

LIVE

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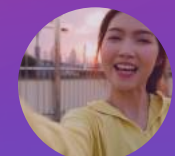
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LIVESTREAM SHOPPING REPORT 2022

By The Influencer Marketing Factory



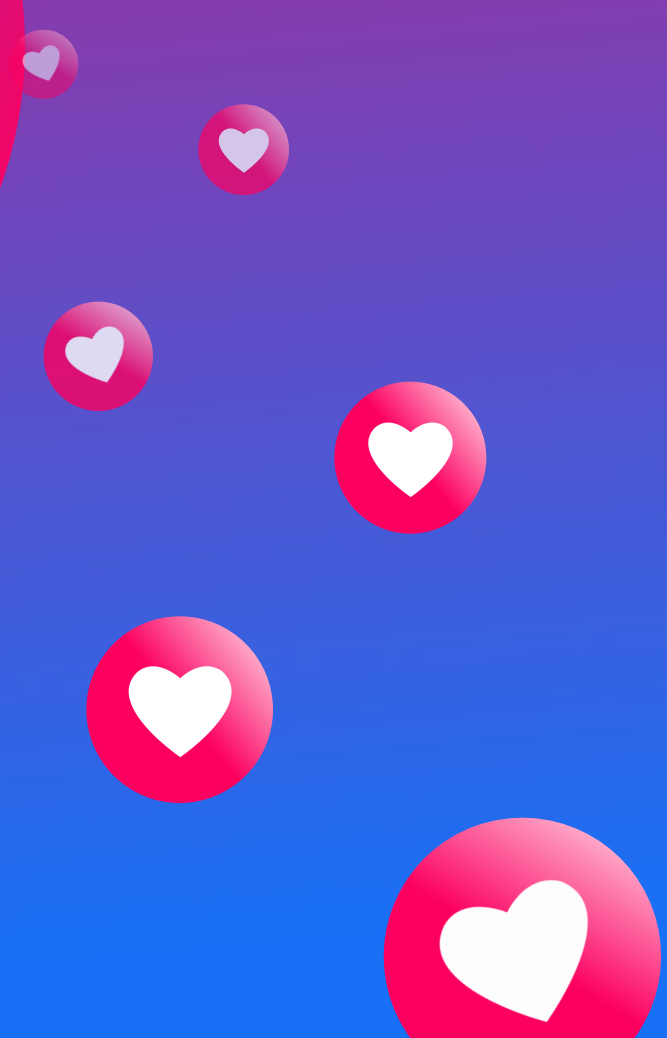
🥰🥰🥰



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TABLE OF CONTENT

6

What is Livestream Shopping?

9

The Chinese Market

16

Livestream Shopping Survey

22

Social Media and Livestream
Shopping Platforms

Key takeaways

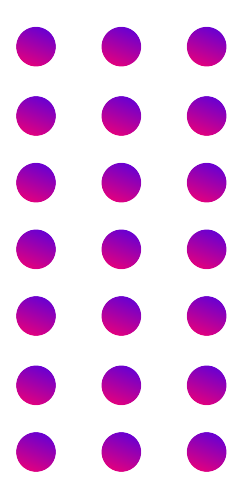
From our exclusive Livestream Shopping survey *

- 1 Only 36% US and 25% UK responders have ever purchased something during a Livestream.
- 2 First choice for American responders is Facebook Live (26%), while UK responders prefer TikTok Live (30%).
- 3 Livestream shopping is not considered as "more fun" nor "more entertaining" compared to regular online shopping.
- 4 A portion of US responders (27%) have spent between of \$20 and \$50 on Livestream shopping in the last 3 months. Instead a majority of UK responders (31%) have spent between \$10 and \$20.
- 5 The 3 main reasons why US and UK responders shopped during a Livestream session are: 1) quality of product 2) free delivery 3) discounts.

From our research on Livestream Shopping

- 1 Chinese Livestream sales are expected to reach \$423 billion by 2022.
- 2 Douyin Livestream feature is popular among young consumers. In fact, as of February 2022 88.3% of its users reported to have live-streamed.
- 3 In 2022, the Livestream shopping revenue in the US is expected to hit \$20 billion.
- 4 The exchanging of virtual gifts increases consumer satisfaction since the users gets a response from the streamer, reinforcing the positive influence that can lead to a purchase.
- 5 Walmart TikTok event generate seven times more views than what expected and their TikTok following grew by 25%.

*1,000 US + 1,000 UK survey responders



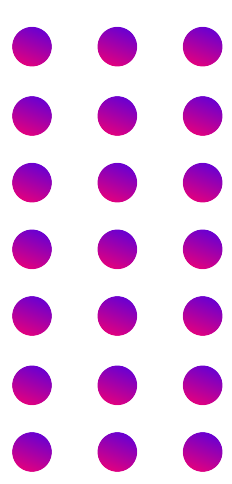
Alessandro Bogliari

**Co-Founder & Chief Executive Officer
The Influencer Marketing Factory**



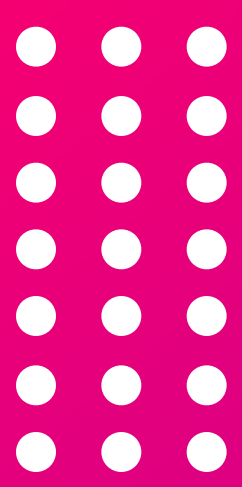
Livestream shopping has fallen short of expectations in terms of traction this year. The USA and Europe are still missing certain critical factors such as quality Livestream shopping hosts, interaction and incentives, significant discounts, and many more that make live shopping a unique model. With that being said, this doesn't mean that it doesn't have the potential to grow exponentially and this can ideally be a great opportunity for brands, platforms, and creators to beat competitors to the punch and therefore become the market leaders for the upcoming years.





What is Livestream Shopping?

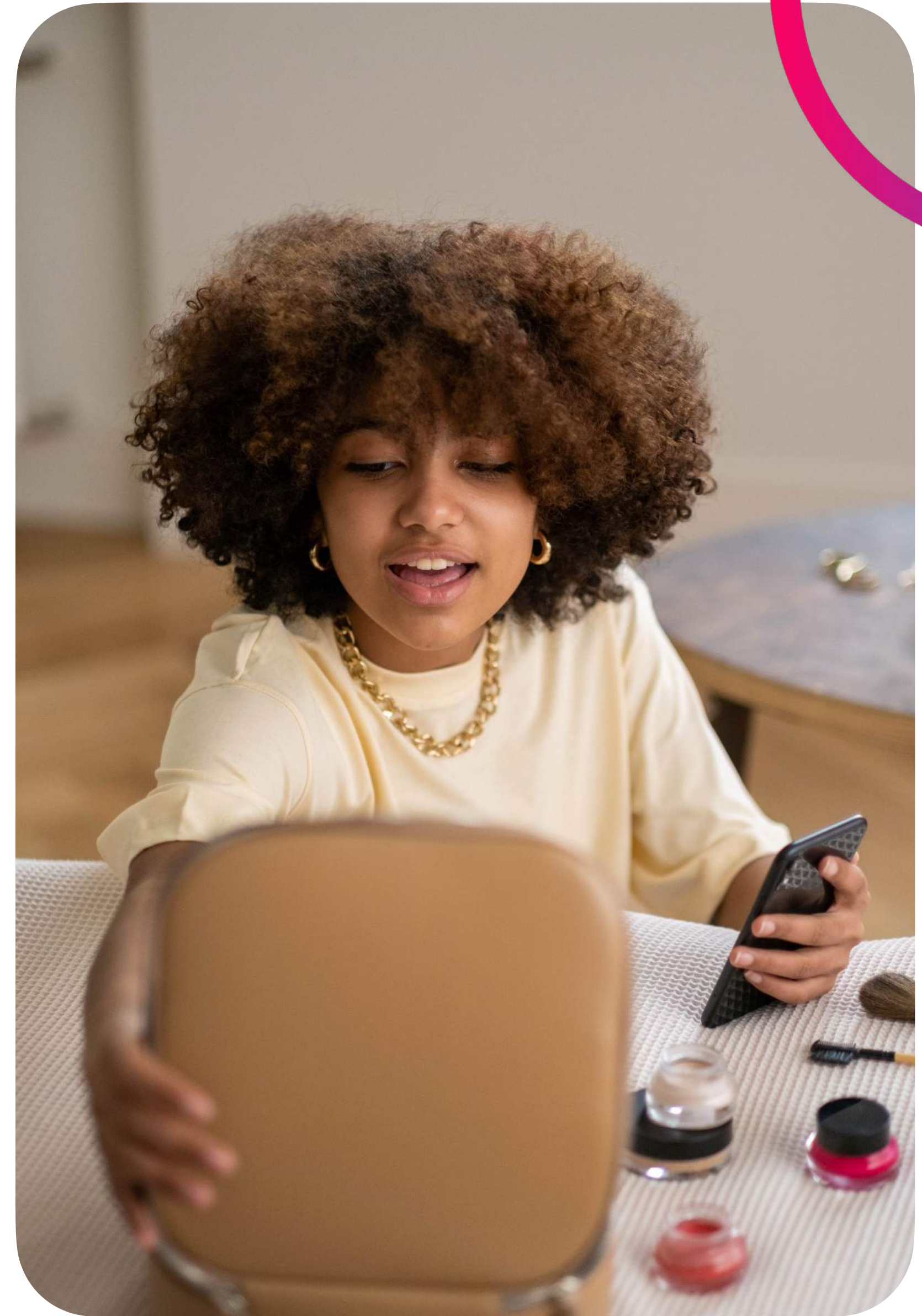


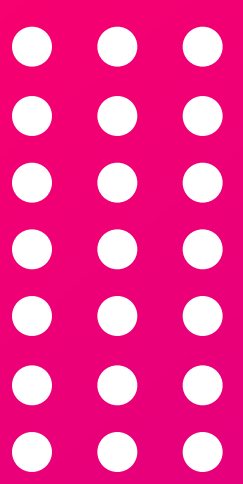


Livestream shopping is a channel brands and retailers leverage to promote and sell their products live. It usually combines entertainment and shopping, empowering human connections through social media or live-streaming platforms.

It's like **QVC**, but utilized on your phone or laptop. Livestream events are usually hosted by an **influencer**, a **KOL**, or a **celebrity**. Also known as live commerce or live video shopping, purchasing products via online streams is becoming more popular worldwide.

More specifically, in the US and the UK this phenomenon is relatively new, but in comparison the Livestream trend is taking off more slowly than in countries like China.

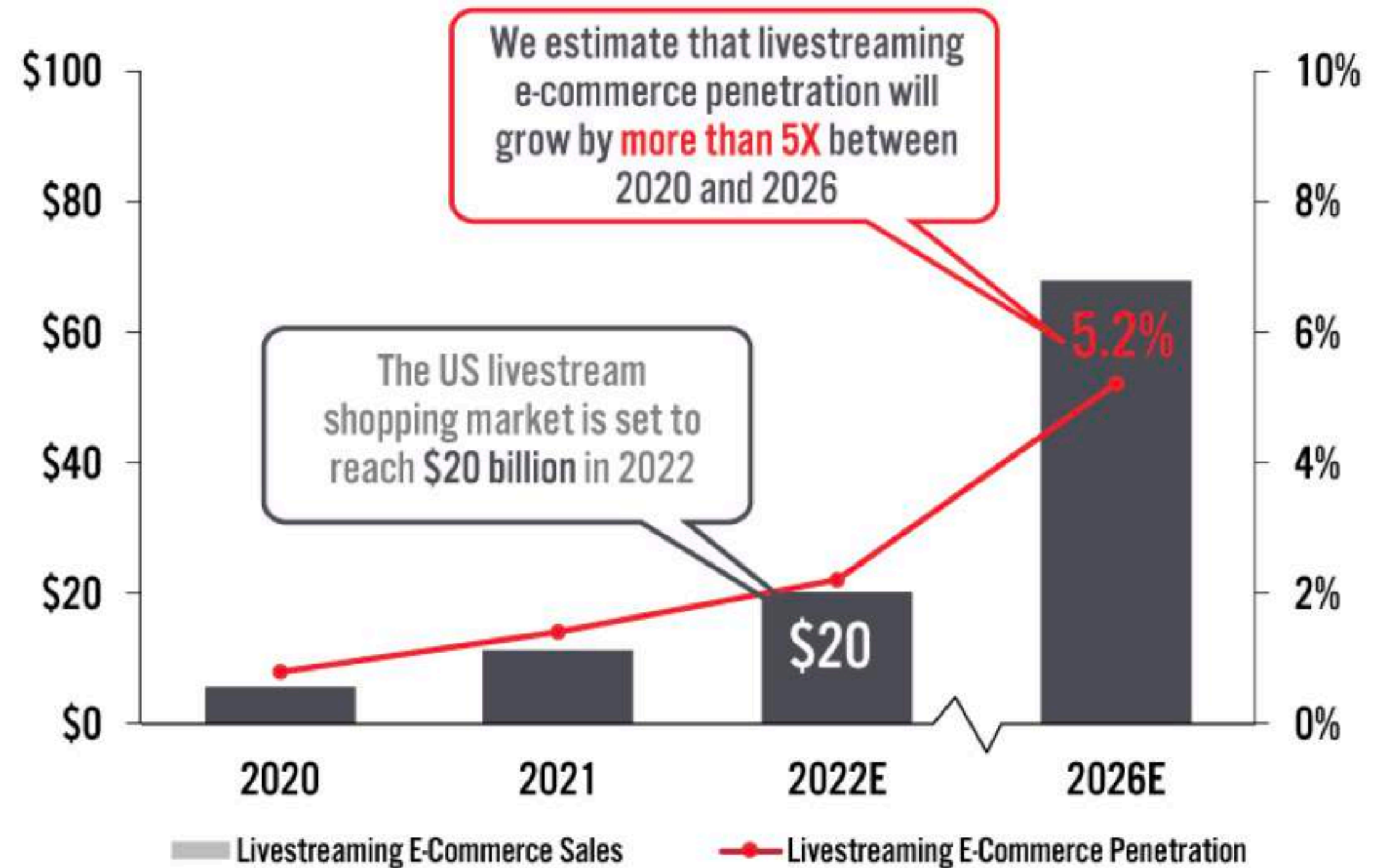




Market Size

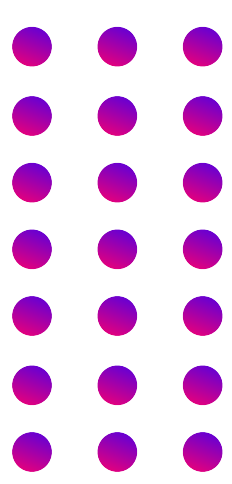
In 2022, the Livestream shopping revenue in the US is expected to hit \$20 billion and by 2026, the e-commerce revenue created from live online shopping is expected to grow more than 5X and reach more than \$60 billion in revenue¹.

US Estimated Livestreaming E-Commerce Sales (USD Bil.; Left Axis) and Penetration (% of Total E-Commerce; Right Axis)



Source: Coresight Research





The Chinese Market



The Chinese market is booming

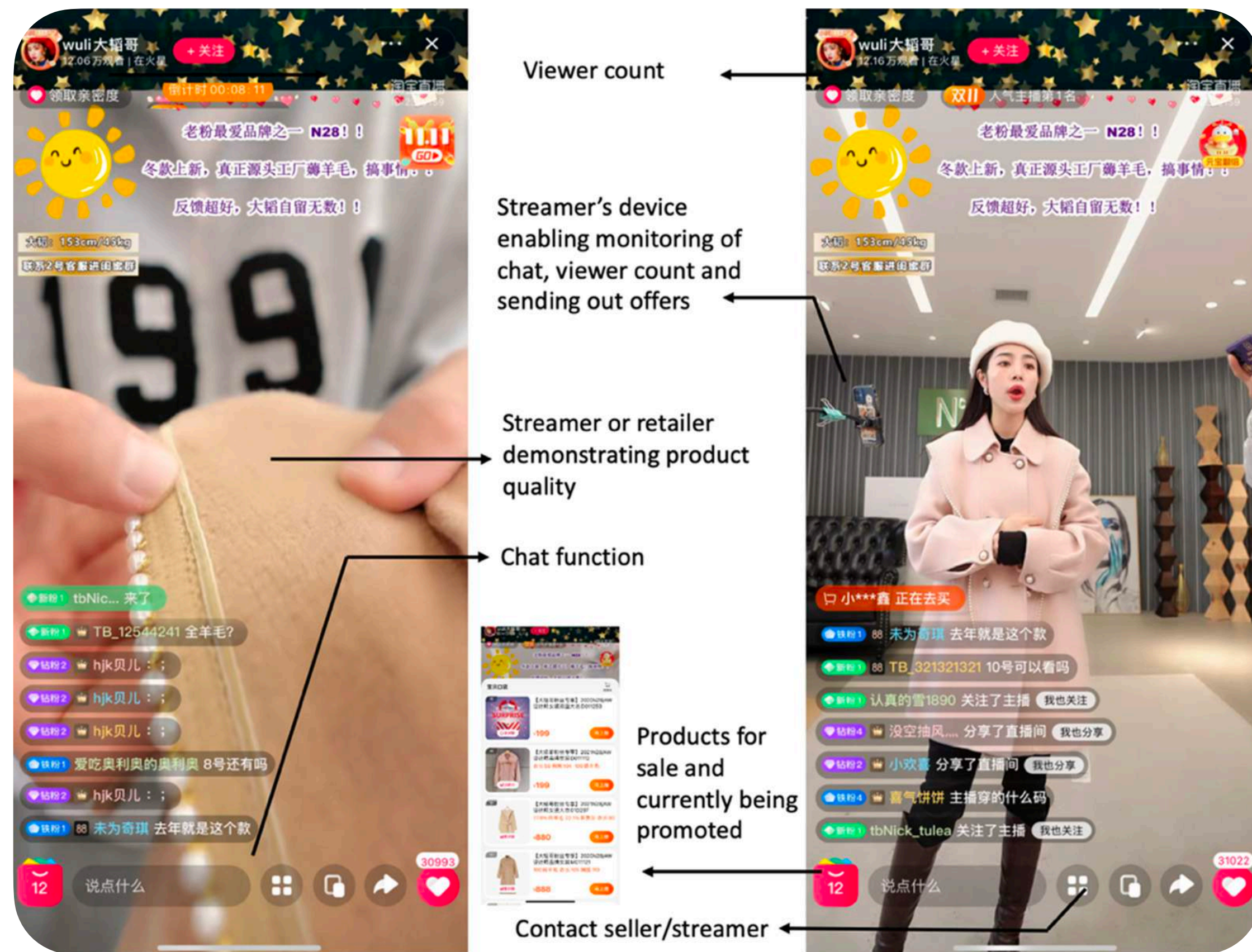
The shopping revolution

China's model

Shopping related content is one of the most popular type among live streaming watchers in China. In fact, Chinese sales are expected to reach \$423 billion by 2022². Taobao is the world's biggest player with a market share of 35%, the conversion rate of content on Taobao Live is 32%³.

With an annual growth rate of 14%, in 2021, 700 million Chinese users watch live streams⁴. Among the 700 Livestream lovers, 460 million have purchased goods via Livestream, accounting for a 44.9% of Chinese Netizens.

Unlike the live-streaming platforms in the West, China has revolutionized how e-commerce businesses operate. For instance, in May 2016, Alibaba changed the next wave of e-commerce by introducing Taobao Live⁵. With Livestream, China has enabled a large portion of family-owned business and farmers to boom during the pandemic.



A Real Business For KOL'S

Chinese hosts can earn thousands of dollars with virtual gifts, brand deals and commissions on sales. One of the most famous KOLs (Key Opinion Leader) Austin Li - also known as "Lipstick King" sold \$1.7 B worth of goods in a 12-hour Livestream for Alibaba's Singles Day⁶.

In China's culture, during the Han Dynasty, "rewards" were a source of income for most authors, artists, and performers. Rewarding these artists is an indicator of high societal position, so therefore the gifting features that we have today among live streams resemble this ancient tradition.

To understand the popularity of live-streaming in China it is worth noting that studies have found that besides for the purpose of entertainment and social contact, for viewers in Tier 1 cities (11%), Livestream is a way to escape loneliness, for viewers in Tier 2 (34%) and Tier 3 (55%), Livestream is a window for unseen experiences⁷.



How to Livestream the right way?

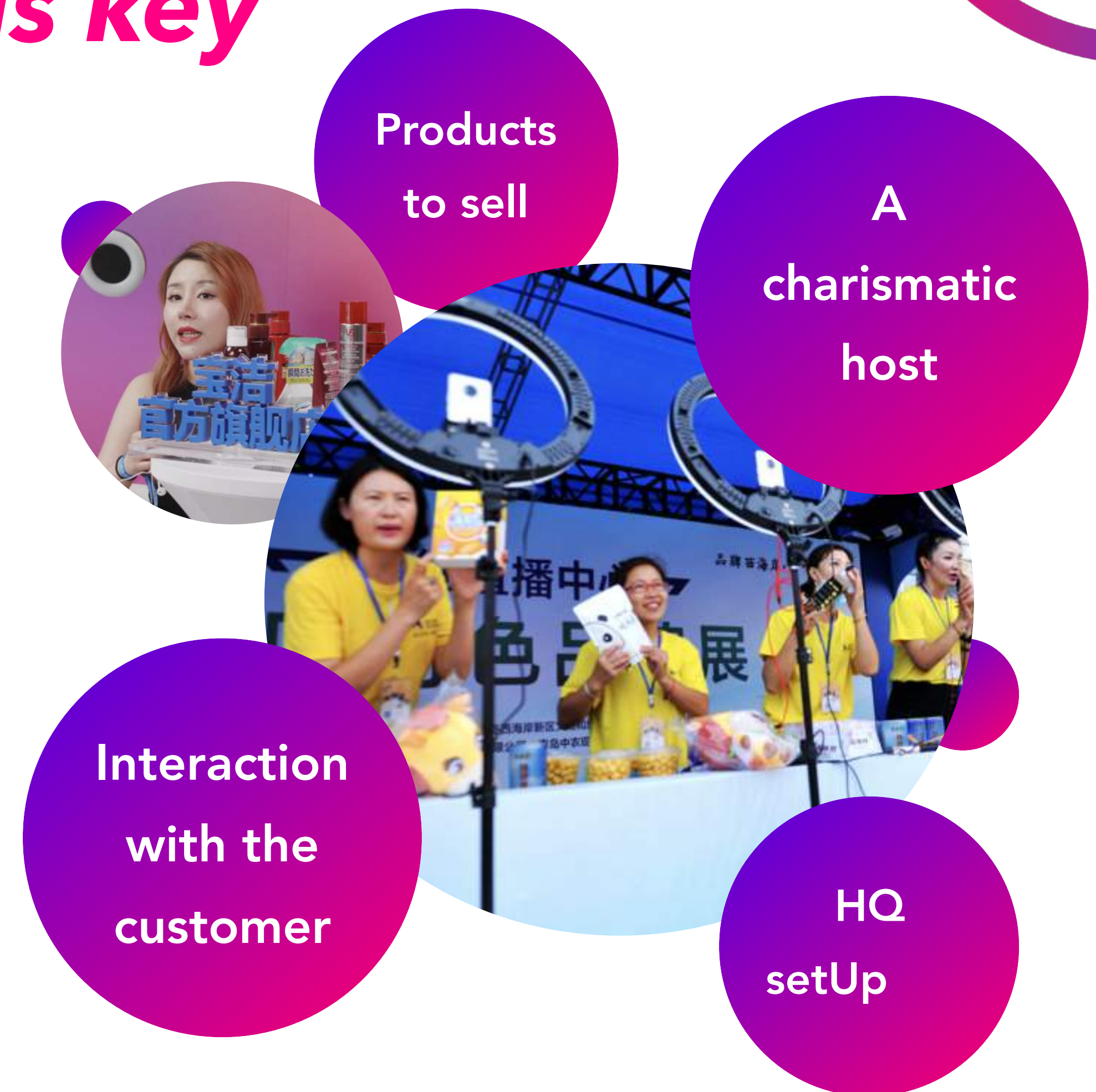
Engagement is key

How to leverage Livestream shopping activities

Hosts in the US are typically a celebrity or an influencers (Chinese equivalent to KOLs). A charismatic host is necessary to start and keep a live running over time and engaging. It's important to be able to interact and entertain customers, answer questions, and provide accurate information about the products being sold.

In China, hosts don't only display products, but also unbox them as well as try them on within the live. An effective influencer doesn't always necessarily translate to being a good seller in a Livestream, the skills needed are different.

Livestream directs the consumer directly to the products in order to buy them. Because of the endowment effect, individuals may value an owned object higher than its market value, therefore customers would never want to miss a good deal. A bundle sale is an example of a great deal that consumers cannot stand to miss out on.



Live Stream Apps in China

淘宝
Taobao

Taobao Live

Taobao was the first Livestream shopping platform introduced in 2016. The live streaming service offers different categories to shop from such as lifestyle, beauty, food, and fashion. In 2021 the app has accumulated over 50 billion views and the average viewing time increased by 25.8%⁸. The annual number of transactions has increased at a rate of 16.6%⁹. Taobao Live's audience is 71% female, and 72% of overall users are between 18-34 years old¹⁰.

KUAISHOU

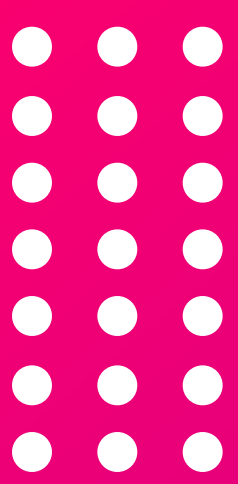
Kuaishou

Over 85% of Kuaishou users' are from rural areas and lower-tier cities. The company introduced live-streaming in 2019 giving smaller users more exposure and lowering the fee compared to other platforms. This resulted in a rapid growth and Kuaishou is now the second largest live-streaming e-commerce platform by GMV¹¹. In the second quarter of 2022 the revenue from live streaming increased by 19.1%, contributing to a 39.5% to the overall total revenues¹².

抖音

Douyin (Chinese TikTok)

Douyin Livestream feature is popular among young consumers. In fact, as of February 2022 88.3% of its users reported to have live-streamed¹³. Lancôme hosted 40 sessions between May 4 to 25 in collaboration with 20 influencers. Douyin Livestreams over 9 million sessions per month with a gross merchandise value (GMV) that is growing 3.2 times YoY. Orders from Livestream increased 11.2% compared to April 2021¹⁴.

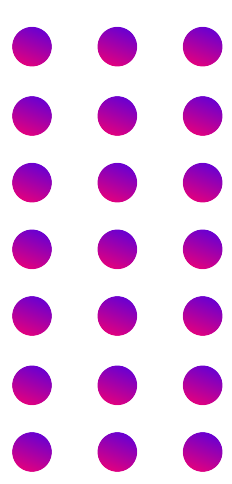


Methods in which viewers can be engaged or express their satisfaction via Livestream commerce

Chat Functions	users can chat amongst each other, express their opinions and questions via chat functions in a live stream
Viewership	often associated with high user or customer interest, the more viewers the more customers and in turn more satisfaction
Followership	users can show their loyalty or interest in a streamer through following their channel, which will alert them when they next go live
Channel Subscription	users can show their loyalty and satisfaction to a streamer by paying a monthly/annual subscription, which also benefits a user by receiving additional content
Monetary Donations	users are able to send monetary gifts or donations to their streamers, in Twitch these are known as 'Bits'

Source: Journal of Open Innovation Technology Market and Complexity

Studies found¹⁵ that the exchanging of virtual gifts increases consumer satisfaction since the users gets a response from the streamer, reinforcing the positive influence that can lead to a purchase.



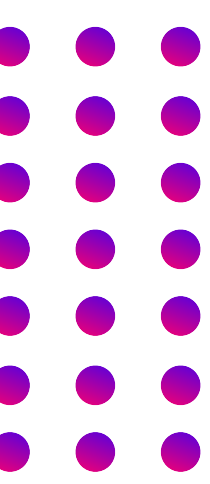
We conducted an exclusive survey

The survey data presented in this report was collected from 1,000 respondents based in the US and 1,000 based in the UK who submitted their responses between October 11, 2022 and October 21, 2022. Our target audience was users between 18 and 67 years old.

Our goal was to understand their preferences in terms of Livestream shopping, social commerce live shopping behaviour, Livestream shopping approach, and overall if and how they shop during a Livestream.

Since the UK had seen traction with Livestream shopping in the past year (contrary to other countries in the European zone) we wanted to know more about their consumers. The two countries surveyed should not be looked at as a comparison, rather an investigation of the two markets. Western market with more Livestream features, platforms, and brand adaptation.



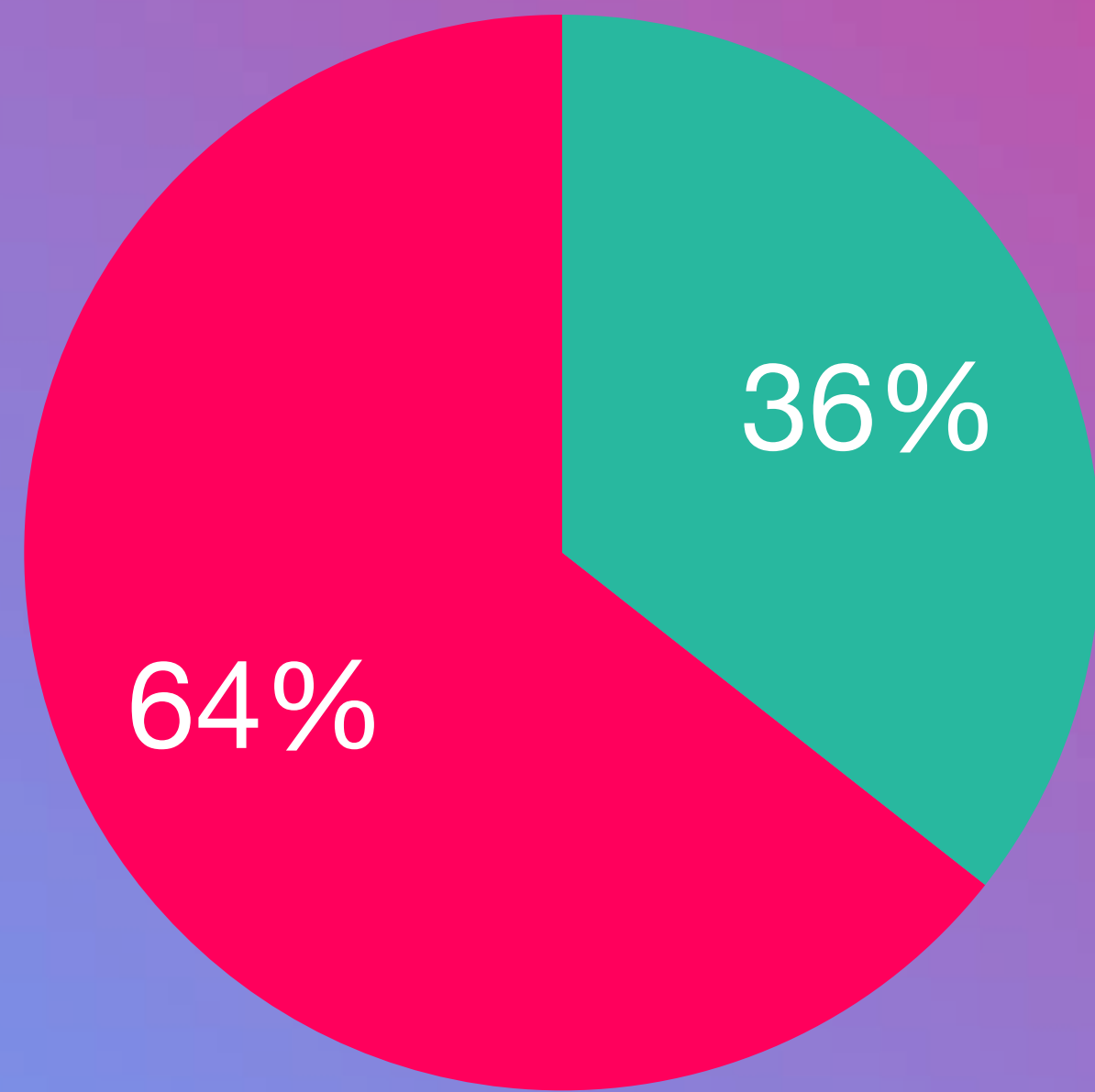


Our Exclusive Livestream Shopping Survey



Have you ever purchased something during a Livestream?

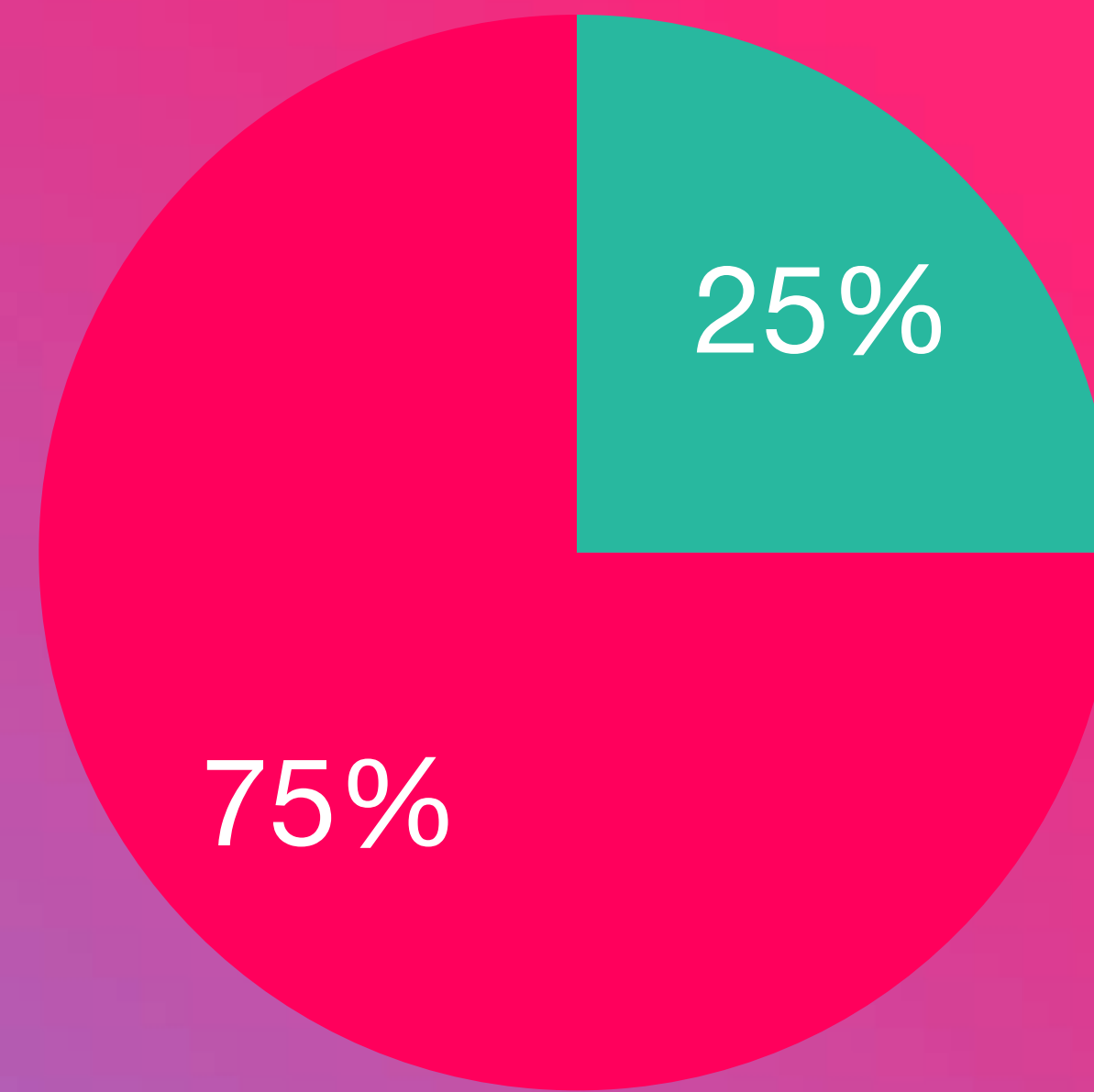
US



● YES
● NO



UK

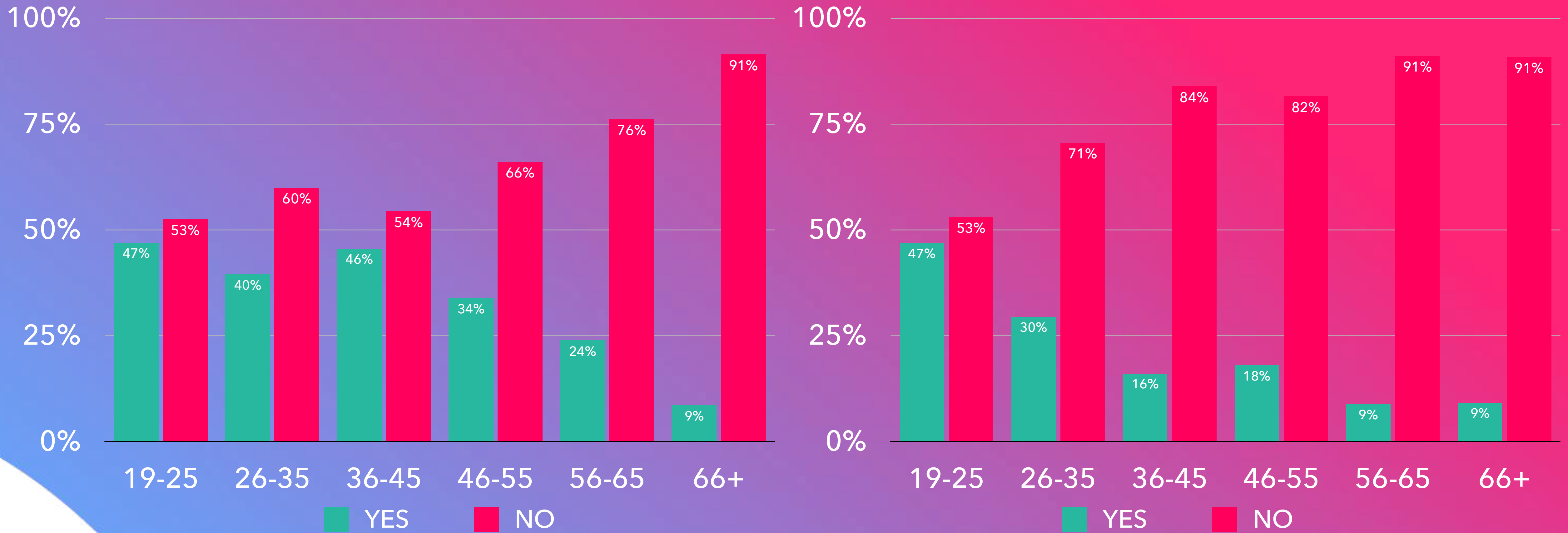


● YES
● NO

Have you ever purchased something during a Livestream?

US

UK

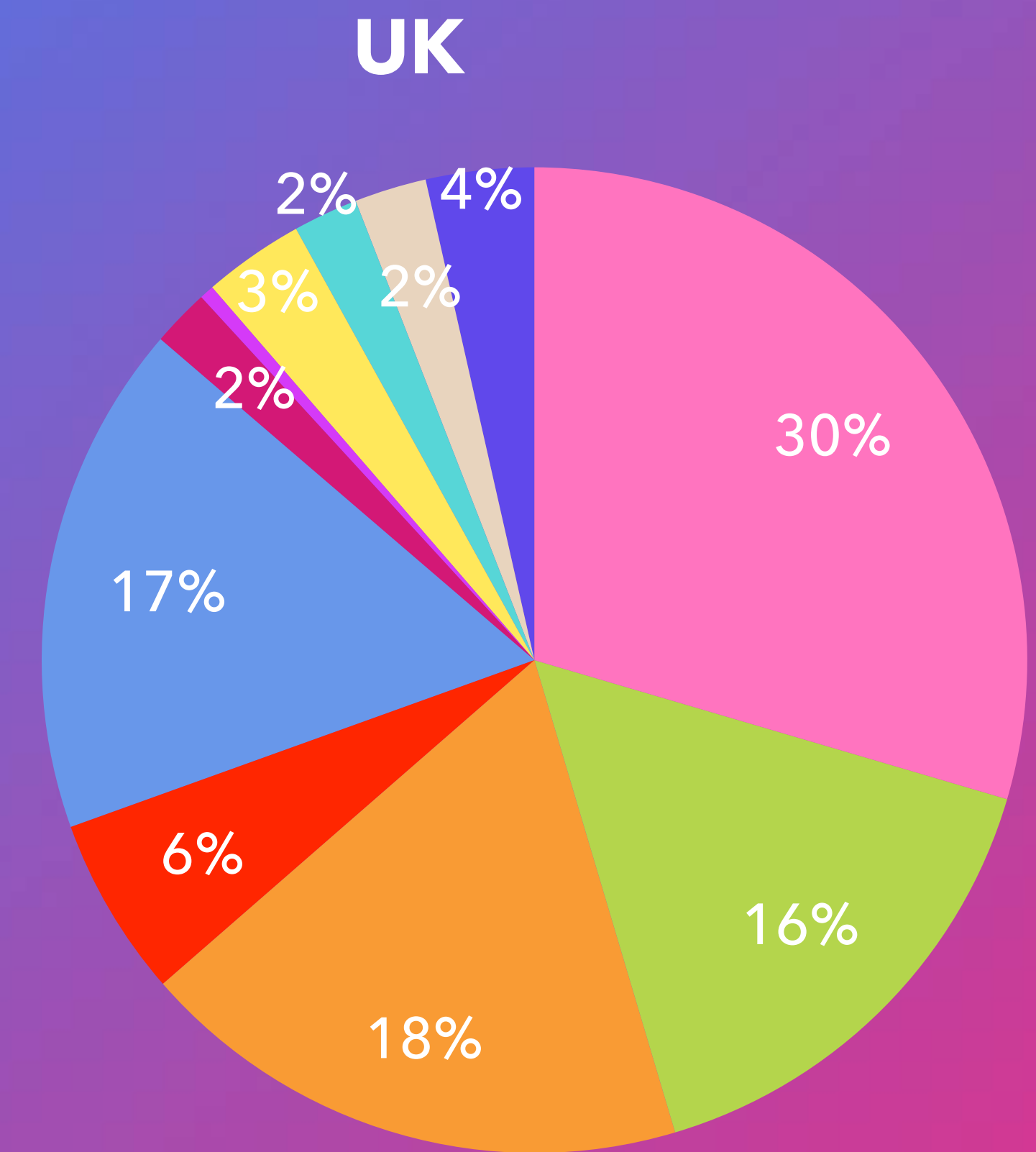
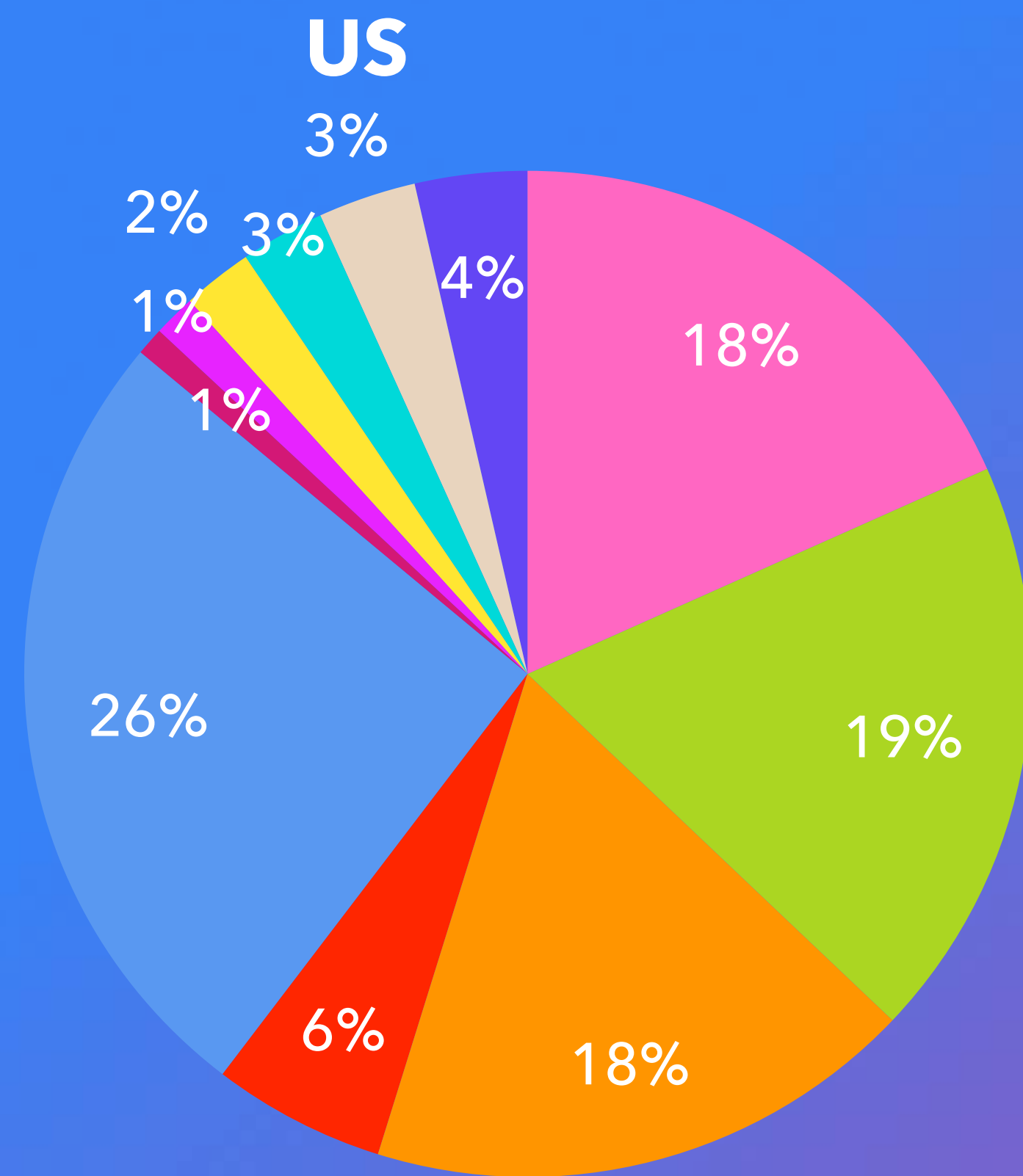


By age



By age

Which platform do you prefer to shop on via Livestream?

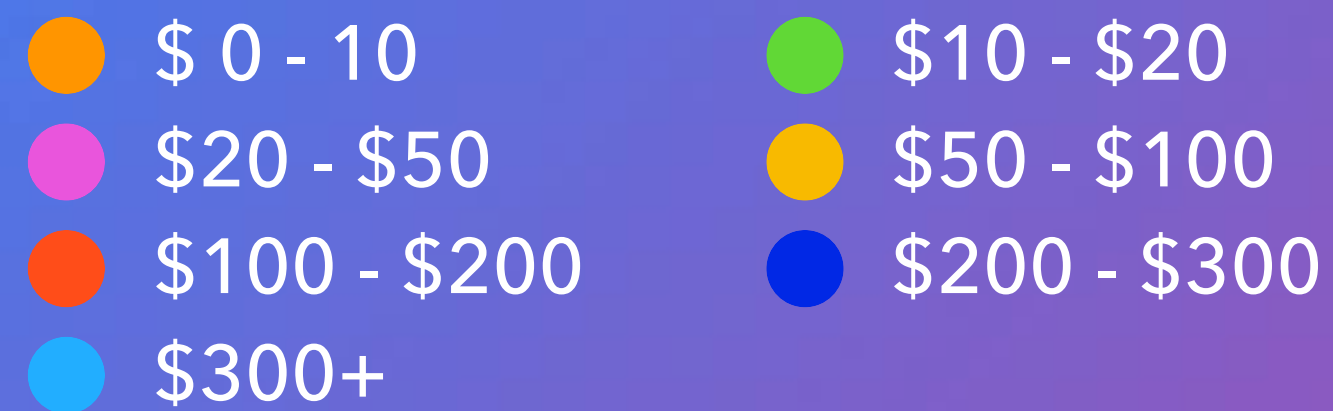
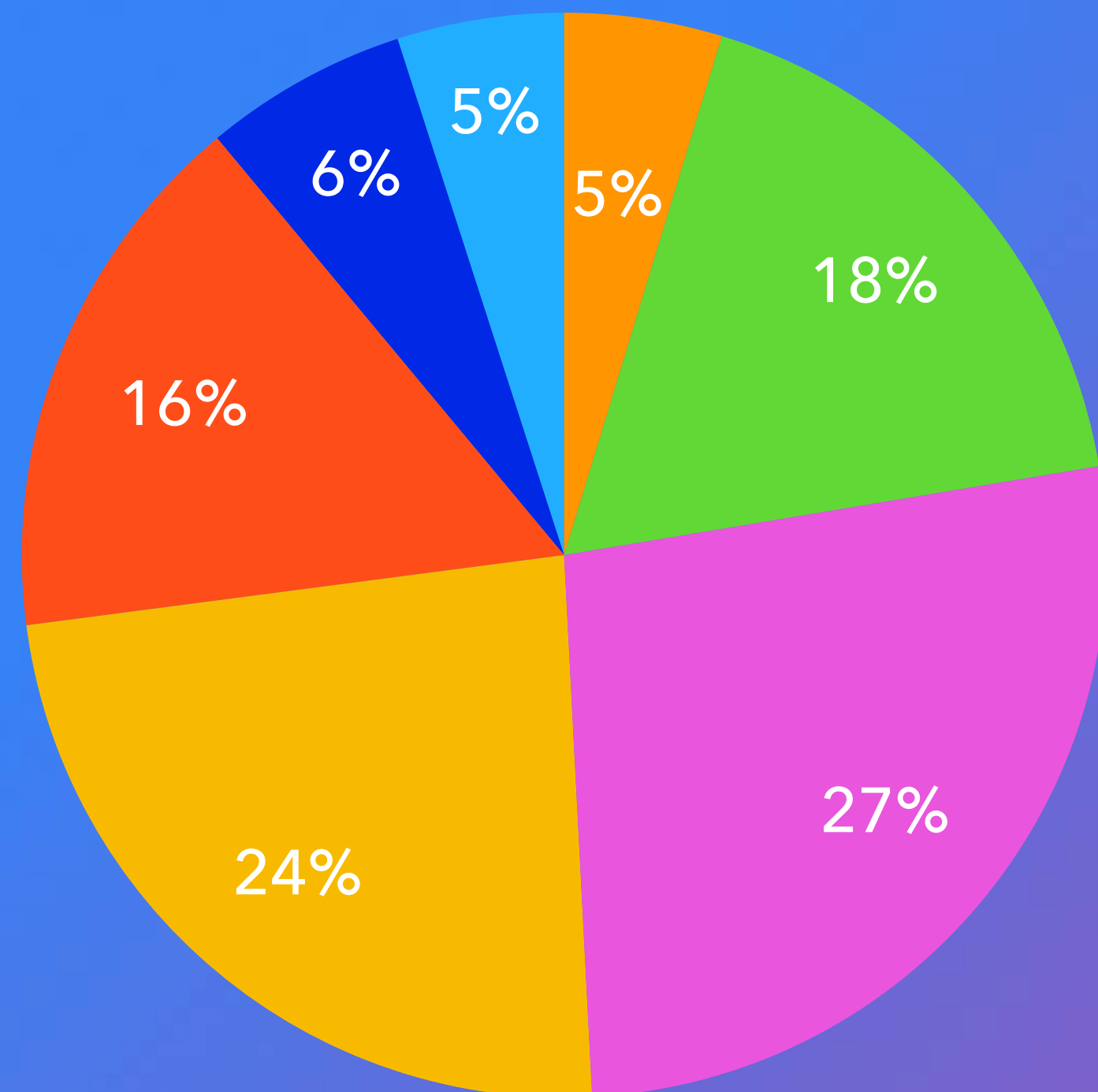


- TikTok Live
- Instagram Live
- Amazon Live
- Pinterest
- Facebook Live
- NTWK
- Bambuser
- TalkShopLive
- ShopShops
- Whatnot
- Others

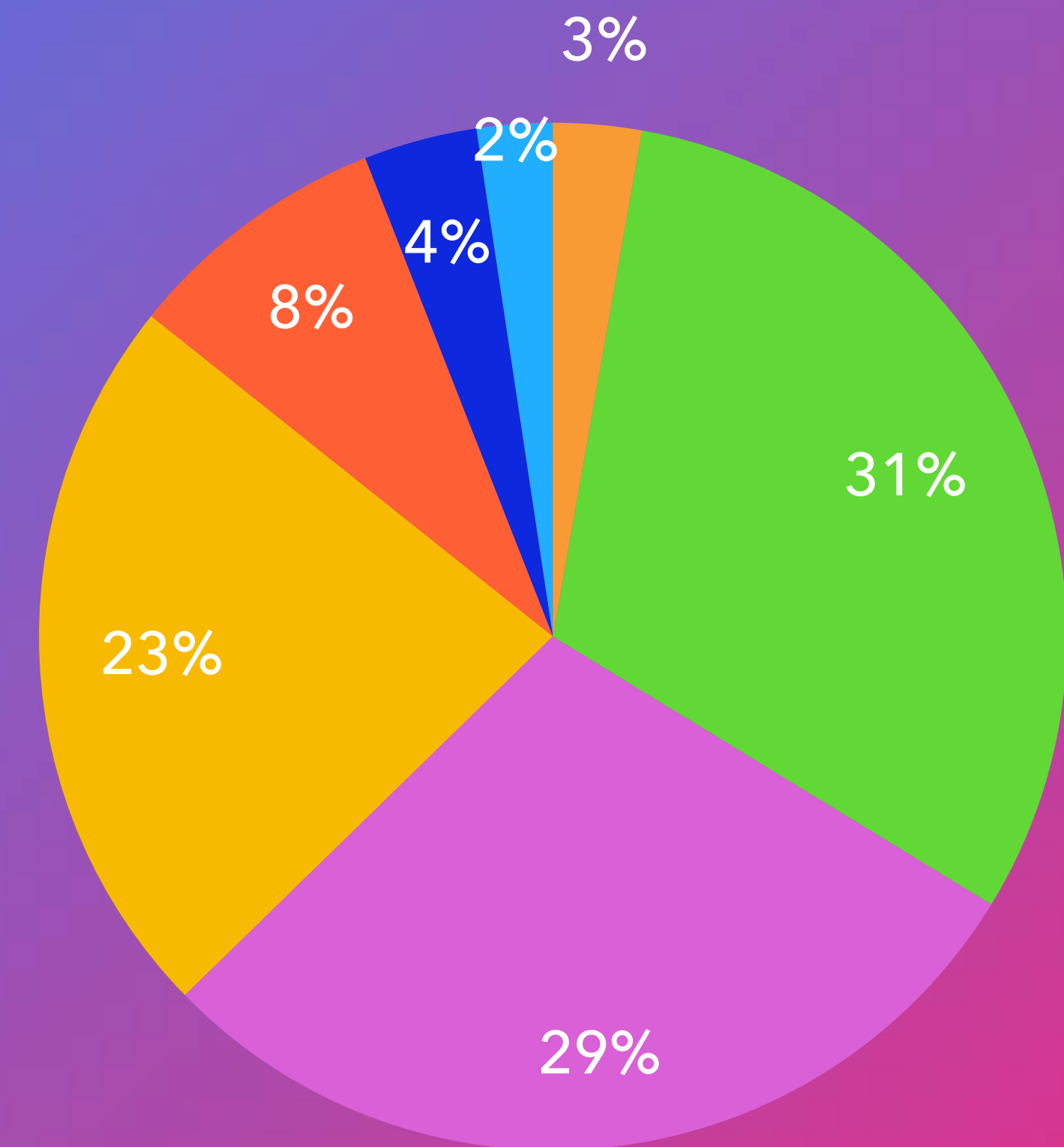
- TikTok Live
- Instagram Live
- Amazon Live
- Pinterest
- Facebook Live
- NTWK
- Bambuser
- TalkShopLive
- ShopShops
- Whatnot
- Others

How much money have you spent on Livestream shopping in the last three months?

US



UK



CHECK OUT OUR FULL SURVEY



LIVESTREAM SHOPPING

WHAT 1,000 US AND 1,000 UK RESPONDERS THINK AND FEEL ABOUT LIVESTREAM SHOPPING



WHAT IS LIVESTREAM SHOPPING?

Livestream shopping is a way for consumers to purchase items in real time while the host of a live event is explaining the products and its features. Viewers can purchase the item from their phones or other devices as the host describes it.

Our agency, The Influencer Marketing Factory, surveyed 1,000 US and 1,000 UK responders in October 2022 to know more about their experience and interest in livestream shopping and live commerce.

THIS IS WHAT WE FOUND OUT:

(1) Only 75% US and 35% UK responders have ever purchased something during a livestream.

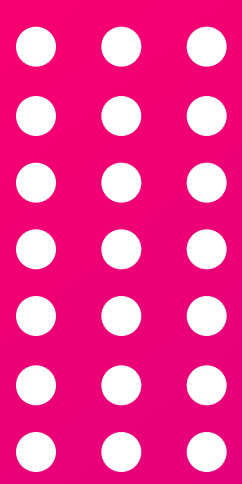
Our infographic includes:

- 1,000 US + 1,000 UK responders
- 21+ unique data-points and insights
- Breakdown by geolocation
- Breakdown by age groups

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Social Media and Livestream Shopping Platforms



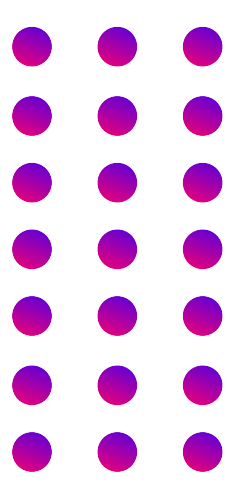
Go Live and Sell



In June, YouTube announced that all creators have the ability to go live on the platform and while utilizing the new tools in the "Shopping" tab on YouTube Studio's, creators can tag products that they want to recommend or sell. YouTube partnered with Shopify, allowing creators and merchants to feature products across all their channels' content.

For US creators is also available via the onsite checkout, allowing viewers to seamlessly complete the purchase on YouTube.



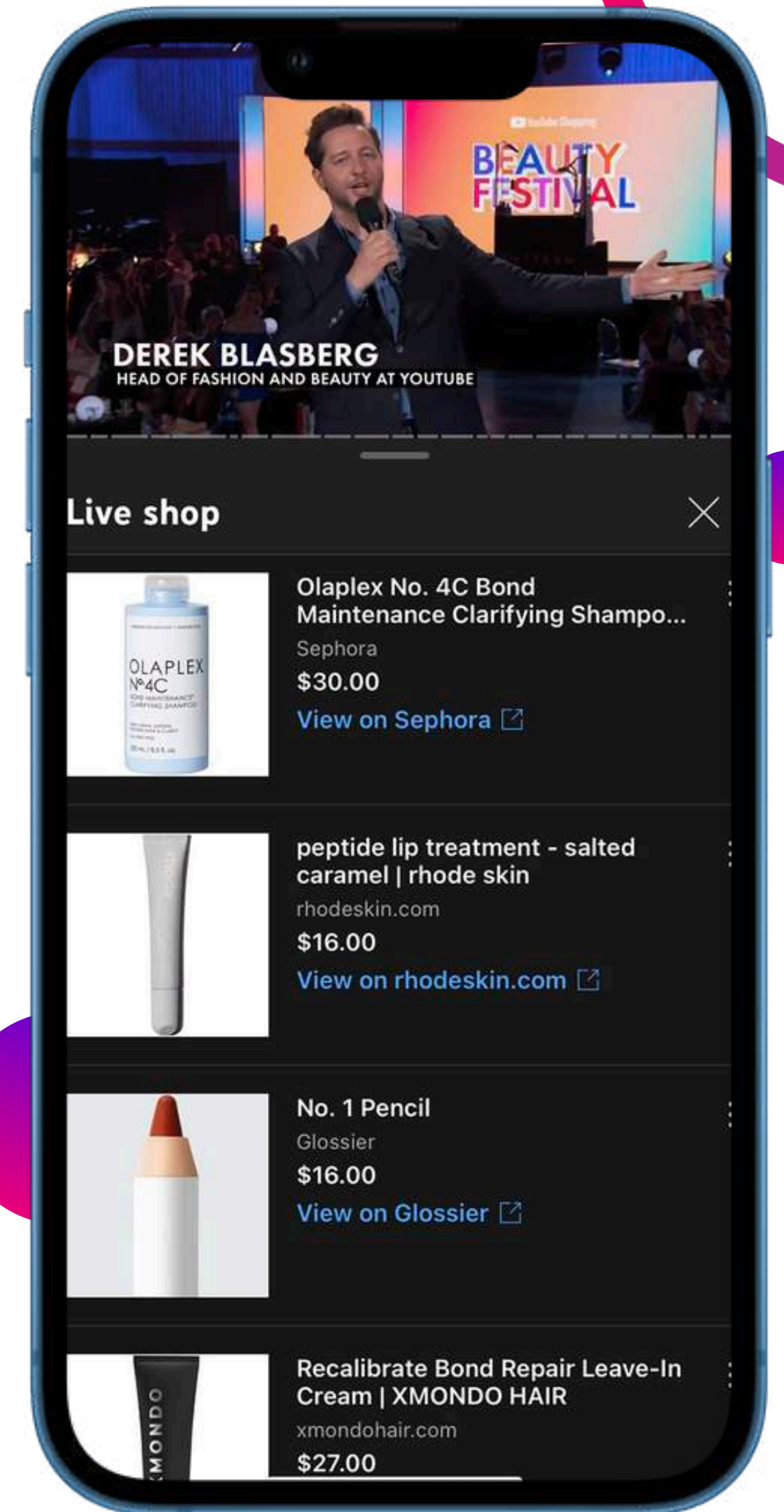


The First Shoppable Challenge

YouTube Beauty Festival 2022

The June Beauty Fest on YouTube saw celebrities, creators, and beauty experts going live to drop new beauty products, reviews, and how-tos on top Pride celebrations. Users were able to shop directly from the platform from the 40 top beauty brands.

YouTube additionally launched a Shoppable Shorts challenge with Glossier. The challenge featured a new eyeliner, the N.1 Pencil, with the #WrittenInGlossier. Glossier partnered up with singer Kehlani to promote the challenge.





Go Live and Sell 📱

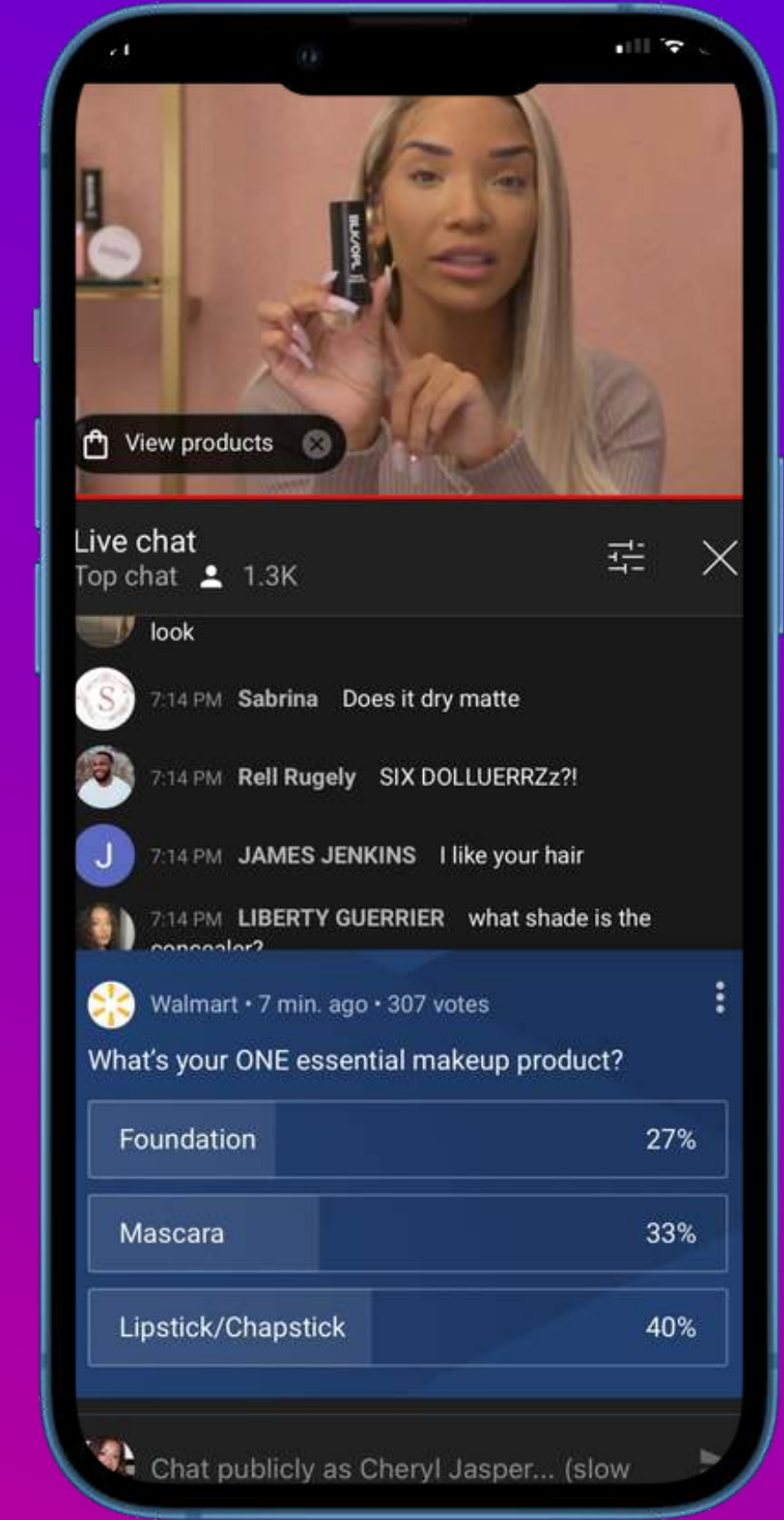
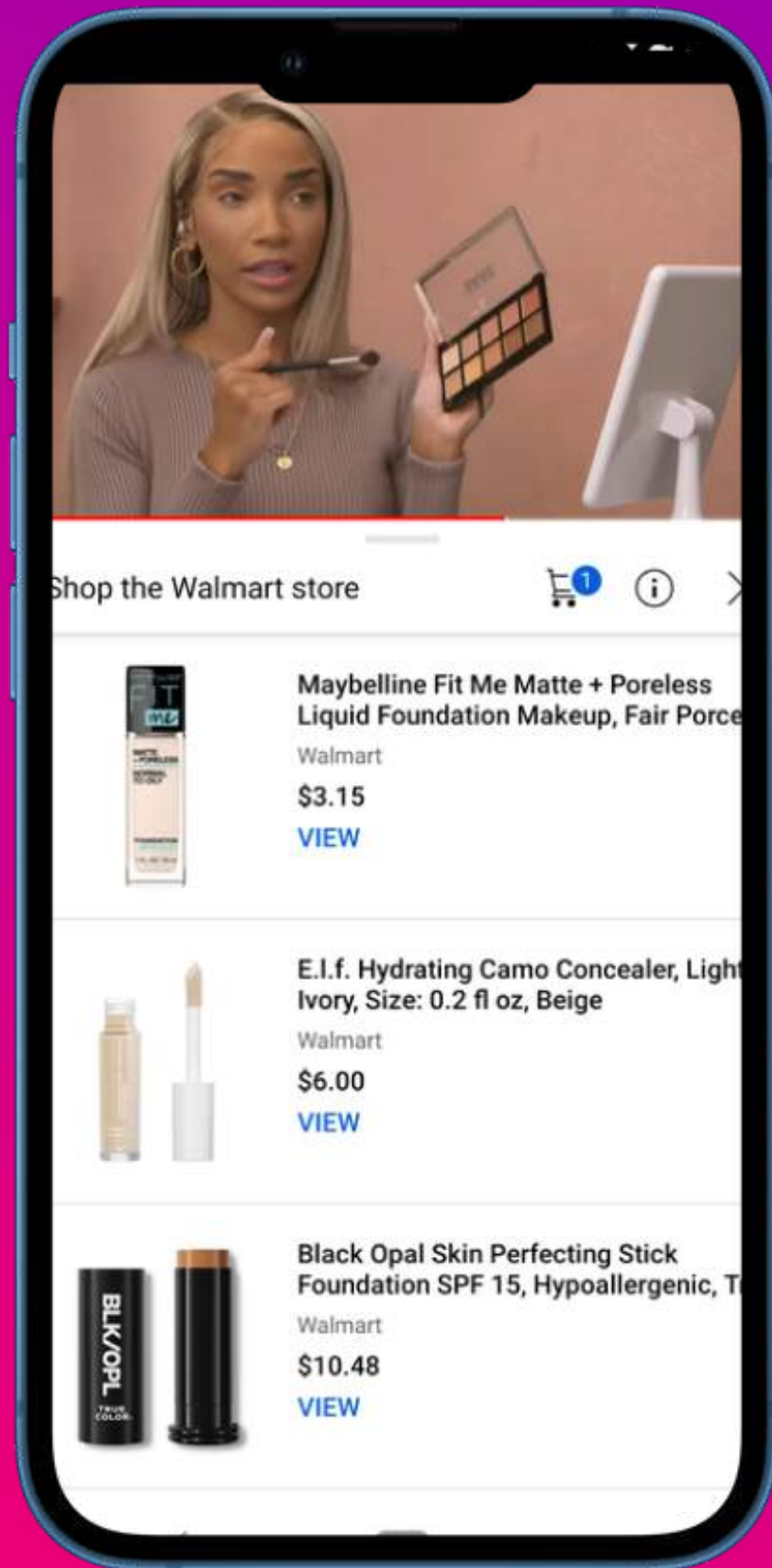
YouTube Live Shopping Launch

YouTube launched Livestream shopping in 2021 as part of their creator monetization and eCommerce tools expansion. Originally the shopping experience was tested with on-demand videos, and later expanded to selected creators and brands.

With the Livestream feature, creators can interact with their audience with product drops, exclusive discounts, and polls to get feedback. YouTube states that their Livestream shopping integration comes from recognized creators revealing a product line, dropping new merchandise, or sharing shopping hauls.

Along with the feature update and upon the holiday season, YouTube launched a week-long event, the “Holiday Stream & Shop”, held from November 15 to the 22 featuring creators like The Merrell Twins, Patrick Starr, Gordon Ramsay, and MrBeast as host.

The new way to shop allowed users to discover and buy products recommended by their favourite creators. According to a Talk Shoppe survey in the U.S. 89% of viewers agree that YouTube creators give recommendations that they can trust¹⁶.

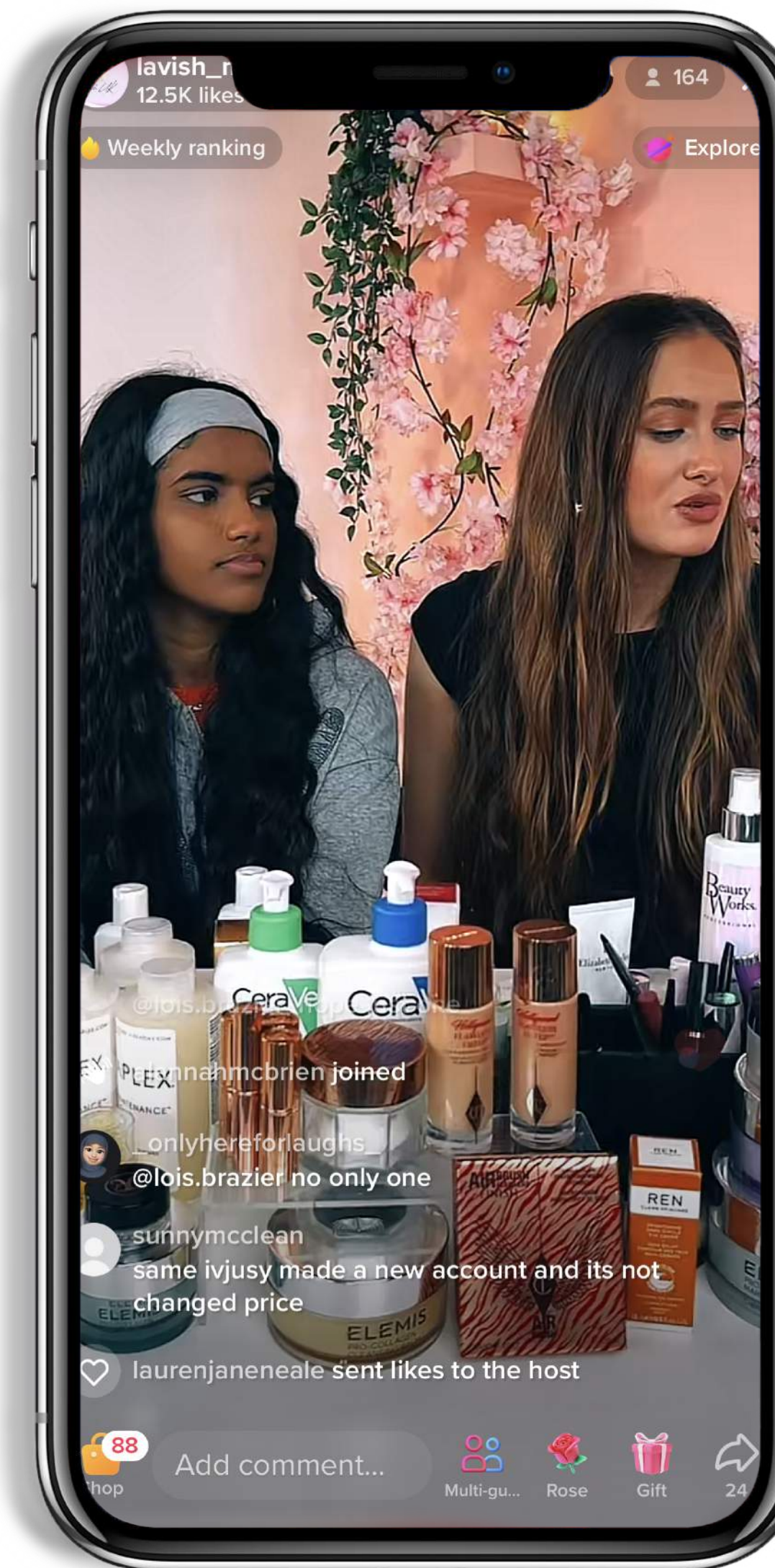


TikTok Shop

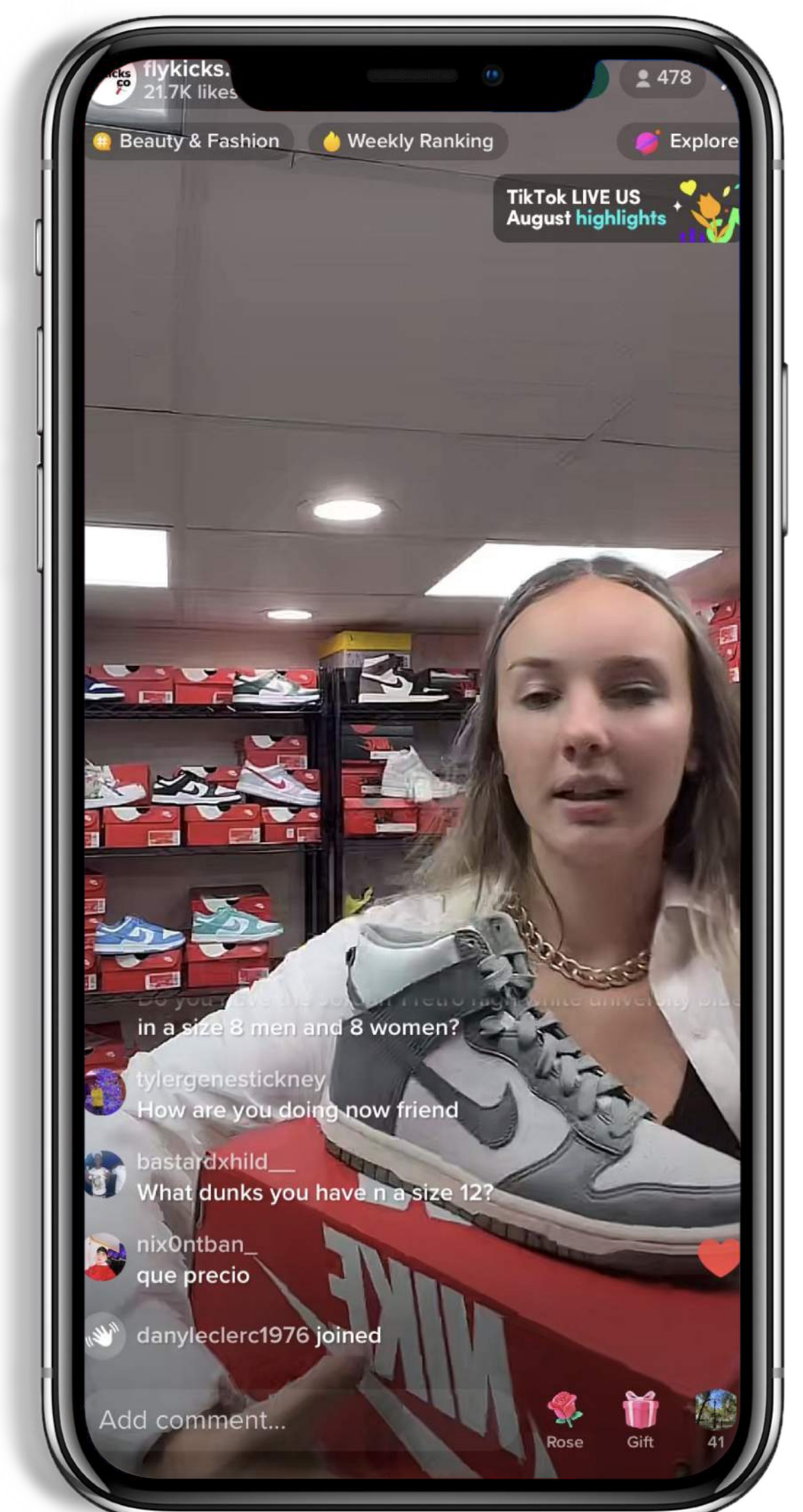
TikTok added **LIVE shopping** to their product offering in September 2021, allowing users to purchase products without leaving the app through Livestream events, usually hosted by influencers. The platform hosted the first multi-brand event in December 2021 called "On Trend".

The company launched the feature in the U.K first and it's planning to launch in other European countries as well as the US, according to the Financial Times¹⁷.

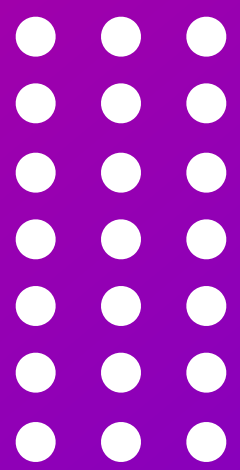
With over 1 billion of users, and popular hashtags like #TikTokMadeMeBuyIt or #AsSeenOnTikTok, the app has quickly become a favorite when it comes to discover new and trending products¹⁸.

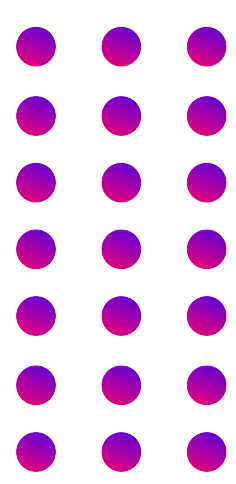


TikTok Live UK



TikTok Live US





TikTok Live Shopping Features

Invite Co-hosts and Guests

Users have the ability to invite up to five people to join the Livestream. The guest differs from the co-host since they are not live themselves. Guests have to request to join the live.



Q&A

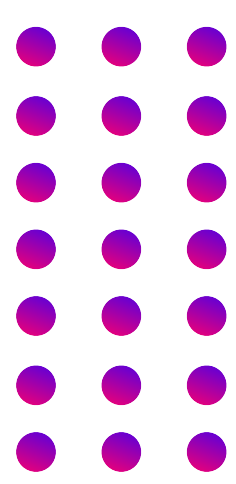
With this feature live streamers will see questions appear in a separate panel, therefore making it easier to answer and interact with the viewers.



Add A Moderator

During Livestreams, moderators can help review comments and manage cyberbullying, therefore making the Livestream welcoming and safe for the community.





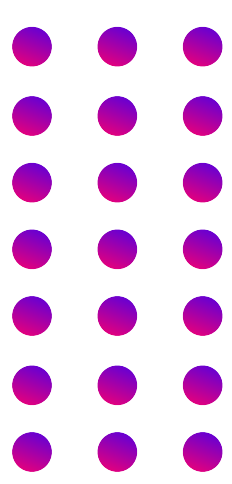
TikTok Shop Expansion Plans

👍 *TikTok Live* 👎

In July the Financial Times reported¹⁹ that TikTok is giving up on their plans to expand the live shopping project in Europe. Apparently they were set to launch in other countries first like Italy and Germany before coming to the US.

The Financial Times claims that a series of investigations have revealed that since TikTok Shop failed to gain traction in the UK, the company has “paused, delayed or withdrawn the planned rollout of TikTok Shop into any other international markets.”²⁰

British influencers claimed²¹ that the hours of work put into the streams are not worth the commission, but there are UK influencers like Manrika Khaira, top seller on TikTok Shop, that regularly streams how she gets ready for the day while selling the products she uses on Livestream.



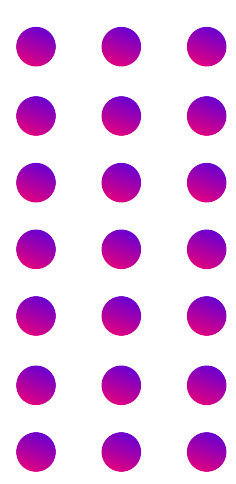
Instagram's main features to go live

Instagram's Live Shopping

Brands and creators have access to Instagram's Live shopping features allowing them to select up to 30 products or a collection to feature. Products can be displayed and pinned during the Livestream. It's possible to pin one product at a time and viewers can learn more about the product or buy it.

US-based consumers can make purchases directly on Instagram with Checkout, a feature that allows people to complete purchases without leaving the App.





Instagram Live Shopping Features

Schedule A Live Event

Users can schedule a live event from 1 hour to three months away. When the event is scheduled a banner will automatically be generated in the profile.



Pin Topic And Reactions

Questions can be pinned on the Livestream so that viewers know what the host is talking about.

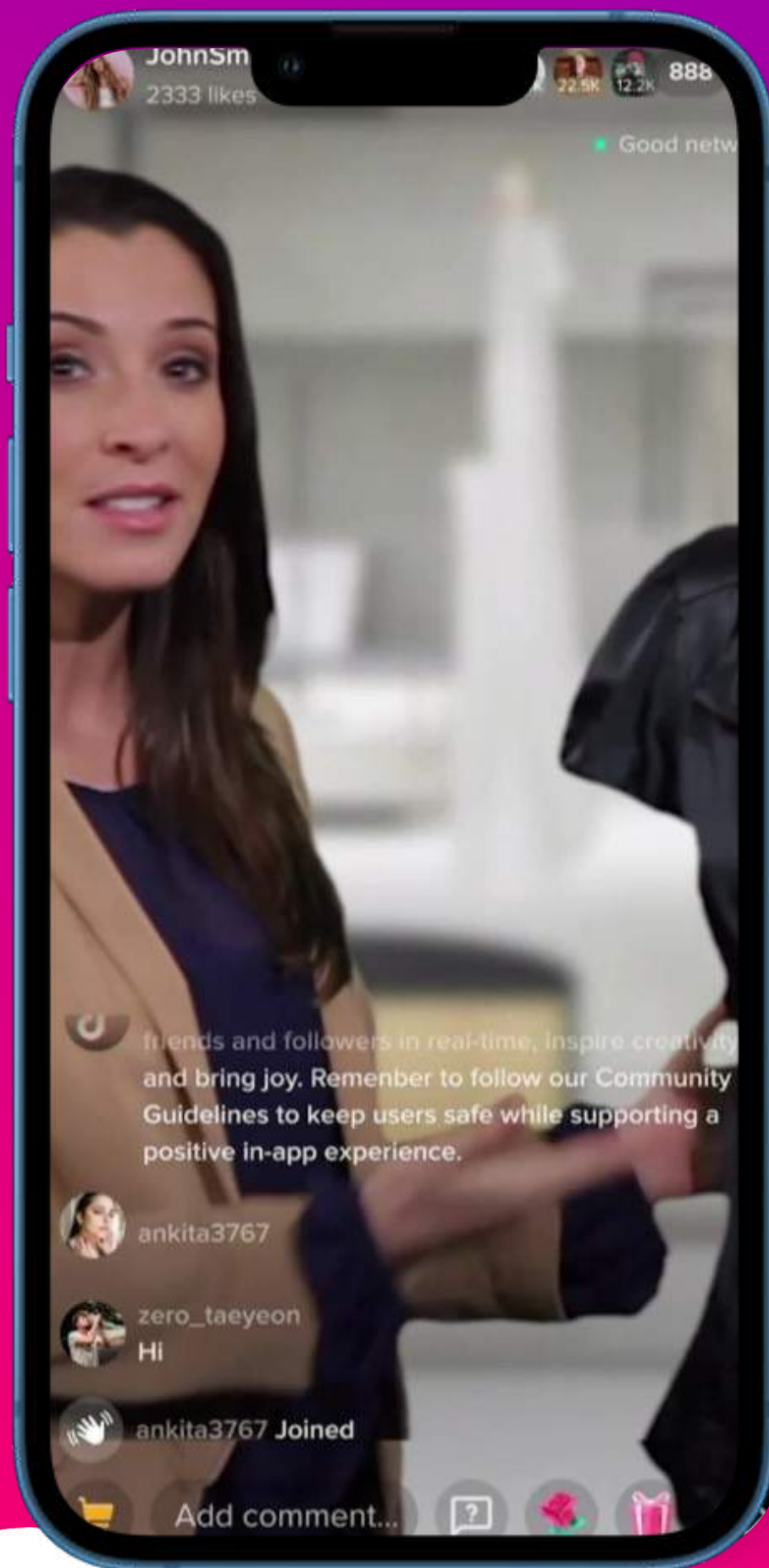
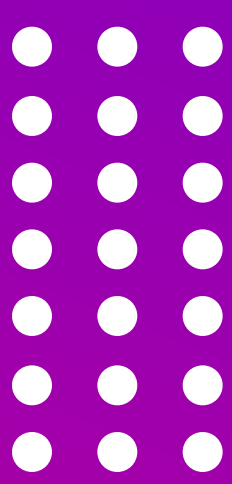


Live Rooms

The host can bring three or more people or additionally partner brand to the stream while allowing them to get more views and engagement.

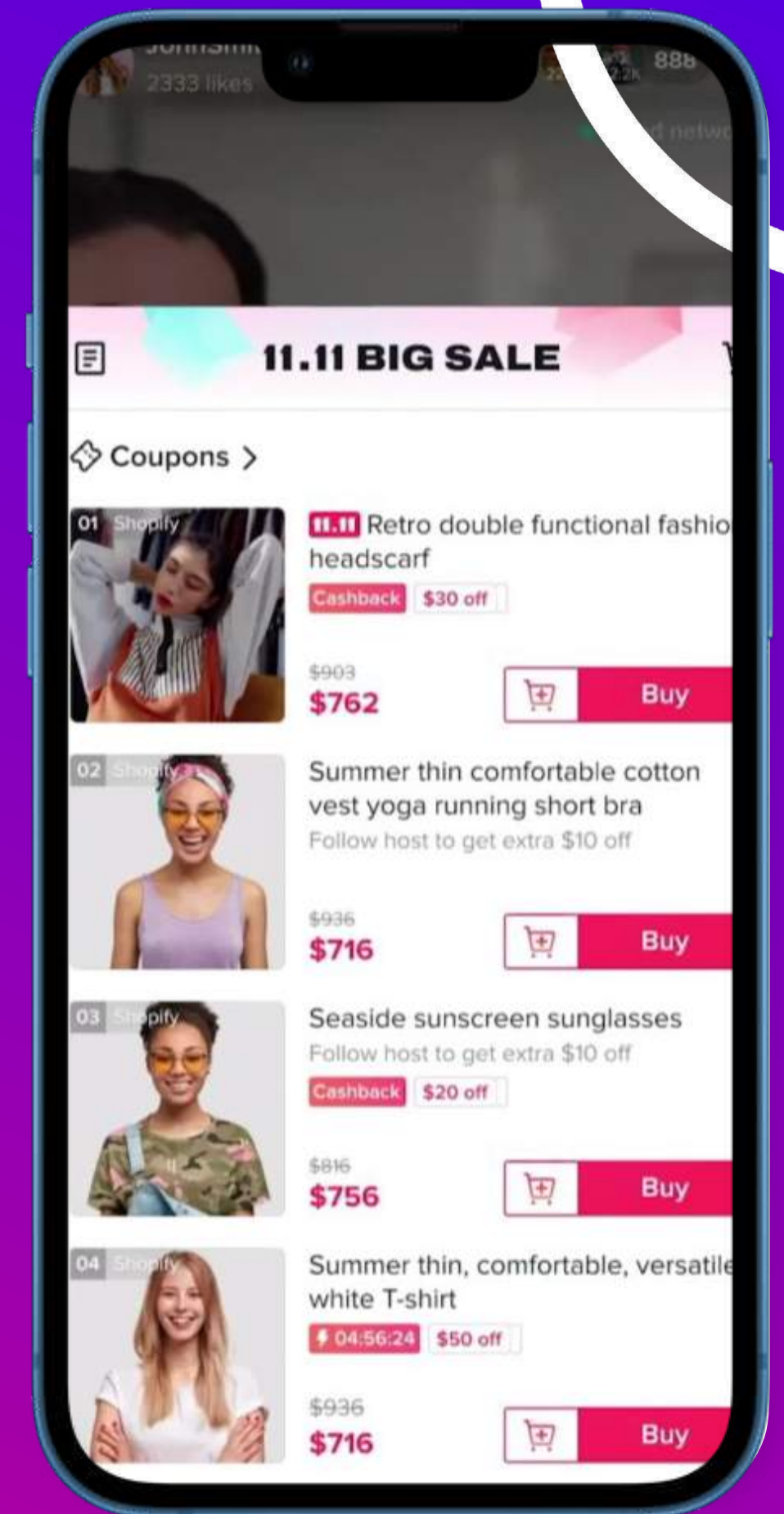
Product Launches

Businesses with checkout can announce upcoming exclusive drops, and users can set reminders to buy as soon as it's available. An hour before launch, a countdown will be displayed to your viewers. At launch time, a confetti effect will display to announce your launch and the countdown will change into an "Add to Cart" button. (US businesses only).



LIVE Shopping Ads

LIVE Shopping Ads allows merchants to bring more traffic to the the shop and promote products for consumers to buy. LIVE Shopping Ads are available only for selected platforms and markets where TikTok Shop is being tested: UK, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam.



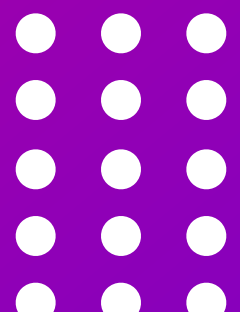
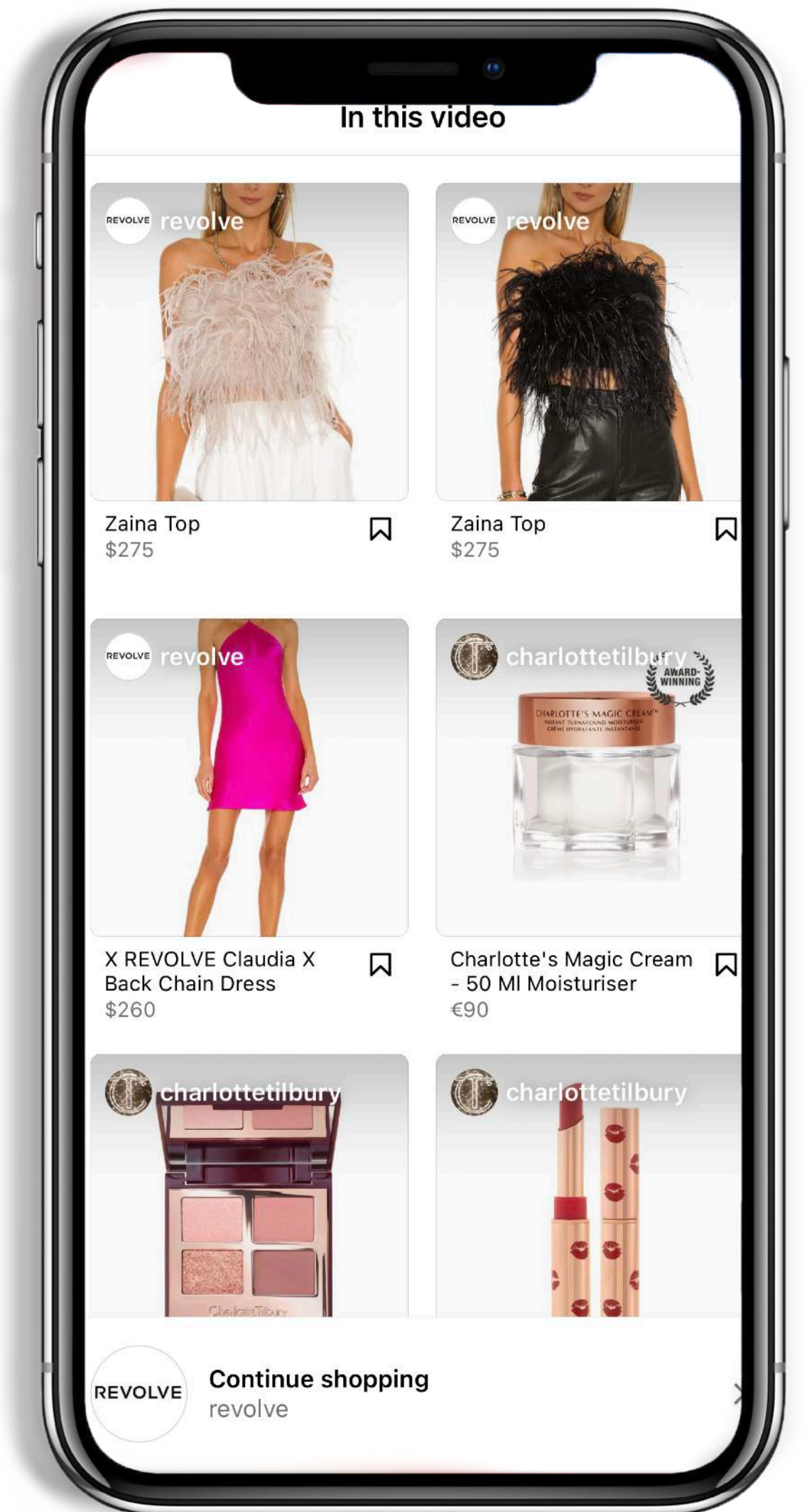
Valentine's Day Live Shopping event

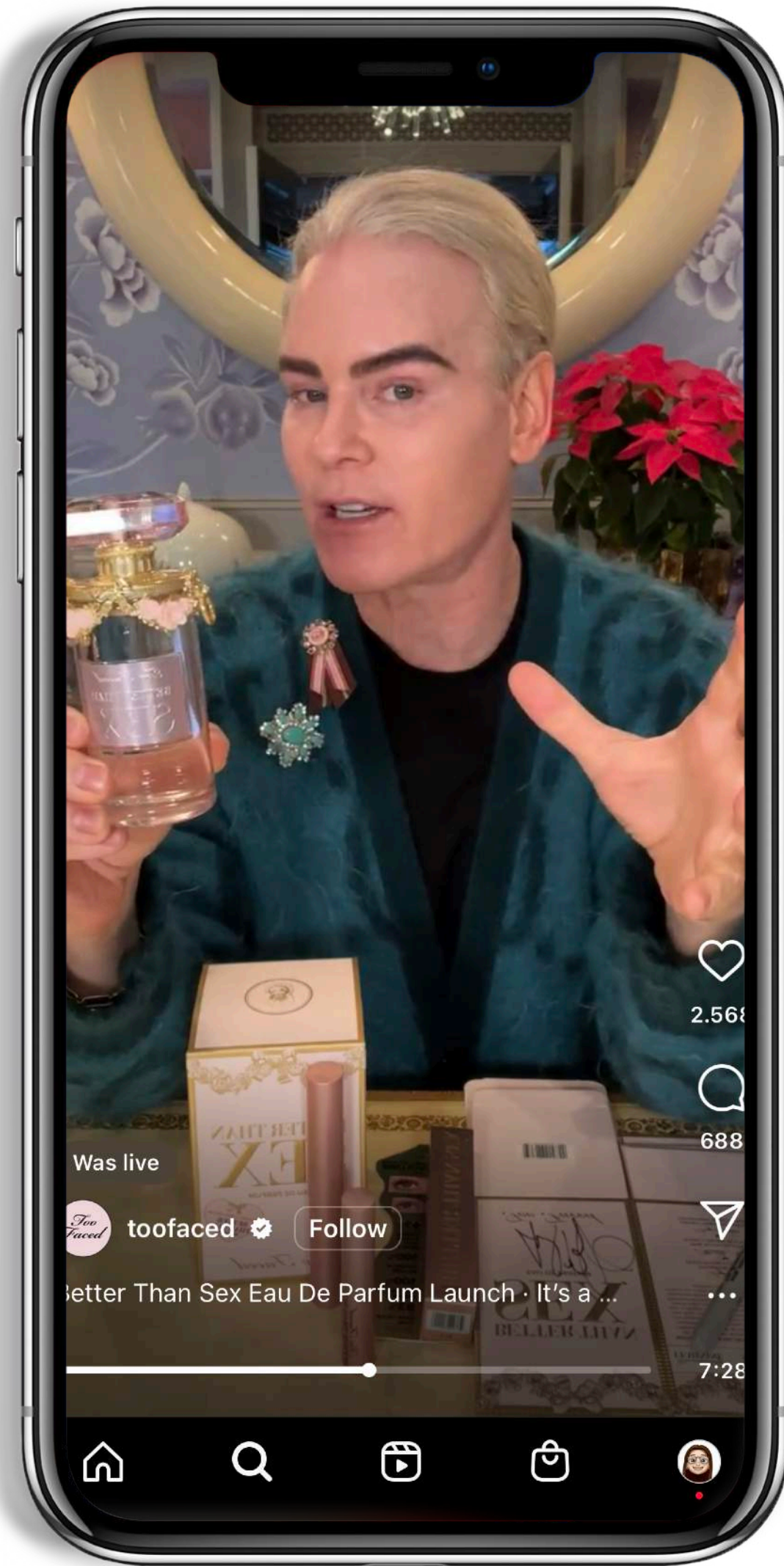
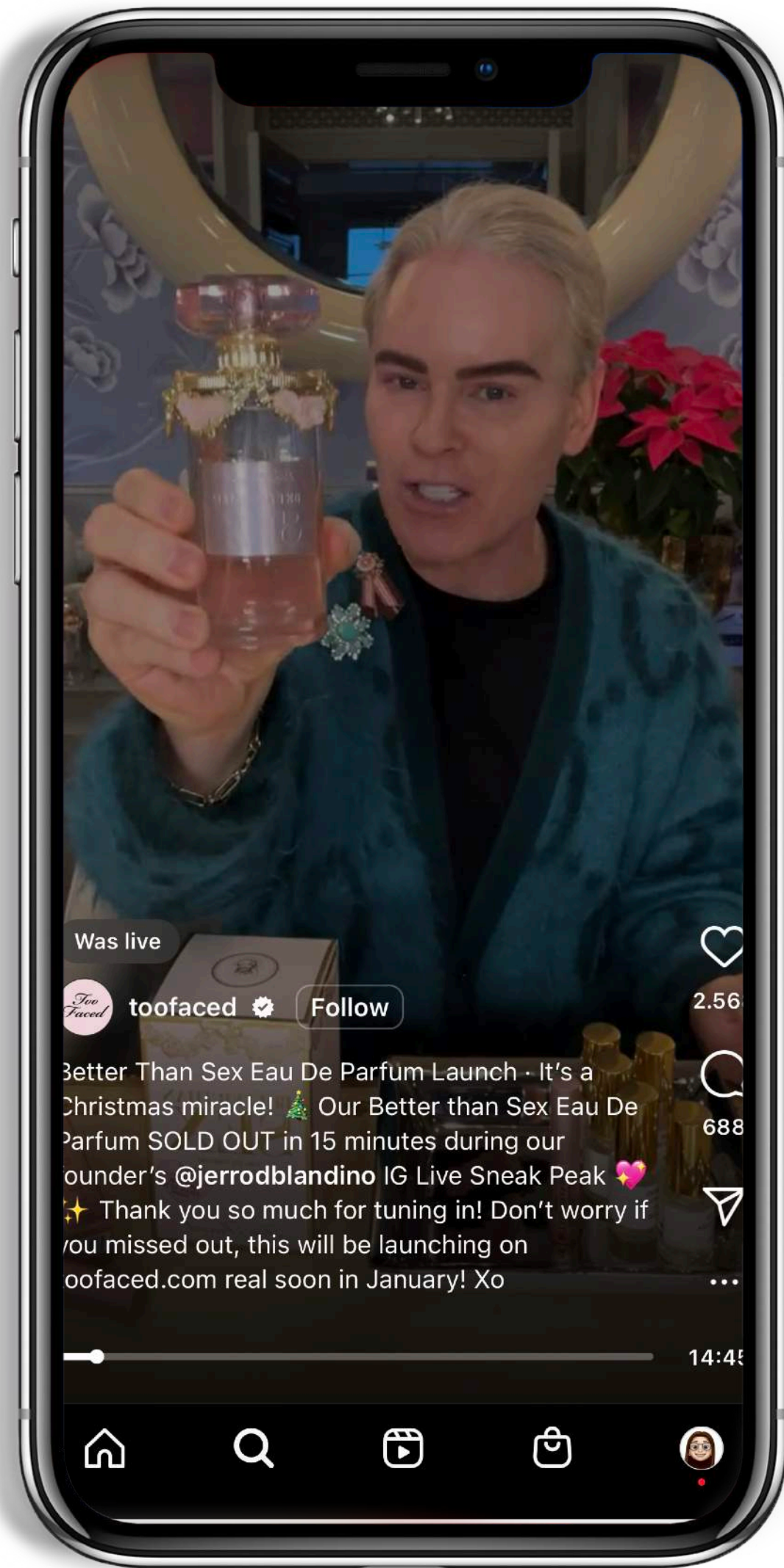
Instagram's Event

To celebrate Valentine's Day 2022 Instagram announced a live shopping event with Shop, the account run by Instagram where small and large businesses you can find on Instagram are highlighted.

The live presented a curated collections of gifts to celebrate the loved ones but also self-gifting. The products presented included different categories like clothes, beauty, jewelry, candy, and home. The list of trendy products were created by shopping experts, all at 20% off.

Reality Star Paige DeSorbo hosted the event, with special guests like influencer Tefi Pessoa, Cici B, Kelli Anne and many more for the purpose of educating and providing tips on topics such as: make-up, fashion, well-being, and dating.





Instagram Case Studies

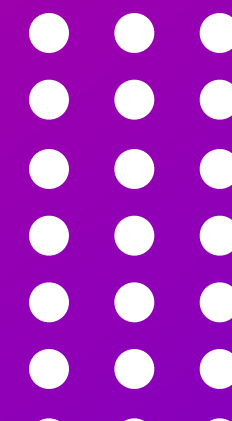
Too Faced Cosmetics

Live Product Launch

The popular makeup brand, Too Faced, decided to launch their new "Better Than Sex" perfume with a live stream event on Instagram in December 2021.

The brand used the Live scheduling feature to build momentum days before the event. The Co-founder and Chief Creative Officer Jerrod Blandino hosted the live.

Too Faced positioned the launch as an opportunity to buy the limited-edition new fragrance and get a free best-selling Better Than Sex Mascara. The first 100 bottles were personally signed by Jerrod Blandino and the event sold out 100% of its available Instagram inventory within the live. There were 29,700 product details page views (within Meta-owned properties)²².

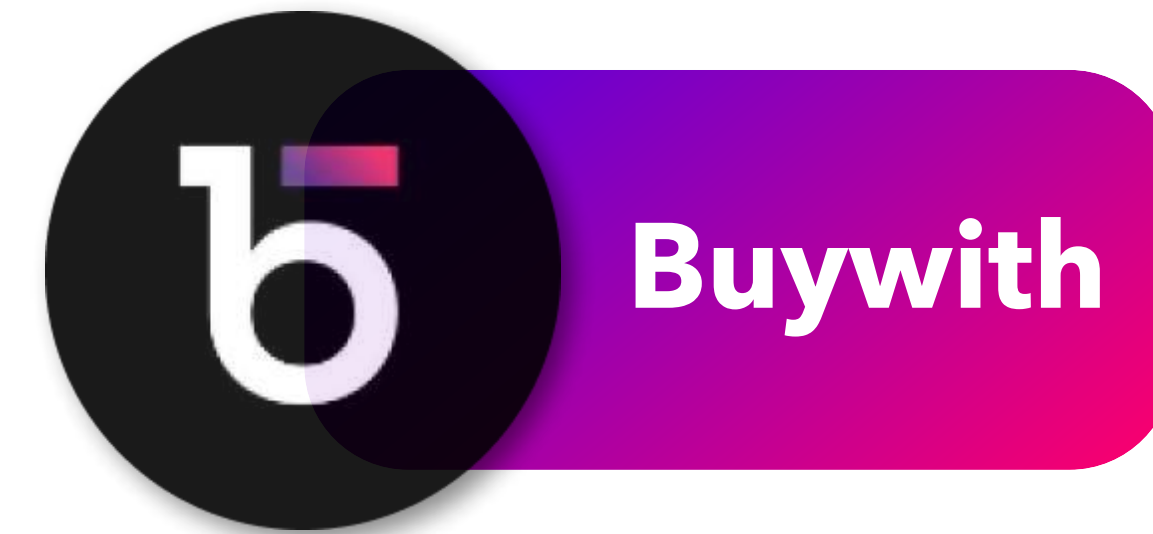




Leading Livestream shopping platforms



NTWRK, allows brands to implement a cloud-based technology that uses APIs to sync with the brand's e-commerce and allows them to go live on the app. The app has more than three and half million users.²³ The platform offers exclusive drops for streetwear lovers that get notified when the new collection is available. Products are often showcased through Livestream events hosted by celebrities or influencers. Some of the brands that the platform partnered up with are: Levi's, E.l.f, Interscope, Panera and many more. On NTWRK, users can also find virtual festivals.



Buywith, which recently secured a \$9.5 million seed round,²⁴ is a Livestream shopping platform where influencers, experts, celebrities, and store reps can host virtual shopping events for brands and retailers. The company identifies as "the most frictionless Livestream shopping platform" with features like: "Shop With Me," that enables users to shop directly on the e-commerce site, along with the audience in real time.²⁵ The company said they are delivering an eight-time increase in e-commerce conversion, increase of 40% per session. Buywith has recorded a 10 times return on investment²⁶.



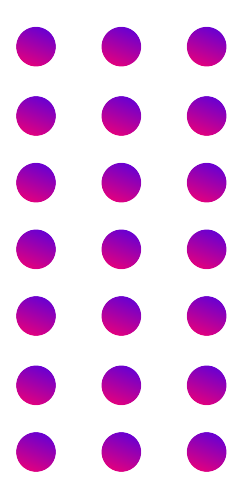
Leading Livestream shopping platforms



Popshoplive is the shopping destination for already established brand but also for up-and coming ones. Users and brands can host their own pop-up snoping channels and sell directly to a global audience. Users can discover upcoming shows based or their interest and with the SharePlay feature for iPhones. PopShop users can easily watch shows and shop together in sync while on a FaceTime call. The platform can support up to 100.000 current views, host smaller events with VIP tickets or even one-to one consults²⁷.



CommentSold allows to have personal shopping experiences with live events. Customers can add to cart products and buy without leaving the website. The company offers real-time product inventory counts so that users are more likely to fear the FOMO effect and place an order on the spot. The company allows brands to broadcast directly to their businesses social media, mobile apps or web-stores. Alternatively they can go live on Instagram and Facebook while still maintaining a centralized inventory across all the sales channels.



Amazon Live Shopping

Amazon Live Shopping

Amazon Livestream is available in the US via the free streaming to vendors who have a Store and professional sellers enrolled in Amazon Brand Registry.

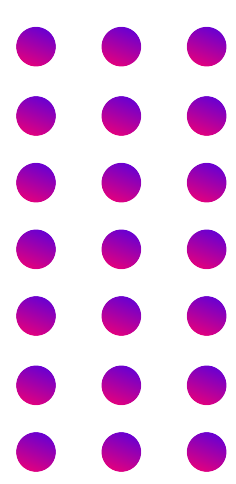
Three ways brands can engage with their audience on Amazon Live:

Amazon Host: brands can integrate their products on Amazon produced live shows, and they are typically themed.

Amazon Influencers: brands can sponsor influencer Livestreams on the Amazon Live Creator app.

Brands (self-service): brands can stream from their device with the Amazon Live Creator app, therefore resulting in complete control over the Livestream.



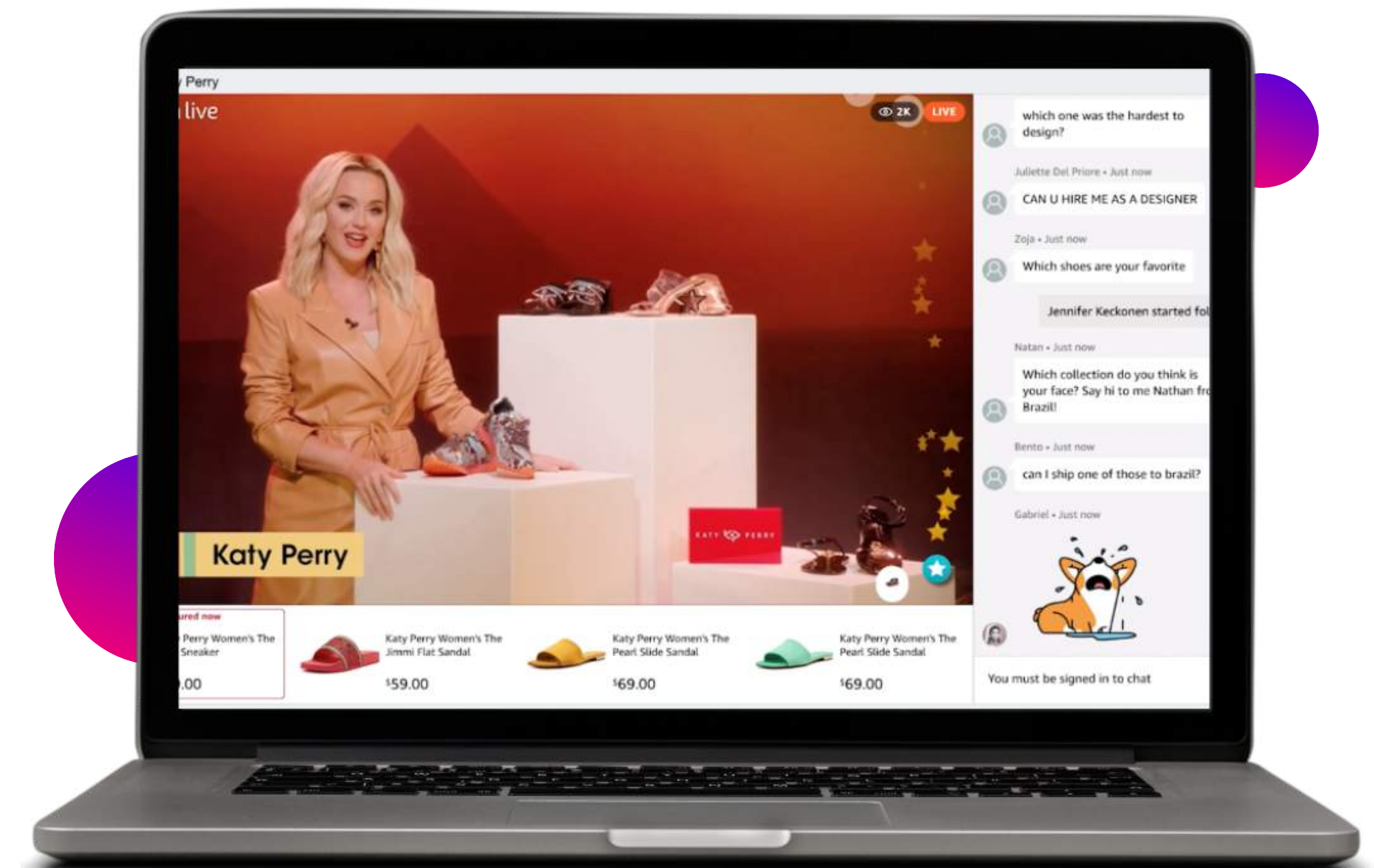


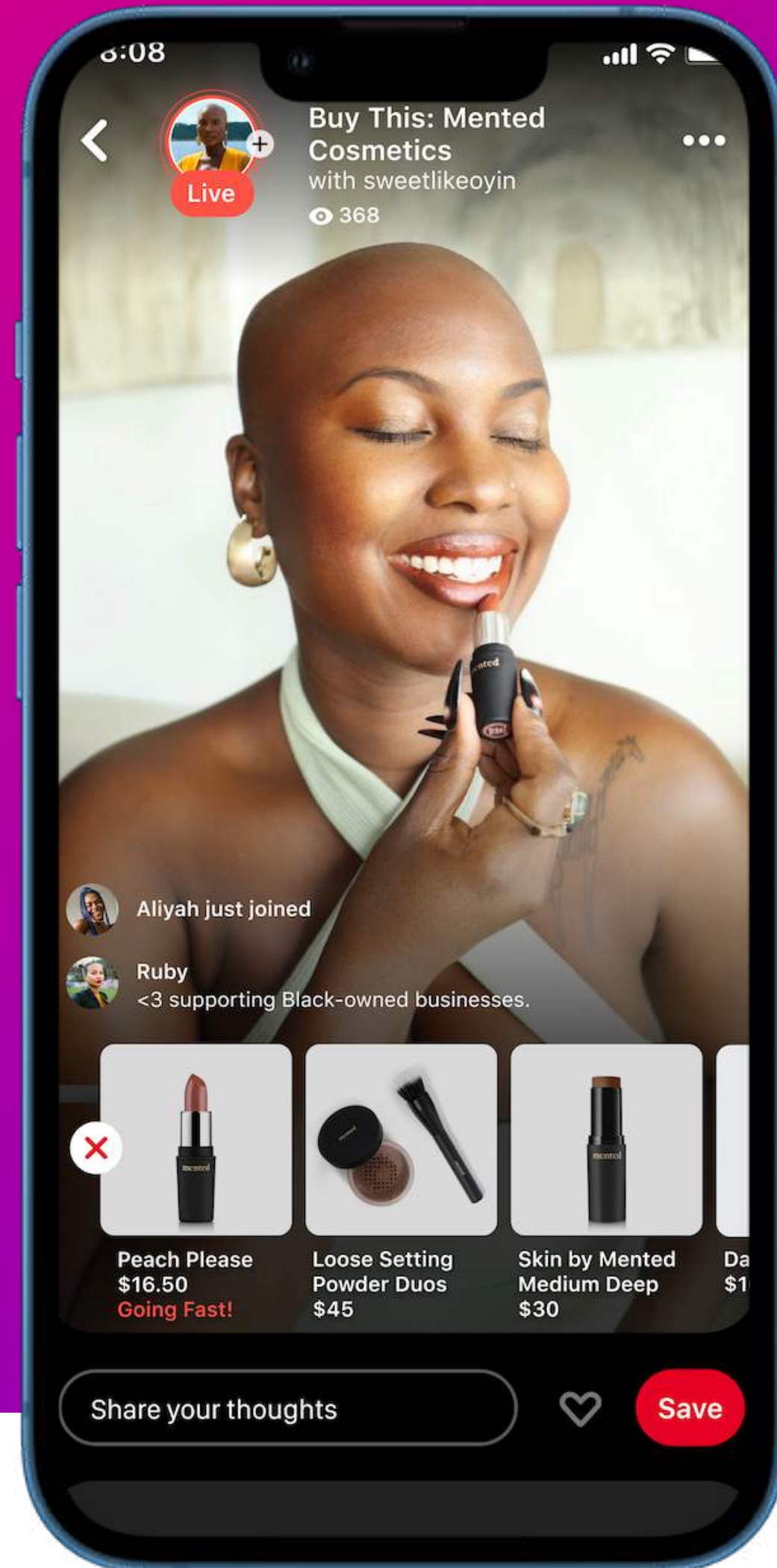
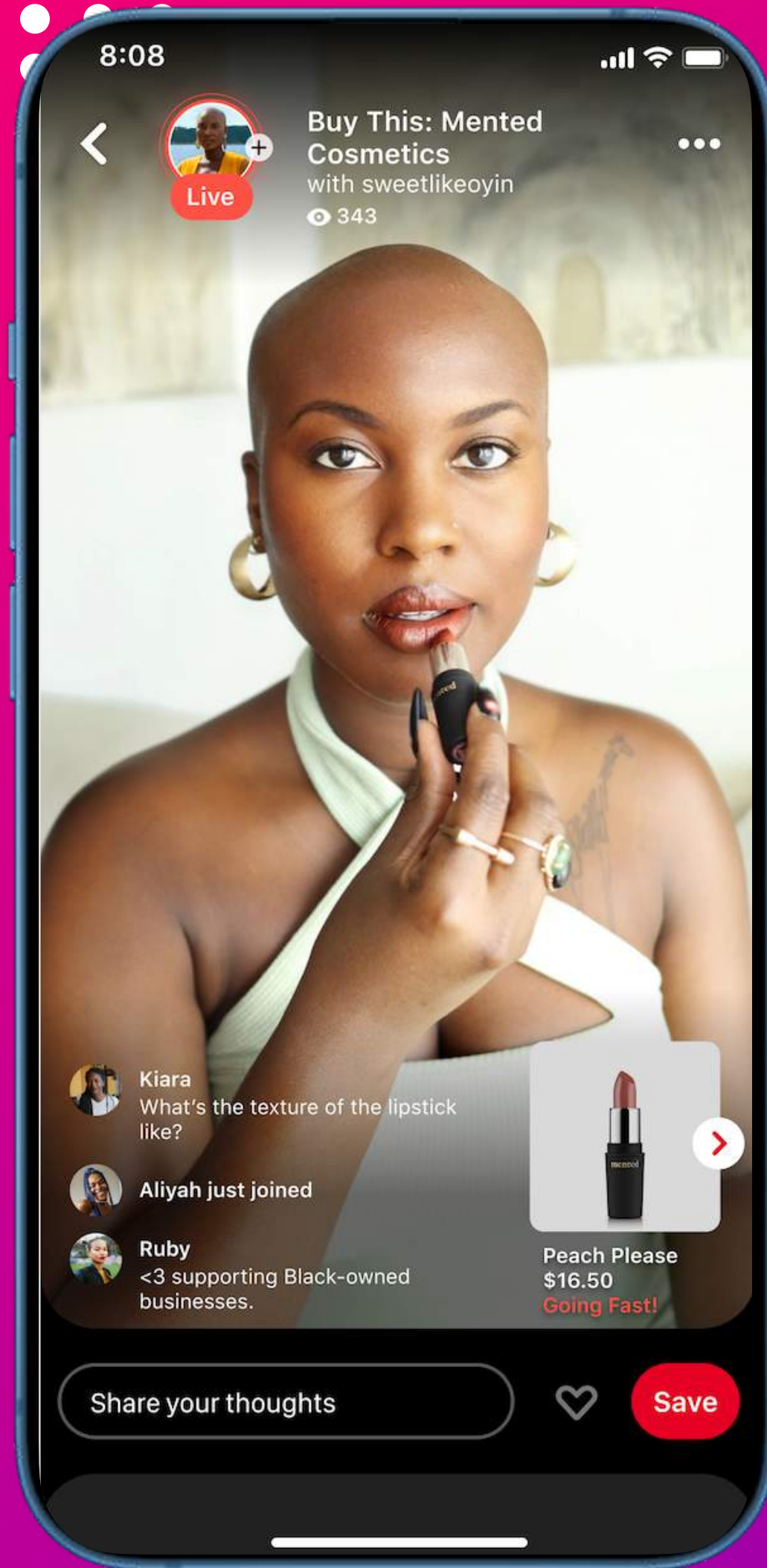
Amazon Live Shopping *Prime Days 2022*

For Prime Days 2022 Amazon decided to partner with celebrities and influencers for Livestream events. Celebrities such as Porch Williams, Lara Kent, Joe Mele, and Hilary Duff joined small businesses owners to promote their products and share their story.

According to the company, Prime Days streams had more than 100 million views and thousands of creators streamed throughout Prime Day 2022²⁸.

The Prime Days events finished with the Ultimate Crown Live event where YouTuber Mr.Beast and Twitch streamer, Ninja, competed in the gaming matchup. Prime members could have the chance to participate in person or in live chats and have a chance to win exclusive giveaways and gifted subs.



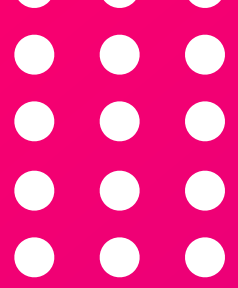


Pinterest TV Studio App

Pinterest TV

In May 2022 the company launched a live streaming app called Pinterest TV Studio. For now, it's available in US, Canada, Australia, UK, and Germany but only to selected creators.²⁹ The app description says: "With Pinterest TV Studio you'll be able to go live on Pinterest TV. Add multiple devices for different camera angles!"³⁰

Since the app didn't announce the launch we don't know more about this product, and they didn't provide further detail to TechCrunch that reported the app existence.



Pinterest Live Shopping

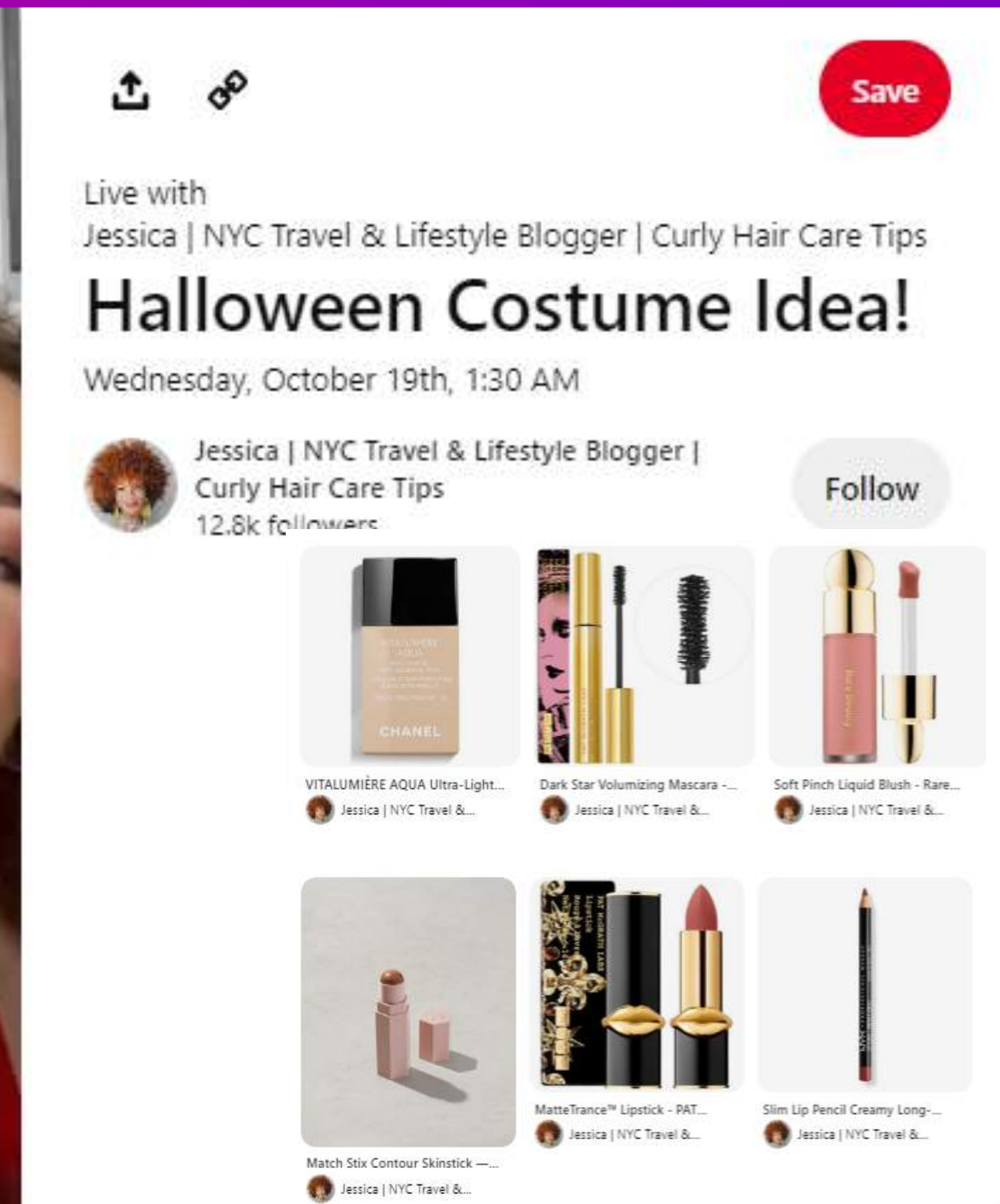
Pinterest TV

Pinterest launched Pinterest TV in late 2021, a curated series of shows hosted by creators. For the premier, the company partnered up with celebrities and creators like Tom Daley and Manny MUA.

Shows runs between Monday and Friday and on Fridays a new brand hosts an exclusive product drop show with special discounts that users can shop.

All creators are eligible to apply and propose a show via the "Creator Studio." Within the Creator Studio influencers can log in then schedule shows and go live to connect with their audience.

The company says that sometimes Pinterest features Pinterest TV hosts for paid partnerships.

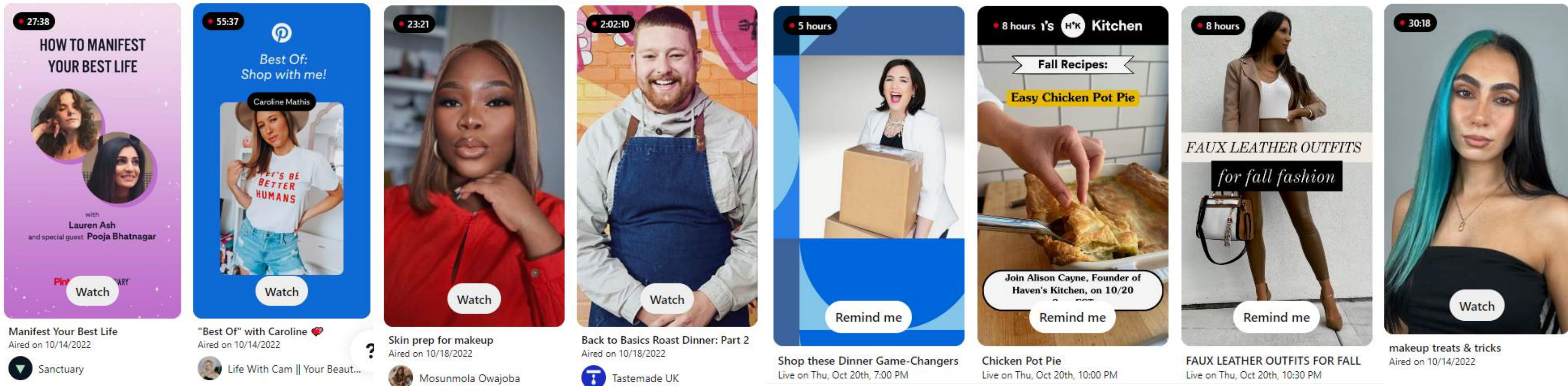


Pinterest Live Shopping

Pinterest TV

Pinterest TV features:

- Features one show at a time to let the audience focus on every creator
- Shows available on-demand
- Overview page with upcoming shows
- Users can be reminded to watch with a push notification by tapping "Remind Me"
- For now, only supports episodes filmed in English



27:38
HOW TO MANIFEST YOUR BEST LIFE
with Lauren Ash and special guest Pooja Bhatnagar
Watch

55:37
Best Of: Shop with me!
Caroline Mathis
Watch

23:21
Skin prep for makeup
Watch

2:02:10
Back to Basics Roast Dinner: Part 2
Watch

5 hours
Shop these Dinner Game-Changers
Remind me
Live on Thu, Oct 20th, 7:00 PM

8 hours
Fall Recipes:
Easy Chicken Pot Pie
Join Alison Cayne, Founder of Haven's Kitchen, on 10/20
Remind me
Live on Thu, Oct 20th, 10:00 PM

8 hours
FAUX LEATHER OUTFITS
for fall fashion
Remind me
Live on Thu, Oct 20th, 10:30 PM

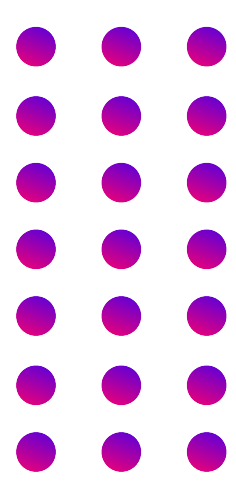
30:18
makeup treats & tricks
Watch
Aired on 10/14/2022

Sanctuary

Life With Cam || Your Beaut...

Mosunmola Owajoba

Tastemade UK



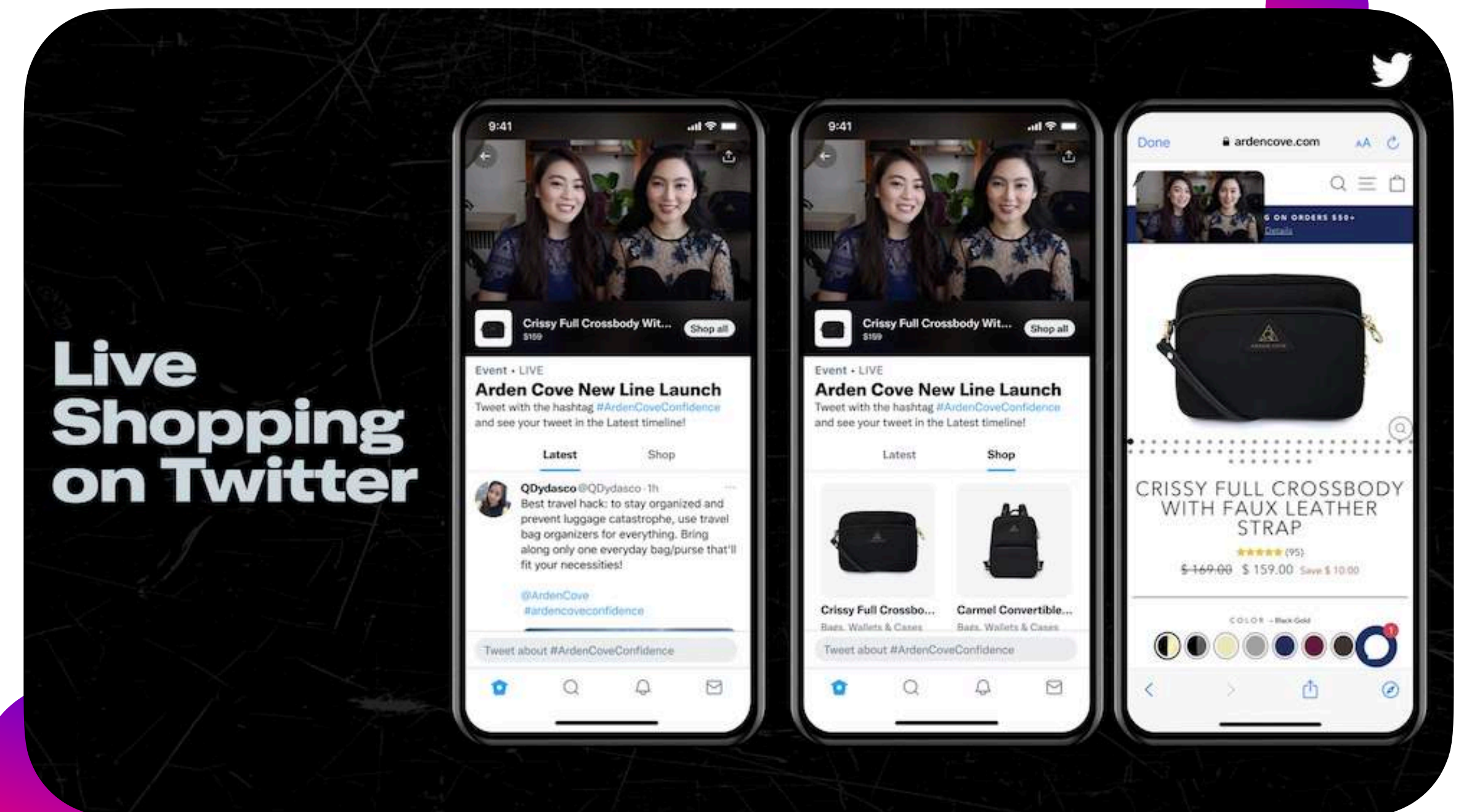
Twitter Live Shopping

Twitter

Twitter launched Live Shopping on Twitter in November 2021. While watching a Live Shopping streams users can:

- Check out the Shoppable Banner and Shop Tab on the event page
- Users can go back and forth between the Latest Tab and the Shop Tab, allowing them to be part of the conversation
- Continue to watch the Livestream on the merchant's website within an app browser

Twitter initially started to test Shop Spotlight with selected brands, and then in June 2022 opened to all merchants in US. Shop Spotlight is a dedicated space at the top of a profile where businesses can showcase their products. Users can scroll through the carousel of products and seamlessly buy in an in-app browser.

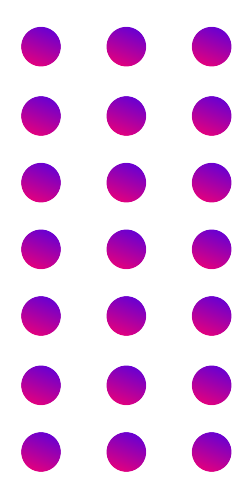




Walmart

Walmart tested for the first time TikTok Livestream shopping in December 2020. In March 2021 the company returned with a second Livestream shopping event called “Spring Shop-Along: Beauty Edition” to promote beauty products featuring TikTok creators. According to Walmart, their first event had 7x more views than expected and their followers grew by 25%.³¹

In November 2021, Walmart experimented with Twitter Livestream shopping as well. The shoppable event was hosted by singer Jason Derulo for Cyber Deals. Consumers were also able to shop from YouTube, Facebook, and Walmart’s live website and watch from Instagram and TikTok.



Walmart Connect

Walmart's media company announced in September 2022 a collaboration with Innovation Partners; in order to provide and expand advertiser support. The different partnerships provide "Test and Learn" opportunities in social, live-streaming, entertainment, and e-commerce ahead of the holiday season.

Among the partners platform, TalkShopLive, launched eight live-streaming with Walmart between February and March 2022. Walmart notes how this partnership allows brands to test and amplify their content by connecting with shoppers at a scale.



eBay

eBay launched eBay Live, a new live shopping platform in June 2022. The new beta platform allows to discover, chat, and purchase instantly collectible cards from anywhere. The first live event was hosted by Jess Mineo of Bleecker Trading and DJ Skee. "As an avid collector, I love that eBay continues to push the envelope to provide the best possible experience," stated DJ Skee.



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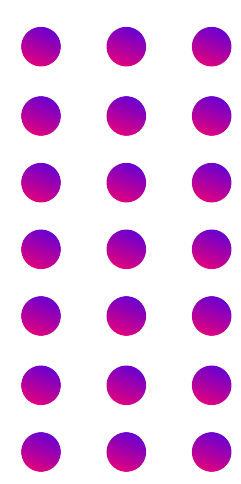
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