

ISSUE

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Live Video Shopping The Future of Retail

REDUCE CONSIDERATION | INCREASE CUSTOMER ENGAGEMENT | BOOST SALES



“The momentum has been incredible. With every new livestream we see increased engagement and traffic to our website.”

Tommy Hilfiger to Raconteur

“The company’s first Bambuser Live Video Shopping event received viewership 80 times that of previous Instagram streams while the sales total was 500 times higher.”

Estee Lauder to BeautyTech JP

“A Canadian livestream with Narciso Rodriguez helped drive growth in the triple digits.”

Shisiedo Group to Glossy



Let's go shopping...

Throwback to the mid-90s, the early days of ecommerce when the online retail revolution really started to boom.

Gone were the days where you had to actually leave your house to shop. It was new, it was exciting and it felt innovative.

Fast-forward more than two decades, the world has catapulted even further into a digital-first realm, where the new normal is anchored around connectivity, video and authenticity.

All in all, it's never been easier to interact with each other and consume information.

But, if we focus on ecommerce, a lot has remained the same. Yes, payments are more secure than ever and shipment time has improved, but the process of searching for products and buying them online hasn't really evolved. Many online retailers still rely on this same old formula, which often ends up disappointing customers and failing to convert them to the brand.

Now all that has changed. Retailers find themselves at the next frontier of shopping. One that reflects the importance of an elevated customer experience.

With that said, let's meet Jess!

Jess is a young professional. She works on the go, she's savvy and always shopping online on her smartphone.

Today Jess is working from a coffee shop and has been invited to an important meeting tomorrow, so she heads to her favorite clothing brand's site to buy a new outfit. She scrolls through to see what might inspire her, looking at a library of static images.

She taps into a dress and uses the site's zoom function to get a feel for its texture. She checks the model's height in comparison to her own and tries to imagine what she'd look like wearing it. At the bottom of the page, there is also a suggestion of some boots to pair with it.

She's somewhat convinced so she puts the dress and the boots in her basket. This has all happened in the space of a few minutes.

But this is where the brand loses Jess.

The model is four inches taller, Jess tried zooming in but still couldn't really see how thick the fabric was and she was only suggested one pair of shoes that she wasn't really in love with.

So, instead of checking out, Jess checks her social media channels and completely forgets about the dress.

She's not alone.

Unfortunately, high shopper drop-off rates are common and come at an enormous cost to online retailers.

In fact, Forrester research shows that ecommerce brands lose \$18 billion in sales each year, with another \$4 trillion in merchandise predicted to be lost in 2022 due to cart abandonment.

There are a number of reasons why shoppers abandon sites, but customer experience shouldn't be one of them.



Here's what would have happened if Jess went Live Video Shopping with her favorite brand

Whilst sipping her cappuccino, she received an email about her favorite brand's Live Video Shopping event that's about to start. It says that an influencer whose style she loves is hosting the event, and the topic today is 'Dress to Impress: Shop the latest workwear collection'.

She follows the link in the email and lands on the brand's site as the live show countdown ticks from 30 seconds to zero. The show is live.

The influencer is charismatic, fun and engaging. She talks about the latest workwear trends, explains in depth how the pieces will suit different body shapes and even uses a number of models to demonstrate the various fits.

Jess joins the live chat and speaks directly to the brand to ask what shoes would suit the dress that caught her eye. The influencer replies in the live video and suggests three more pairs. Jess falls in love with the third option.

The dress and the shoes go into her basket directly from the livestream and she continues to watch until the end of the show.

She thought she'd only spend the time it took to drink her coffee, but instead she was hooked to an engaging, social and helpful 30-minute online shopping experience. She has found the perfect outfit that she won't return because she's confident it'll fit her perfectly.

The brand has just converted her. She went from "I'm just looking" to "look what I just got!". From the brand's perspective, she went from a passive visitor to an engaged and informed customer.

A few days later, she receives a post-show email with highlights from the live event, along with a discount voucher as a reward for getting involved.

Welcome to the world of Live Video Shopping, Jess.





In this short booklet about Live Video Shopping, you'll find out:

What it is

Who it's for

How it works

How it leverages social media

Why it matters for future ecommerce success

How it can create value for brands

Are you ready?

Let the show begin.

What is Live Video Shopping?

Think home shopping network, but next-generation. Think TV shopping but live-streamed on your mobile phone or desktop.

The concept combines the familiar model of teleshopping with the latest ecommerce technology and social media platforms to create a seamless and fun virtual retail experience on a brand's own website.

It's even more enriching than shopping in real life thanks to the engaging influencers, the interaction involved and the community-driven feel.

It's an easy to use, powerful add-on that increases conversion

For an online retailer, live commerce is an authentic and scalable way to engage and connect directly with customers globally, through Live Video Shopping technology that sits natively on their ecommerce site.

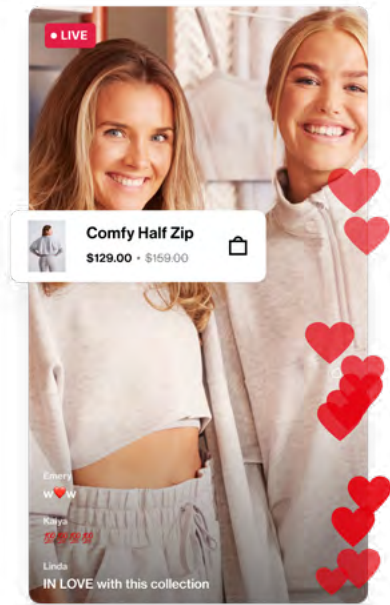
For a customer, it's a seamless and entertaining experience that allows them to shop in a new and exciting way.



How does Bambuser do Live Video Shopping?

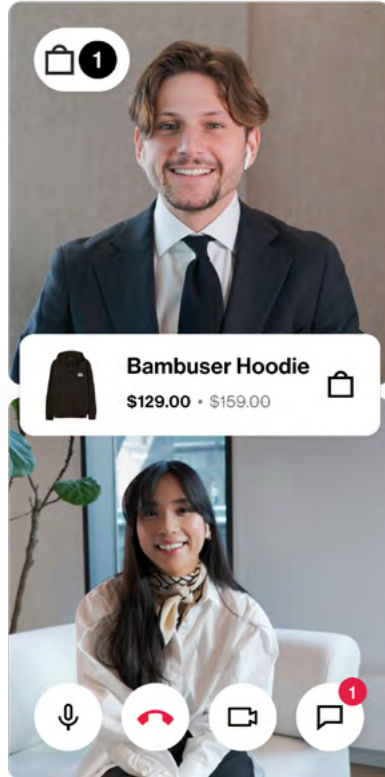
Via their two solutions: **One-to-Many** and **One-to-One**.

With Bambuser, brands can authentically connect with one or many customers at a time:



One-to-Many: Engage at scale with a worldwide audience.

Brands can engage with their audience on a global scale by hosting a series of regular live shopping events using retail store experts, in-house staff and influencer or celebrity partnerships.



One-to-One: The ultimate personalized shopping experience.

Brands can enhance their service and bring a personal touch to their ecommerce with interactive Live Video Shopping experiences between one customer and one sales agent.

Live Video Shopping works in a few different formats

1. Evergreen content

This type of content stays relevant and fresh for viewers because it's constantly changing over time.

Daily shows and demos:

15 to 30-min broadcasts with store associates or employees acting as the host. This type of content highlights new product details, demonstrations, explanations and cross-product usage.

Behind-the-scenes:

Videos showing customers the inside story of the product or company. These shows boost brand image and build customer loyalty.

Interactive elements:

Games, quizzes and giveaways to keep viewers engaged and entertained.

2. Entertainment content

These are larger, one-off shows with a higher production value and less of a rigid, product-focused script. They feature more glossy photography, considered locations and high quality lighting and sound. They tend to have more than one host who themselves are often influencers or celebrities.

Shows are typically 60 minutes or more and created around notable calendar events such as Fashion Week or Cyber Week.

Tutorials:

Product demonstrations show customers how to use or partner their products with other brands, which opens up brand partnership opportunities.

Interviews:

Big names or influencers are interviewed in regards to a product to provide a personal, authentic and genuine feel. These livestreams also help to build credibility, heighten awareness and drive traffic.

Launches:

A great way to drum up attention and noise around a new product and walk customers through its features in detail.

Content from entertainment streams is also archived and saved to be repurposed for social media, CRM or newsletters etc.

Live Video Shopping is the missing link in online shopping

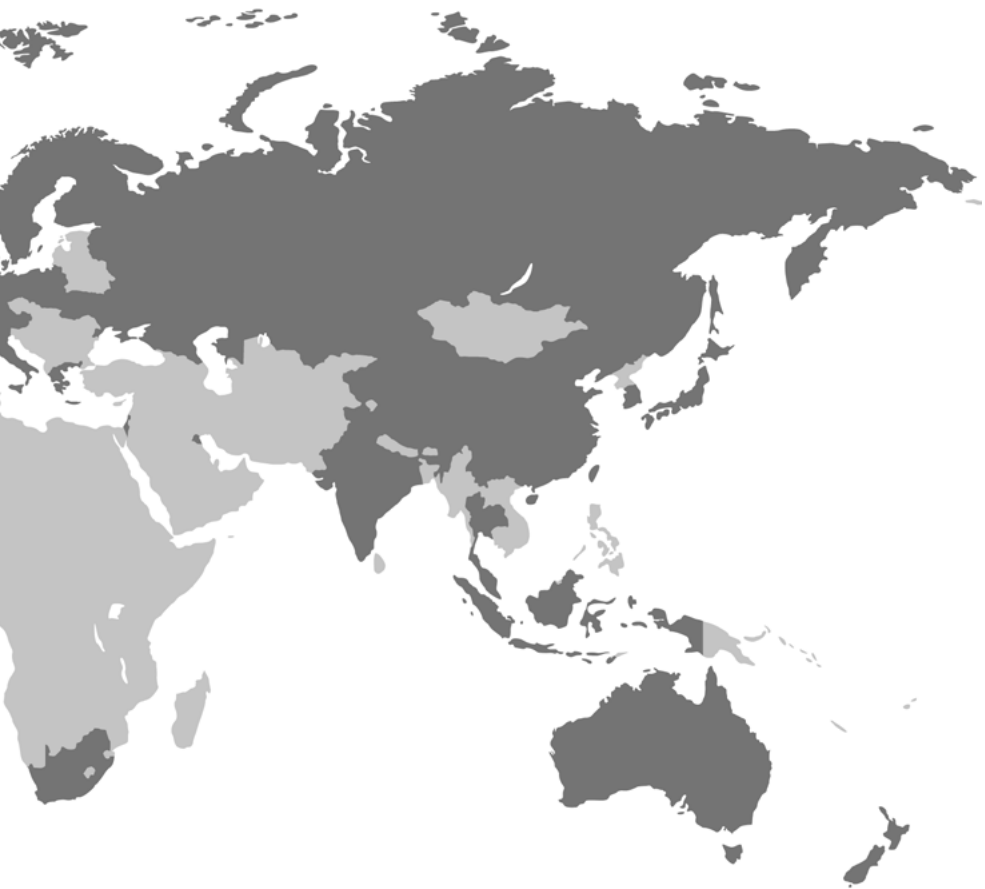
Today's consumer lives in a digital world but values real connection. They want to engage directly with a brand and get immediate answers to their questions, which is something that's been missing from online shopping experiences.

Live commerce taps into what the next generation of customers crave, which are tangible brand experiences. So, it's more important than ever for brands to consistently create strong omni-channel experiences, both in store and online.



Bambuser have hosted more than 7200 live shopping shows, amounting to 20.6 million minutes, covering 190+ countries in 41 languages





Active Live Video Shopping Clients

Stats based on Bambuser's internal data Jan-Jun 2021

Bambuser offers:

1. A 100% native experience

- A white-labelled service that supports logos, color schemes, iconography, all consumer-facing copy and customized welcome and thank you screens
- Retailer check-out where customers check out in the native cart on the brand's own site
- A purely B2B service

2. Live streaming technology

- Brands can transmit, distribute and play live or pre-recorded video on the internet or any ecommerce site, while their customers can enjoy the shopping capability and the chat function

3. Hosting app and infrastructure

- Brands have the ability to have anyone, anywhere in the world to act as a host
- Dual Hosting, where two hosts in different parts of the world are able to go live simultaneously
- Live streaming is possible via mobile phones or external cameras (RTMP)

4. Logistics dashboard

- Brands have the ability to set up a show, assign a host, add an unlimited number of shoppable product URLs to any show and chat D2C in the moderation mode

5. Video player interface

- The simplest front-end integration code can embed the video player onto any ecommerce website

- Code can also be used to simultaneously stream to Facebook, Instagram, YouTube, Tiktok, LinkedIn (with more platforms in the pipeline)

6. Data aggregator

- Brands can track, analyze and optimize customer behaviour
- Brands can see how many people viewed the livestream both live and recorded
- Brands have visibility on how long customers watched for
- Brands see how many sales were made
- GDPR compliance – all data remains the brand's own, unlike any other social platform

7. Ongoing support

- Onboarding, understanding the technology and how to use/set up
- Best practises on what works best and industry benchmarks
- Sharp tests that mirror the first live show to iron-out issues like purchase tracking, host, connection strength, chat moderation, linking, etc.



Why is Live Video Shopping better than other social media livestreams?

Social media platforms are increasingly offering live streaming with checkout functionality, but they aren't quite the same as Live Video Shopping streams built to create conversion.

Research shows that Live Video Shopping outperforms existing social channels when it comes to audience engagement and add-to-cart percentages.

Social Channels:

- Limited and single channel setup
- One design
- Keep customers on third party platforms
- Own the customers and data

vs

Livestream Shopping:

- Multi-org setup, market agnostic and simultaneous multistreaming

- Unique customized brand experience
- Drives customers to a brand's own platform and maintains them there
- The brand owns its customers and data

Global retail websites viewing time:

Desktop 5 min

Mobile 4 min

Bambuser Average clients 13 min

Average social media engagement :

Instagram 2.40 %

Facebook 0.37 %

Twitter 0.05 %

Bambuser average clients 24 %

Source: Bambuser's internal data in comparison with Similarweb, Retail and eCommerce benchmarks 2021

Ways live commerce can create conversion and engagement for brands

We do believe in utilizing social media, but it has to be done right. Live Video Shopping is often most successful when brands use their social channels to start the conversation around live streaming and create awareness.

Live Video Shopping is powerful in its ability to boost consumer engagement, brand affinity and ROI. It offers retailers, brands and digital platforms a new way to authentically connect and engage with their target audience.

Unmatched interaction

Some say nothing beats the physical in-store experience, but in the world of ecommerce, Live Video Shopping is unmatched in its ability to provide the level of interaction that comes the closest to the real deal.

What Live Video Shopping loses in physicality, it makes up for in its ability to provide an immersive shopping experience at any time, from anywhere in the world.

A new revenue channel:

Brands that leverage Live Video Shopping are opening a new and exciting cost-effective revenue channel. They have the option of making it a pillar in their D2C strategy.

Lower costs:

Live streaming events shorten the supply chain and bring down marketing costs. Products offered on a Live Video Shopping can reach customers directly from the warehouse.

Higher conversion rates:

- Increased, scalable engagement | Bambuser **average ER is 24%***
- Increased sales | Bambuser **average conversion is 12.4%***
- **3x increased time** on site | Bambuser average time on site is 13 mins*
- Improved ability to connect with consumers
- Improved brand identity
- The business learns who their customers are and what they want

**Results provided by Bambuser*

Reduced returns:

Products are returned less because consumers have a much better sense of their specifics at the point of purchase. This is thanks to in-depth explanations from the events' hosts and the ability to ask questions in real-time.

McKinsey analysis outlines two key areas where Live Video Shopping helps brands, retailers and marketplaces

1. Accelerated conversion:

Brands have reported conversion rates increasing up to 30% – which is ten times higher than conventional ecommerce.

This is because Live Video Shopping is not only entertaining and immersive, but it also keeps viewers engaged for longer and shifts their attention from awareness to purchase. By implementing tactics like limited-time-only or one-off coupons, brands can increase the sense of urgency.

2. Improved brand appeal and differentiation:

When Live Video shopping is done well, it increases a brand's appeal and distinctiveness and drives more traffic to its website.

It can also strengthen a brand's positioning with existing customers and attract new ones.

The next generation of customers are keen to experiment with innovative shopping experiences and many brands report an increase of up to 20% in the share of younger audiences.

By blending entertainment with instant buying, the scope for Live Video Shopping to create value for brands becomes infinite.



Why it matters for future ecommerce success

Live Video Shopping is transforming retail as we know it

Analysis by McKinsey shows that live-commerce-initiated sales could account for as much as 20 % of all ecommerce by 2026.

The Coronavirus pandemic has made an extreme impact on the way ecommerce brands connect with their audience.

The race to stay ahead of the curve has intensified and has increased online market share across many industries, which has made even more brands fight for top positions in an already competitive environment.

As the world becomes increasingly digital, catching this new wave of ecommerce will keep brands relevant with their younger audience. Innovation and customer centricity are essential for running a successful ecommerce business today.

Through live-selling, live streaming and leveraging key people to elevate online marketing efforts, brands position their own sites at the front and centre, without relying on third party platforms to drive conversion or engagement.

Bambuser enables businesses to step up their ecommerce game with industry-leading Live Video Shopping technology and capabilities

Bambuser's solutions offer:

- Light integration with the most reliable streaming architecture that was launched in 2007
- TV-like streams and multistreaming on social channels via the dashboard or RTMP signals
- Enterprise features for large, global organizations to manage their live commerce activities
- The most solid live commerce know-how from experience with over 150+ brands, 40+ languages and 190+ countries
- Various features, widgets and tools to drive traffic, increase engagement and repurpose content

On the following pages are some recent Bambuser client statistics.

ONE-TO-MANY

Samsung

Samsung beats conversion goals by 127% with Live Video Shopping

Samsung's first campaign with Bambuser garnered almost 1,000 live viewers, the majority of whom watched, shopped and engaged for over five minutes. With their key objective being sales conversion, they were elated to see that they superseded their KPIs by more than twice their expectations at over 127%.

Samsung has now created a dedicated landing page called #LiveAtSamsung as a new and improved way to make their influencer strategy, live videos and sales last longer.

“We exceeded all targets, in particular sales with conversion rates more than twice our campaign goals.”

Krister Karjalainen, Head of Digital and D2C, Samsung



Swedish pop artist Måns Zelmerlöw co-hosting Unpacked at the Samsung Showroom, Stockholm



A model wearing Peach at a collection campaign shoot

ONE-TO-MANY

Peach

Retailer Peach boosts profits by moving from offline events to Live Video Shopping

Peach is a social commerce brand selling contemporary athleisure apparel, elevated basics and fashion accessories. As a brand, they excelled at creating in-person 'pop-up shopping' experiences, but they wanted to explore some new direction possibilities.

With One-to-Many Live Video Shopping from Bambuser, Peach provided their customers with an exciting and elevated digital approach.

Nearly 300 people attended the Winter launch event, with the end result of a 14.8% add-to-cart rate and revenue of

nearly \$27,000 during the 45-minute livestream. Peach boosted profits another 25% by posting the shoppable recording of the Winter launch on their website.

“With Bambuser, we have digitally re-created a shopping experience that excites and entertains clients, enables better data analysis, leverages our small sales and marketing team, and scales much, much faster than anything we were doing previously.”

Janet Kraus, CEO, Peach

ONE-TO-MANY

Matas

Matas innovates new ways to educate and inspire customers with Live Video Shopping

Matas is one of the largest beauty and skincare brands in Denmark, with more than 250 stores around the country and a powerful online presence. But the focus for Matas wasn't purely revenue. Education and entertainment are also top priorities.

When Matas was looking for an innovative way to educate and engage their customers online, even without visiting experts in the store, they turned to live streaming with Bambuser and created Matas LIVE.

Within 10 days of signing the contract, Matas was up and running with their first Live Video Shopping event.

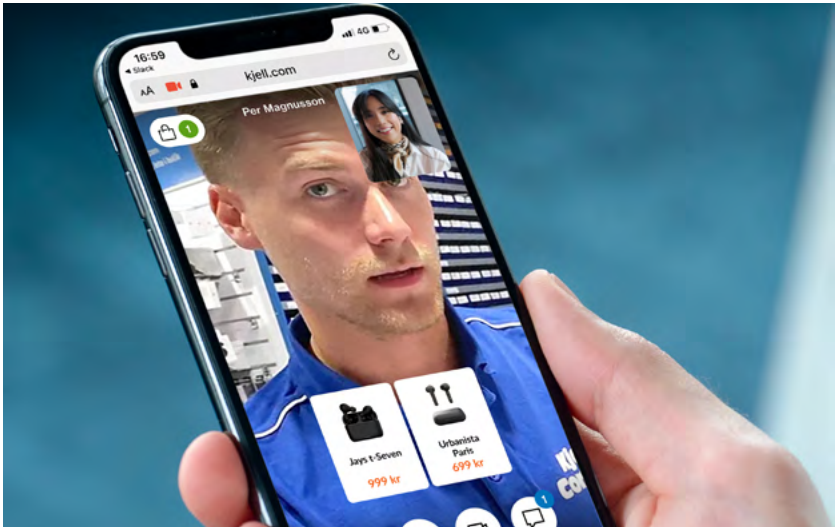
Today Matas LIVE is a living and breathing live shopping experience with a host of different celebrities and influencers, broadcasting twice weekly from Matas.dk, covering a wide range of subjects within health and beauty.

“We’re now in a situation where prominent guests ask to be on the show, we’ve had several experiences with product launches exceeding all expectations, and we’ve created a new media outlet that brings value and entertainment to our customers.”

Cecilia Demant, Editor-in-Chief, Matas LIVE



Cecilia Demant, Editor-in-Chief at Matas hosting a live show



A Kjell & Company representative helping a customer in a One-to-One call

ONE-TO-ONE

Kjell & Company

Kjell & Company gets the competitive edge with Live Customized Service

As one of the largest consumer electronics retailers in Scandinavia – with close to two million members in their customer loyalty club – Kjell & Company prides itself on excellent product knowledge and solution-oriented perspective they take to customer service.

But when customers can't visit the store in person, they lose access to that personalized service.

The one thing they always strive for is to have the best service in retail, which is why the ability to connect sales personnel with customers online is invaluable to them.

They came to Bambuser in search of an enhanced ecommerce solution because they understand the importance of good customer experience and they knew video calling wasn't enough.

In their first year with Bambuser, over 7,500 customers joined One-to-One calls, proving how much their customers desire to speak directly and personally with their team.

“We know our customers want to shop online. With Bambuser One-to-One, we can provide the same level of service as we do in store but in a digital format. So it has been crucial.”

**Jonas Swärth, Head of Education,
Kjell & Company**

Want to know more?
Contact us at hello@bambuser.com

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