customers can access Live Shopping via their laptop, smartphone, or tablet.
- **It's fun**
Live Shopping brings back the personal, information rich element lost through traditional online shopping.
- **It's a stronger connection**
Live Shopping helps to build engagement and a community, giving your customers a personal connection to your brand that directly provides them with what they want.
- **It's innovative**
Your customers will be able to interact with your brand in a completely new and innovative way, from personalized, curated content to live interaction, product highlights, suggestions, advice, and immersive shopping journeys.

11

How to create best-in-class Live Shopping content

To ensure you provide your customers with engaging and relevant Live Shopping content, Bambuser has honed the following content creation insights using the data collected from hosting over 41,000 Live Shopping events around the world:

1. Consistent, evergreen events. Perfect for daily show formats and product demos, this type of Live Shopping content consists of hosting 15 to 30-minute events regularly, allowing you to demonstrate specific product features, showcase new products and answer every one of your customers' questions.

This type of content also gives you the opportunity to show BTS footage and have fun with your customers by hosting interactive elements like quizzes, games, and giveaways. With your content constantly changing and adapting, you'll keep your customers engaged and actively interested.

2. Entertaining and inspiring content. This type of content benefits from a higher production value and often runs for 60 minutes or more. You'll be able to film launches, shows, interviews and more in-depth tutorials featuring well-known creators, celebrities, influencers, or experts that give your brand credibility and extend your reach.

Your customers will be able to enjoy exclusive content with a more polished feel, and your brand will benefit from increased awareness, wider exposure, and a stronger connection with your target audience.

3. Bambuser Academy. The Live Shopping education service was launched to ensure Bambuser's clients not only have endless fresh and relevant content, but their overall Live Shopping strategy is streamlined and effective.

Bambuser Academy has honed three distinct Live Shopping content approaches and can guide you as you leverage whichever unique combination best suits your brand:

The **Collaborative Approach** consists of reaching out to your customers to give them the opportunity to directly steer the content they see in your Live Shopping events.

The **Data-Driven Approach** uses Google Analytics to find illuminating search engine keywords that can guide you on what topics to cover in your Live Shopping events.

Lastly, the **Holistic Approach** leverages trends, foresight, and hot topics in your industry to plan hyper-relevant Live Shopping content.



12

Case Studies – Success stories with leading brands

Bloomingdales & QVC – Going beyond retail

It's clear just how impactful Live Shopping can be for retail, but how can it impact other gigantic industries? To answer that question, all we need to do is look at industries such as the automotive industry with virtual showrooming, the food industry with live cooking classes, and wellness/healthcare with telehealth. Take home cooking and TV shopping for example - how do organizations tap into opportunities here with Video Commerce?

Luxury American department store Bloomingdale's is exploring Live Shopping possibilities by hosting a series of Live Shopping cooking shows that have quickly gained a huge, loyal following. Hosted by a celebrity chef, the highly entertaining and immersive shows give fans the chance to improve their culinary skills and learn more about cooking.

QVC is also extending its reach with a series of Live Shopping events, a prime example being the very popular show: In the Kitchen with David. By leveraging Bambuser's One-to-Many solution, QVC is engaging a huge audience for up to four hours at a time in a setting that gives customers an in-depth look at a wide variety of products. It's this kind of versatility that shows how brands are still only scratching the surface of potential behind Live Shopping.

“There’s a lot of emphasis on Live Shopping in retail, but it can be more impactful and further-reaching in other industries.”

Natalija Pavic
Senior Manager and Go-to-Market Leader for Innovation and Transformation in Commerce Cloud



Clarins – One-to-One beauty

French cosmetics brand Clarins has always had excellent recognition in exclusive department stores. The brand has used Live Shopping to build on that same brand value online to bridge the gap between physical and digital sales.

Partnering with Bambuser via the Salesforce Commerce Cloud platform, Clarins launched a series of beauty consultation services via Bambuser's One-to-One solution, offering a seamless transactional ecommerce experience across its mobile and desktop sites worldwide.

Clarins is now able to give customers a personal space on its site for client consultations where they can ask questions, chat with experts, and receive advice from trained beauty consultants, just like they would in store.

Since the launch of its Live Shopping platform, Clarins is empowered to build momentum through regular live events and streams, creating and maintaining strong relationships with customers.

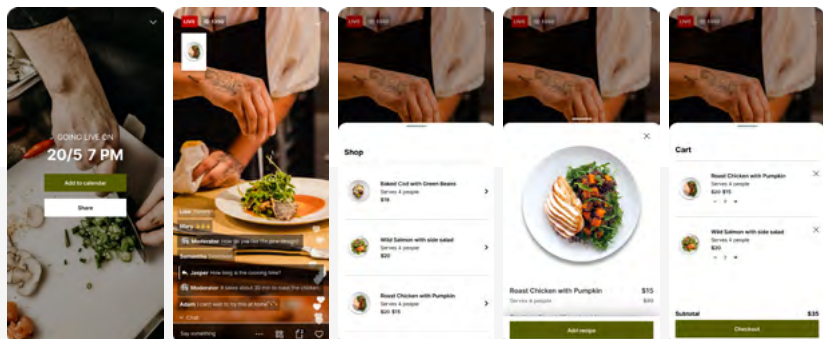
Hot Topic & Her Universe – Building a community

As two ground-breaking counterculture brands, Hot Topic and Her Universe are constantly looking for ways to keep their digitally savvy audiences inspired and engaged. In the spirit of retail innovation, the two brands recently adopted Live Shopping to connect with their customers through digital channels.

Powered by Salesforce Commerce Cloud, Hot Topic and Her Universe were able to build a Live Shopping community designed to engage their audiences and add value to their browsing and buying experience.

By discussing the latest trends and crafting relevant shoppable content, the brands have built a culture of interactivity within their community where shows see more than 50% of customers engage with either the host or each other within livestreams.

This increased engagement helped to drive purchases and boost sales and loyalty, creating a powerful connection between the brand and the customers.



How do I get started with Live Shopping?

1. Contact your Salesforce representative for all the information you need on Live Shopping via the Salesforce Commerce Cloud.
2. Contact Bambuser for a live demo or a workshop session to experience the company's industry-leading Live Shopping in action, behind the camera.
3. Speak to Bambuser for advice on choosing your hosts. Whether you want to use experts or influencers or a combination of both, remember that they will need to be knowledgeable, personable, and adept at successfully interacting and engaging with your audience in a meaningful and authentic way.
4. Choose an experienced moderator to manage your back end, and make sure to have enough people on board to cover as many questions asked within your Live Shopping event. This will ensure a seamless, professional experience for your customers.
5. Remember to make marketing a key focus of your Live Shopping launch. Advertise your Live Shopping events on your website, instore, on your social media platforms and through any other channels you have. The more customers who know, the bigger your potential audience will be.
6. Keep it simple. The beauty of Live Shopping is the genuine, human connection at the heart of the technology. Use Live Shopping to focus on what's most important – the relationship between your customers and your brand. Make sure that you focus on your customers' needs at all times and that your Live Shopping efforts add genuine value for them. Don't go live for the sake of it.
7. Advertise your Live Shopping events as much as possible by making them visible on your website, social media platforms, marketing efforts and all comms channels. Even if customers can't join when you're live, they can shop the pre-recorded events thanks to Bambuser's One-to-Many solution.
8. Finally, dedicate the time to grow and improve your Live Shopping offering to achieve continued high engagement and conversion.

References

- 3-Brands. [What is 'new retail' and why is it the future of retail?](#) Medium. Published May 26, 2021.
- Akbari K. [3 reasons why live shopping is transforming Digital Commerce](#). Adweek. Published December 13, 2021.
- Alexander B. [4 ways livestream shopping can elevate retail e-commerce](#). Publicis Sapient. Published July 6, 2021.
- Alonso B. [Live Stream Shopping Will Rule 2022-what you need to know](#). Published April 6, 2022.
- Bernard E, Ferreira G. [What is a shoppable video? \[examples + how to create one\]](#). Rock Content.
- Braun S. [The history of retail: A timeline](#). Lightspeed. Published February 25, 2020.
- Frontczak A. [What is live commerce? benefits of livestream shopping](#). FiveDotTwelve. Published June 23, 2022.
- Gallemaud J. [How does live shopping improve the customer experience?](#) Le Blog de la Relation Client Digitale et du Selfcare - Smart Tribune.
- Haider A. [Live shopping statistics you can't ignore in 2022](#). Emplifi. Published April 22, 2022.
- Harms T, Renz M, Copestake J, Orschell J, Rindone S, Voll DL. [The retail space of the future](#). Published April 1, 2022.
- INNOVATION MID. [What is retail innovation? MIT ID INNOVATION](#). Published July 22, 2021.
- Johnson T. [12 innovative retail trends to watch in 2022](#). Tinuiti. Published September 22, 2021.
- Joshi S. [What is the Metaverse? An Explanation](#). Published March 15, 2022.
- Lombardo C. [The new retail environment strategy](#). Published June 2, 2020.
- Macura A. [Council post: The rise of live video shopping and how e-commerce businesses can get started](#). Forbes. Published May 10, 2022.
- Madwar S. [Shoppable video: What it is and how to make one + examples](#). Uscreen. Published August 25, 2022.
- Rubinoff S. [Top 10 retail innovation trends from 2021](#). Syte. Published December 23, 2021.
- [Unified Cloud Commerce Software](#). Salesforce.com.
- Solis B. [3D and AR in a new world with Brian Solis of Salesforce](#). Threekit. Published January 21, 2022.

bambuser

bambuser.com