



YOUR ULTIMATE GUIDE

Live Shopping Starter → Guide



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What exactly is Live Shopping?

Simply put, Live Shopping is the practice of showcasing and selling products through live video streams, often via social media.

Live Shopping is your chance to shine the spotlight on the unique qualities of specific products and services. You can use it to teach viewers how to take the best care of each item,

show them how your products work in real life, and even try your items on so they can see how they fit (or don't fit).

It's also a great opportunity to entertain and interact with your customers, build community, and add a face and personality to your brand.

Welcome to the future of retail!



Christian Vester
CEO & Co-Founder at Sprii

Christian Vester



Welcome to the future of retail →



The global Live Shopping market is projected to reach a staggering €119.23 billion by the end of 2024. Recent data suggests that every fourth online user in the UK has already tried purchasing something through Live Shopping.

In this starter guide, you'll find valuable insights into the meteoric rise of Live Shopping, including who it's for, its potential value for retailers, and the success stories of businesses that have implemented Live Shopping in their strategies.





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Every fourth online user in the UK
has already tried buying something
through Live Shopping.



Who is Live Shopping really for?



Live Shopping is a versatile marketing and sales strategy that can benefit several industries and cater to a wide range of audiences. Whether you're a smaller retailer or a bigger brand, Live Shopping offers unique opportunities to engage with customers and drive sales.

In recent years, there's been a significant shift in the perception of Live Shopping as solely applicable to the fashion industry. While it initially gained popularity in the fashion sector, businesses across various sectors have recognized the potential of Live Shopping and have successfully integrated it into their marketing and sales strategies.



Today, Live Shopping has become an integral part of many different industries, revolutionizing the way businesses engage with customers and generate sales. Its popularity and effectiveness have transcended traditional boundaries, and it continues to reshape the landscape of retail and E-commerce.

If you're looking to promote and sell products like food, hobby items, toys, games, personal care, beauty products, electronics, clothes or home decor, adding Live Shopping to your business strategy is a great way to boost your revenue.





Join the **fastest** **growing** movement in **E-commerce**

Creating your first Live Shopping show is easy. You simply stream the show - typically from the store, the warehouse, or another location that compliments the brand or theme of the show - to hundreds or even thousands of consumers watching from their smartphone, tablet or desktop.

As the host, you can present products while customers ask questions, see the products live, and add items to their online basket. Because it's live, there's a sense of urgency, which makes customers extremely ready to buy. This can result in sky-high sales figures for you.

Live Shopping is a whole new sales channel that gives you more options than physical stores and your webshop combined. It lets you showcase and sell your products in live-streamed shows that are broadcast on social media and your website simultaneously.



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During a live show, viewers can ask questions and get answers in real-time. Even better, they can interact with each other and share their experiences with your products.

This is why **your** customers **love** Live Shopping

With Live Shopping, consumers get the personal assistance of an in-store shopping experience and the convenience of being able to shop from the comfort of their own sofa or favorite coffee shop.

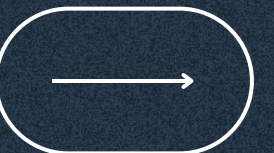
Viewers can get information from the retailer in real-time by asking questions directly in the Live Shopping event. In addition, they can interact with each other, receive tips and tricks about products, share experiences with products, and become part of a community of like-minded shoppers.





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Live Shopping helps you
showcase your products, while helping
your customers grasp the essence
of what you're selling.



Live Shopping offers lots of advantages for both businesses and consumers. Live Shopping enables direct interaction between businesses and their customers, helping consumers make more informed buying decisions.

Customers can ask questions, seek advice, and receive personalized recommendations during the live show. This real-time communication fosters trust, builds brand loyalty, and enhances customer satisfaction.

The value of Live Shopping



Live Shopping

helps you fast-track



Increased
revenue



Greater
customer
reach



More
social media
followers



Deeper
customer
loyalty





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Live Shopping boosts sales by creating a sense of urgency and excitement that drives impulse buying.



Boost your sales and marketing channels



Live Shopping also gives your sales and marketing channels a proper boost. It's an effective way of selling that allows you to distinguish yourself in the market. Across a large number of industries, Live Shopping has already revolutionized retail and become an integral part of many retailers' turnover.

[Check out these stats from Sprii →](#)





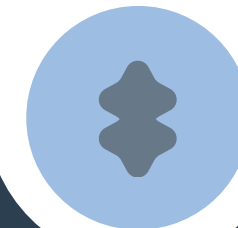
Faster sales funnel

The customer journey from low to high-intent is significantly faster for Live Shopping than for other marketing and sales channels. Recent data indicates that up to **85% of viewers** expect to make a purchase either online or offline after having watched a Live Shopping event.



Improved omnichannel

Due to Sprii's ability to let you stream across multiple channels, our customers experience increased sales both on their webshops and their physical stores. Most of our users have seen a **10-100% increase** in revenue in the first 6 months after they start Live Shopping.



Cheaper acquisition

Acquiring customers becomes easier and more affordable since **95% of our customers** pull organic traffic from their Live Shopping events directly to their webshop with the help of Sprii. This means you spend less on paid marketing and more on delighting customers.





More subscribers

With the help of Sprii, Live Shopping can be a **powerful way to grow** your email subscribers. For example, tech-giant POWER, which has a large webshop and almost 200 physical stores spread over 4 countries, got over 16,000 new email subscribers by using Sprii for a special promotion.



Organic growth

Live Shopping on social media generates a lot of comments, which thanks to social media algorithms drives greater exposure and helps you reach new customers with zero effort. Some Sprii customers attract **up to 75% new customers** with their shows.



A personal connection

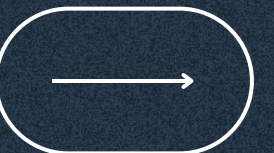
By running live, unscripted shows with real-time human interaction, you're building personal connections with your audience. This authenticity fosters a sense of **trust, boosts customer loyalty and reduces return rates.**





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Live Shopping offers a **dynamic** and **immersive** shopping experience that enables **real-time interaction** between customers and sellers.



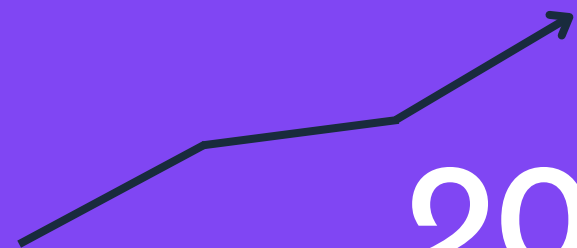
The numbers speak for themselves

60%

Checkout rate



Higher conversion rate



20x

20 min

Average view time

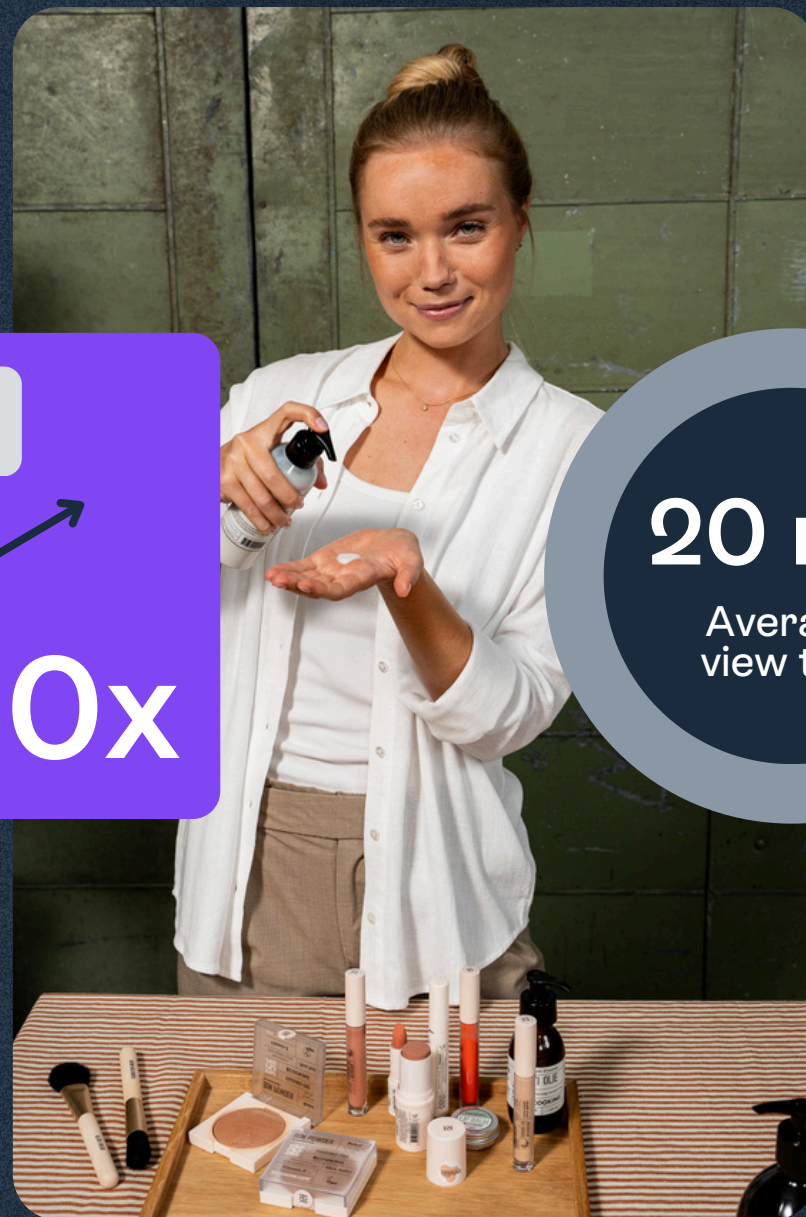
<10%



Lower return rate

up to 200%

More revenue



Customer stories

We've already helped **+2,400** companies host live shopping events. Our Live Shopping events have helped generate over €213 million euros in revenue for our customers.

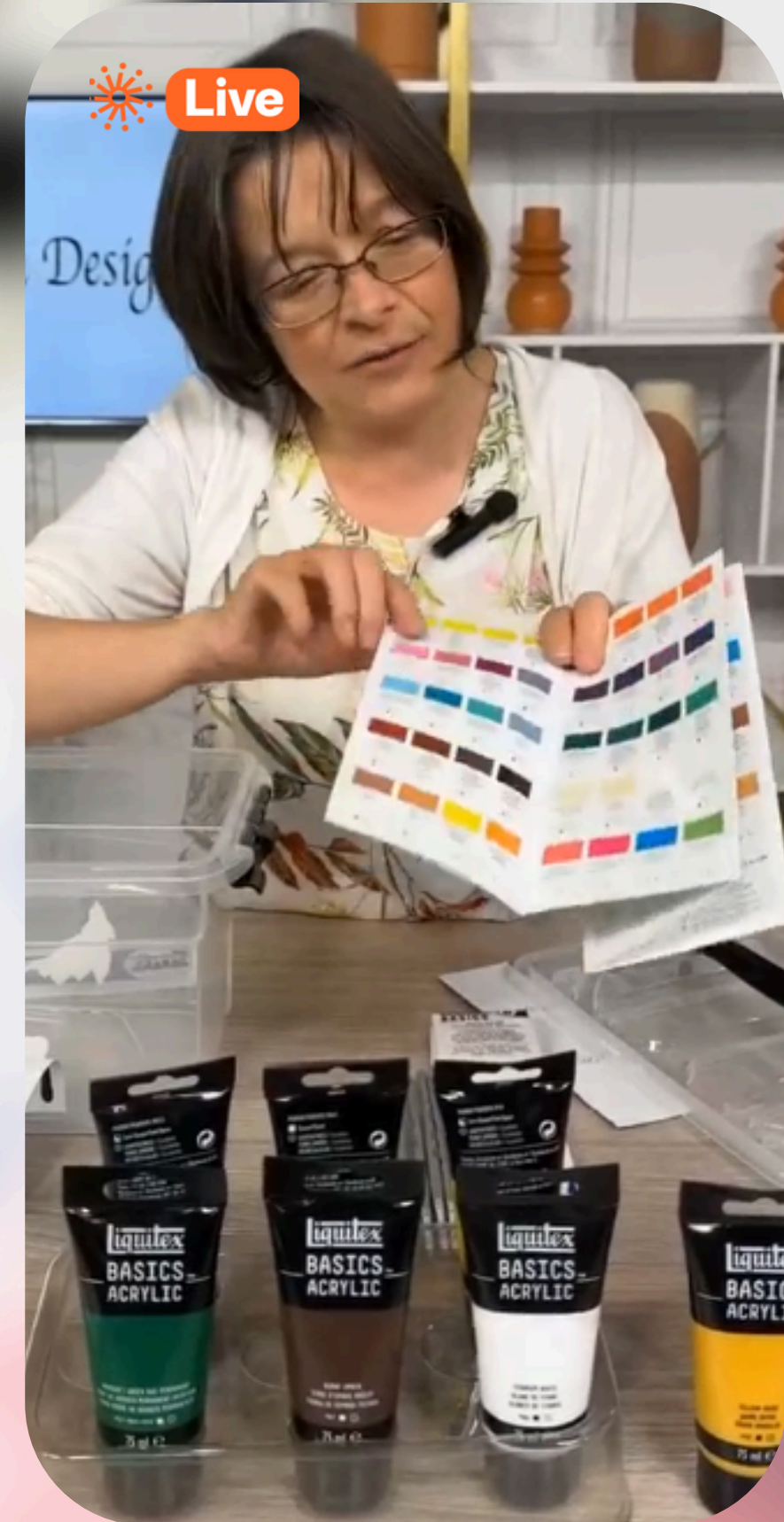
Get inspired by these customer success stories →





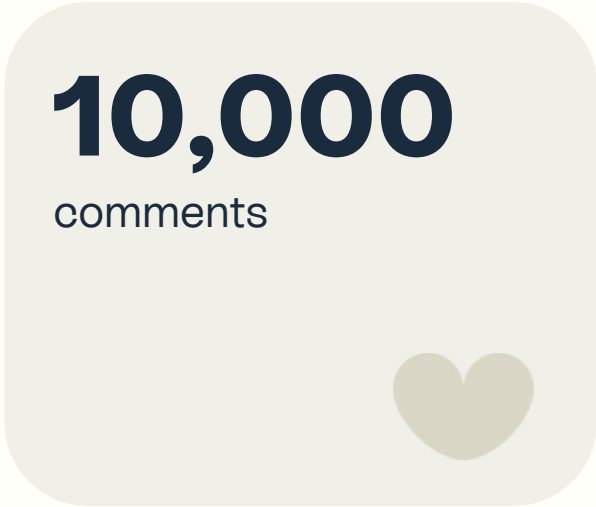
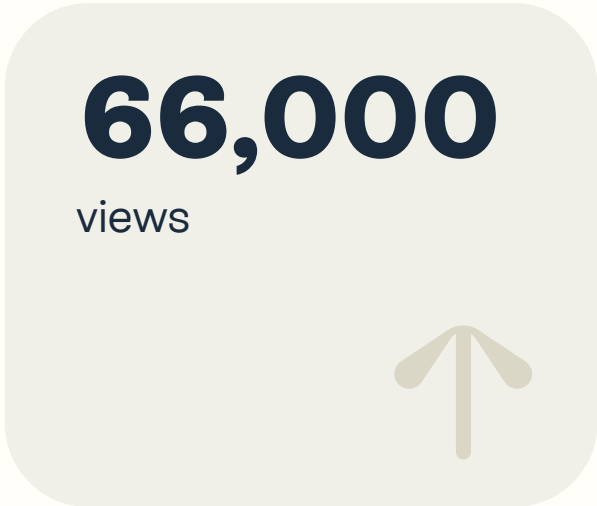
Create and Craft grew their organic reach to 2 million

UK based Create and Craft, established in 2003 and now part of Hochanda Global Ltd, dramatically grew their organic reach to 2 million in just four months by integrating Live Shopping into their social media strategy. By utilizing Sprii's platform, the company enhanced engagement, resulting in a 98% increase in organic reach, a 575% rise in content interactions, and a significant boost in sales.



Integrating Live Shopping into their strategy, Create and Craft leveraged their existing TV shopping channel foundation and the rising trend of social commerce. The objective was to boost engagement and attract a new audience, which led them to choose Sprii for its ease of use and capabilities in creating shoppable images and videos from live shows.

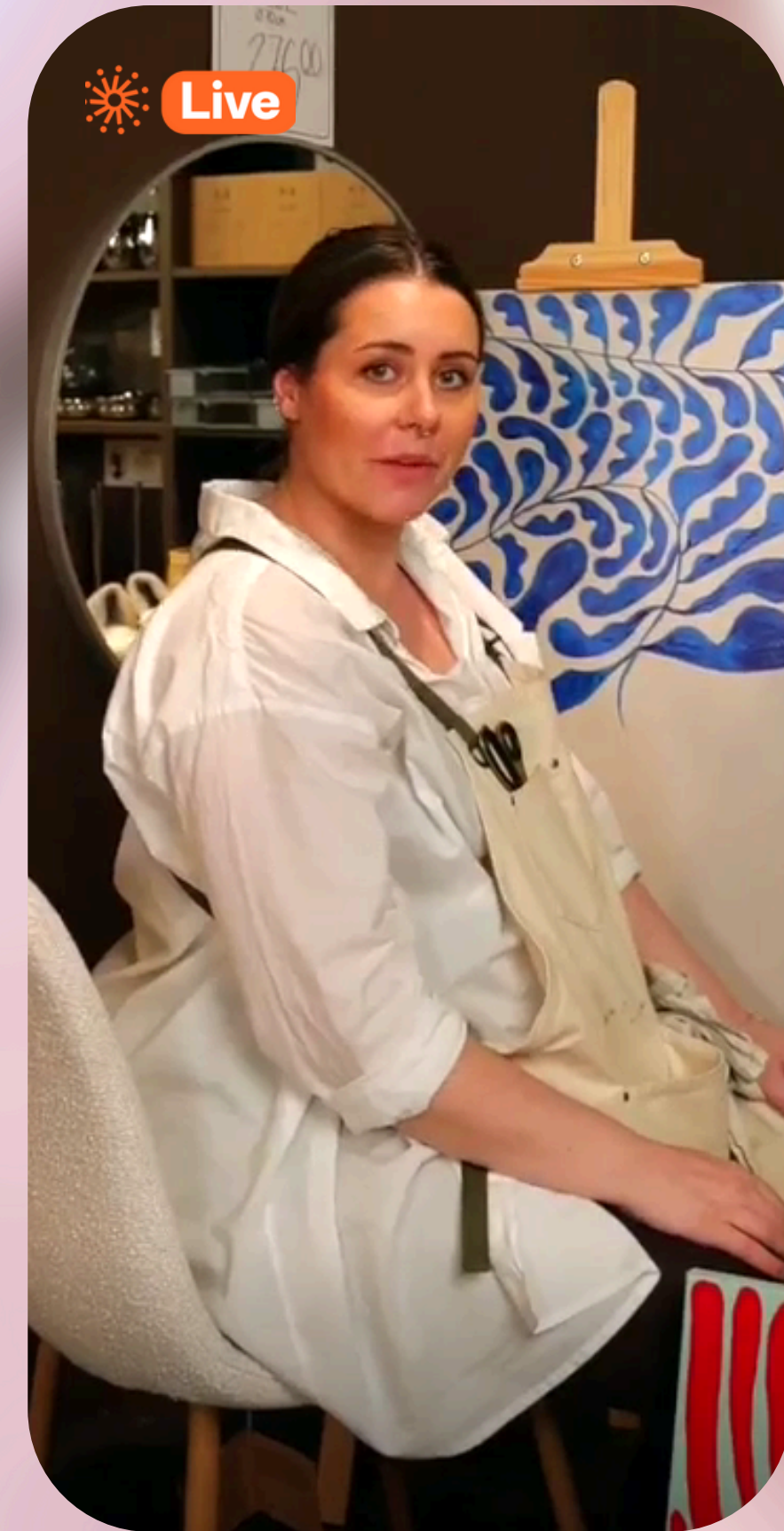
Since adopting Live Shopping, Create and Craft achieved over 66,000 views and 10,000 comments in four months, with organic reach surging to 1.7 million on Facebook and 238K on Instagram. The initiative also expanded their audience demographic, particularly engaging the 25-34 age group.





Søstrene Grene crushes viewer records with every live show

Søstrene Grene, known for its inviting stores across Europe, has successfully transitioned its charm into digital realms through Live Shopping events with Sprii. By leveraging the flexibility of live streaming, Søstrene Grene showcases its DIY and home decor products, creating a vibrant community that eagerly anticipates each new event.



Søstrene Grene's events have consistently broken viewer records, with each session gaining over 71,000 views and generating 22,500 engagements. They use the platform to demonstrate DIY products and home decor items, fostering a dynamic environment where customers actively participate and provide real-time feedback, enhancing overall engagement and sales.

Through their strategic use of Live Shopping, Søstrene Grene has effectively transformed customer interaction. They've capitalized on the format's versatility, showcasing products in diverse settings and seasons, which has contributed to their impressive growth in viewership and engagement.

71K+

total views

**22.5K+**

total engagements

**10K+**increase in views
for each event



Blomsterlandet got almost half a million views

Blomsterlandet, a Swedish plant and garden retail chain with over 60 stores, successfully leveraged Live Shopping to significantly enhance their online engagement and sales. By switching to the Sprii platform, they managed to reach nearly half a million views across Facebook and Instagram, achieving a 5x increase in comments and 4x increase in sales compared to their initial shows.



Initially experimenting with a less effective platform, Blomsterlandet made the strategic decision to transition to Sprii, which allowed them to reach their social media followers directly on Instagram and Facebook. This switch was prompted by recommendations and proved to be a game-changer. They embraced Sprii's digital overlays, which added a professional touch to their broadcasts and significantly improved audience engagement.

Weekly Live Shopping events, featuring special themes and topics, allowed Blomsterlandet to connect deeply with their audience, showcasing products and driving footfall to their local stores, all while maintaining a genuine and engaging presence.

400K+

views across
Facebook and
Instagram

**5x more**

comments compared
to their first show

**4x more**

sales compared to
their first show





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Live Shopping is an
effective way of selling that
allows you to distinguish
yourself in the market.



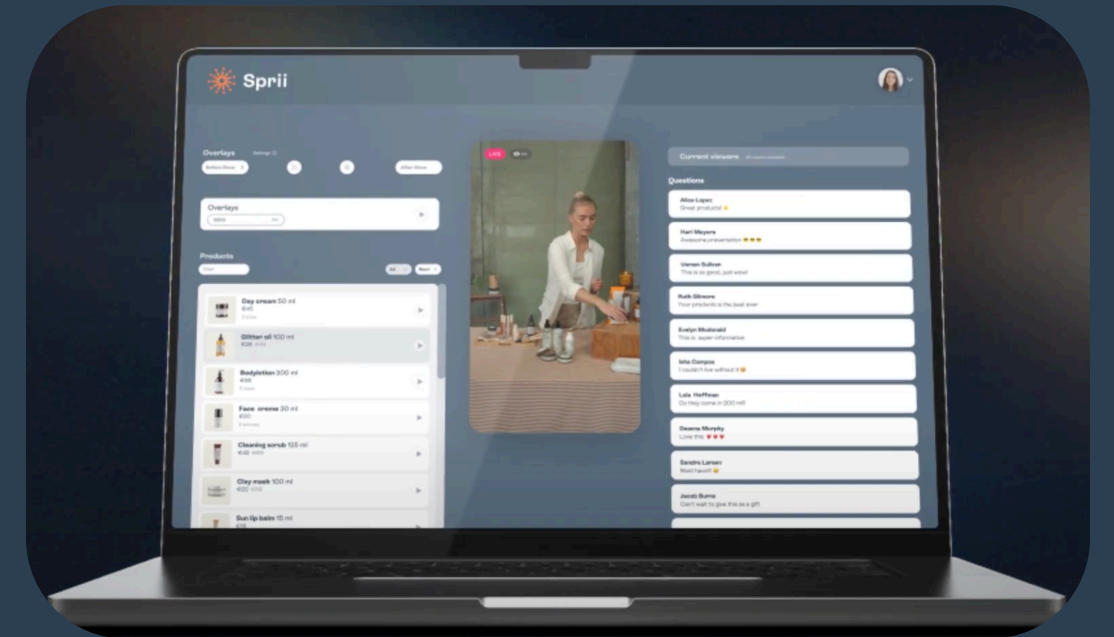
All you need to get started



1 Smartphone



2 Ring light



3 The Sprii platform



It's easier than you think

Live Shopping is a user-friendly marketing and sales channel that couldn't be easier to implement. You don't have to worry about an intricate setup, highly trained hosts or specialized technical knowledge. In fact, many companies can initiate their Live Shopping events with just a 30-minute setup.

Here are **6 actionable tips** that are guaranteed to bring you Live Shopping success.



Create a sense of urgency



Engage and connect with your audience



Get started today, not tomorrow



Tell a compelling story about your products



Take time to analyze and learn after shows



Create buzz and excitement in advance



More resources



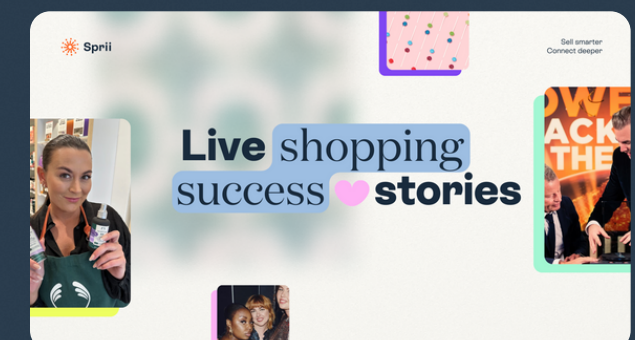
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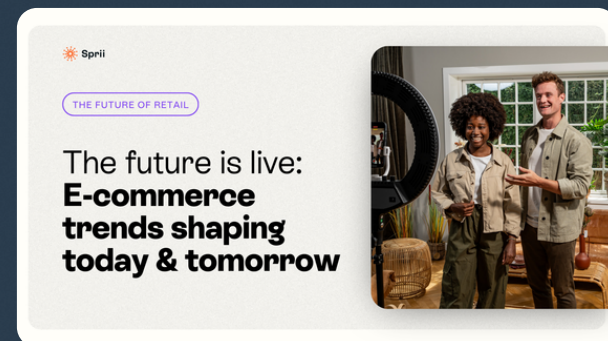
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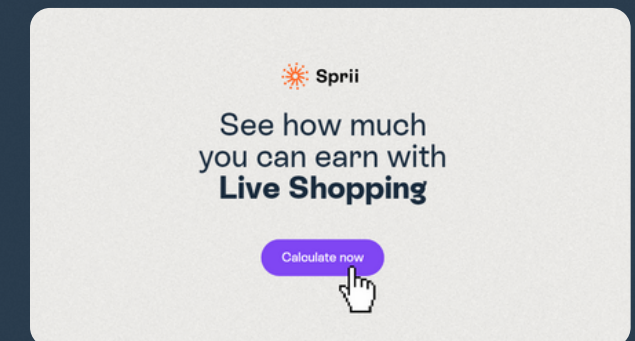
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Creating a successful
Sprii campaign

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Calculate your Live
Shopping revenue

Calculate now



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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 first-hand how Sprii can elevate your retail success to new heights!



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