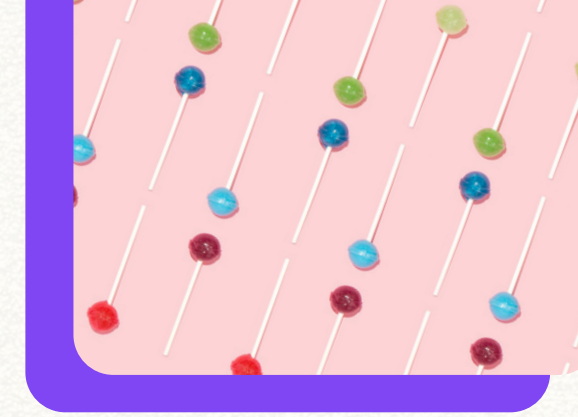


Live shopping success stories



Get inspired & start today

Nikolai, Rasmus, and I created Sprii to help our parents' businesses survive the pandemic by getting closer to their customers. In just 3 years, nearly 2,000 brands and retailers have used Sprii for this very purpose. Our growing community is full of inspiring stories of innovation, creativity, and success.

I truly hope that these stories will encourage you to embark on your own live shopping journey today.



Christian Vester
CEO & Co-Founder at Sprii

Christian Vester

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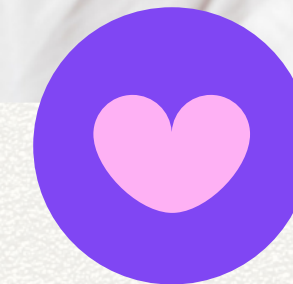
Learn from our live shopping superstars →

Join us as we delve into the experiences and results of 5 customers from our community who have harnessed the power of live shopping to achieve success.

Learn about their

- Goals & objectives
- Major challenges
- Successes & results

Get inspired and discover how you too, can become a part of this exciting retail movement!





Electronics



POWER

POWER use live shopping to drive \$3M in 4.5 hours

POWER is the leading home electronics retailer in the Nordics. With almost 200 physical stores, a strong online presence, and a total of 4,400 employees, POWER is determined to build customer relationships and create personal experiences for all customers.

POWER delivers a live shopping extravaganza



POWER is dedicated to building strong relationships and creating personal connections with customers in their physical stores. They have a goal of providing the same experience

online by enhancing customer engagement. With the integration of live shopping and the innovative platform Sprii, **POWER** believes this goal is achievable.



“

15 live shows later, we have sold for
over \$10 million, and we have had
more than a million customers join
our shows. That's crazy!

Joakim Sigvardt

E-commerce Manager at POWER





POWER are live shopping heavyweights

Live shopping has proven to be a highly successful strategy for POWER, resulting in a variety of positive outcomes. Not only has it received positive feedback, strengthened its brand, and increased engagement, but it has also broken new sales records.

[Read the full story](#)

\$3M

revenue from 1 show

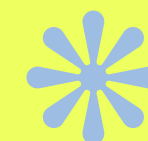


90K

views in 1 show

1 million

views from all shows





Health & beauty



THE BODY SHOP

The Body Shop's live shopping journey begins in a flagship store in Oslo

Founded in 1976 in England, The Body Shop is known for its dedication to ethical beauty products. With 3,000 stores in +70 countries, they're now embracing live shopping to engage their +30 million global customers with top-quality products.

The Body Shop goes 'phygital'



The Body Shop was looking for a way to go 'phygital', a term referring to the blending of digital experiences with physical ones. The Sprii platform empowers

retailers to host shop-pable livestreams, effortlessly bridging the online/offline divide, and the setup only took a few minutes before The Body Shop was ready to go!



We're excited to use live shopping as a way of gaining more traction in our physical stores and our webshop, and we're happy our first event went so well!

Cecilie Sandbu

Head of Marketing at The Body Shop





Live shopping during opening hours = a retail first

Partnering with Sprii provided The Body Shop with the ideal solution. Two dynamic hosts went live in one of their physical stores in Norway, which meant that 2,700 people could tune in to buy products for great offers, all while customers were scouting the store for high-quality products in the background.

[Read the full story](#)

+1,200
comments

2,700
views

Went live
from flagship store in
Oslo, Norway



Hobby & DIY



flying tiger
copenhagen

Flying Tiger Copenhagen makes live shopping debut with Halloween magic

Flying Tiger Copenhagen is a well-known retailer, adored by people all over the world for its playful and diverse range of products. Founded in Denmark in 1995, the company has over 1,000 stores across the globe, offering a unique shopping experience to customers.

Quirkiness + deals = Flying Tiger Copenhagen



Flying Tiger Copenhagen was looking for a way to boost online sales while also attracting customers to their physical stores. They are well known for their quirky and fun

products, so hosting a Halloween-themed live shopping event was the perfect way to communicate their brand identity.



“

We see live shopping as an opportunity to **attract attention** to our brand and products and **convert interest** instantly into **sales**

Sara Gammelgaard

Team Lead Marketing at Flying Tiger Copenhagen





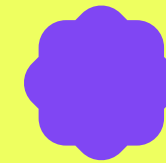
From hosting in 1 country to hosting in +10!

They dressed up in costumes, hosted competitions, showcased products, and kept everyone entertained throughout the event. This resulted in over 3,000 viewers engaging with their brand, all within the span of an hour. The debut event was so successful that Flying Tiger Copenhagen is now hosting live shopping events in more than 10 countries!

[Read the full story](#)

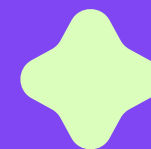
2,300

engagements



3,200

views



+10 countries

with live shopping events





Fashion



Zizzi

Zizzi's revenue soars to 150% after their first live shopping event

Zizzi is a fashion retailer committed to providing high-quality clothing for plus-size women in a multitude of styles. With over 120 physical stores and a strong social media presence, Zizzi is actively working to enhance brand recognition and drive customers to their physical locations.

Zizzi paves the way for plus-size fashion



Zizzi hosts live shopping events several times a week. In fact, live shopping has become an essential part of their sales and marketing efforts, and the more

they do it, the better they become at it. By streaming across both Instagram and Facebook, Zizzi is able to reach more viewers and grow their customer base.



“

The Sprii software is super easy to use. In just 30 minutes, we can prepare for a live event and be ready to showcase our products

Sandra Van Balen-de Wit
Store Manager at Zizzi





Creating a community of powerful women

Zizzi is creating their own community of powerful women looking for stunning products to fit their style. Since their first live shopping event, Zizzi’s revenue has increased by 150%. Recognizing the immense potential of live shopping, Zizzi is committed to fully integrating it as a pivotal component of their e-commerce strategy.

[Read the full story](#)

1.5K
views in 1 event

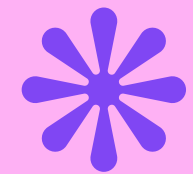


150%
increase in revenue



**7% of Zizzi’s
revenue**

comes from live shopping





Essential Kids Gear



Luksus & TWEENS
BABY.dk
KIDS FASHION 0-16 ÅR

40% boost in reach with live shopping propels Luksusbaby to new heights

Luksusbaby was founded in Denmark in 2013 with a strong focus on quality clothing and equipment for children. With more than 200 employees, the company operates an international webshop that ships its popular products worldwide.

Luksusbaby stays on brand with live shopping



Luksusbaby was determined to achieve continuous growth and community expansion. To achieve this goal, they sought a live shopping platform that went beyond the ordinary capabilities of such

platforms. Sprii, with its variety of integrated features such as automated messages, branded overlays, gamification tools, and professional support, was the perfect solution.



“

Without Sprii, we wouldn't
have been able to grow as
fast as we have

Ida Winther

Sales & Marketing Coordinator at Luksusbaby





Sprii features enable Luksusbaby's success

The six live shopping events that Luksusbaby has hosted so far are all personally hosted by the owner, often accompanied by a co-host, who introduces fresh themes and exciting new content for each event. This, combined with on-brand product overlays that are both informative and aesthetically pleasing, has played a pivotal role in how Luksusbaby reaches 40% more customers with live shopping!

[Read the full story](#)

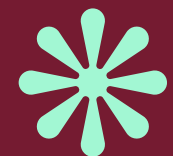
13K
viewers in 1 event



40%
increase in reach



150,000
engagements



Get started today

Talk to a pro

Try now

Are you ready to join the live shopping movement?

Begin your journey with the award-winning Sprii platform by trying now or reaching out to our team of live shopping experts today. This is your chance to witness firsthand how Sprii can elevate your retail success to new heights!



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Sell smarter
Connect deeper