

A new way of  
shopping is here

Don't miss it.

It's **LIVE**

Worldline and Livescale present Live Shopping

**WORLDLINE** 



**LIVESCALE**

# This is a guide to boost your conversion rate

A bold statement we know, but we believe it's the right one. Live Shopping is a new way of shopping that's on the rise. And your conversion rate will rise with it. So let's be bold. Stand out and sell live. Use this product guide as a 'guide' to **learn how, understand why** and **get to know** what's needed to create a successful live event for your brand.

## How about going live?

Let's start this guide by learning how to go live. Ever seen a sports event the day after? It's not the same. You don't feel part of that moment. That's the power of live. It's something you don't want to miss. It's one of the reasons why Live Shopping generates these mind blowing sales. It's interactive. You can create exclusive live deals and engage with your consumers. Knowing this can already give you some inspiration on **how your brand** can start a Live Shopping event. Create a moment. All you need to do is deliver an interactive e-commerce experience. And know; **we are here to help**. This is your opportunity to offer an engaging shopping experience to your consumers—and drive revenue in doing so.

## Why go live?

In **2020** over **60% consumers in China** bought products of over **\$170 billion in value** through livestream videos. **Globally, 47%** of online consumers say they would buy products directly from live videos. These are some promising numbers. And we can promise you. These numbers won't only stay in China. In North America brands like Tommy Hilfiger and Google are starting to adopt e-commerce in live streams. And the wave continues: Gucci, L'Oréal and other brands are following the trend in Europe.

# The power of live



**Connect with your customers authentically.** Going live means creating a credible brand identity. By presenting your brand's story and products in a compelling way through live videos, you can enhance the authenticity of your customer experience.



**Drive engagement.** Next to storytelling, real-time feedback loops of live interactions can increase customer engagement. Our insights show we are 15 times more engaging compared to other channels.



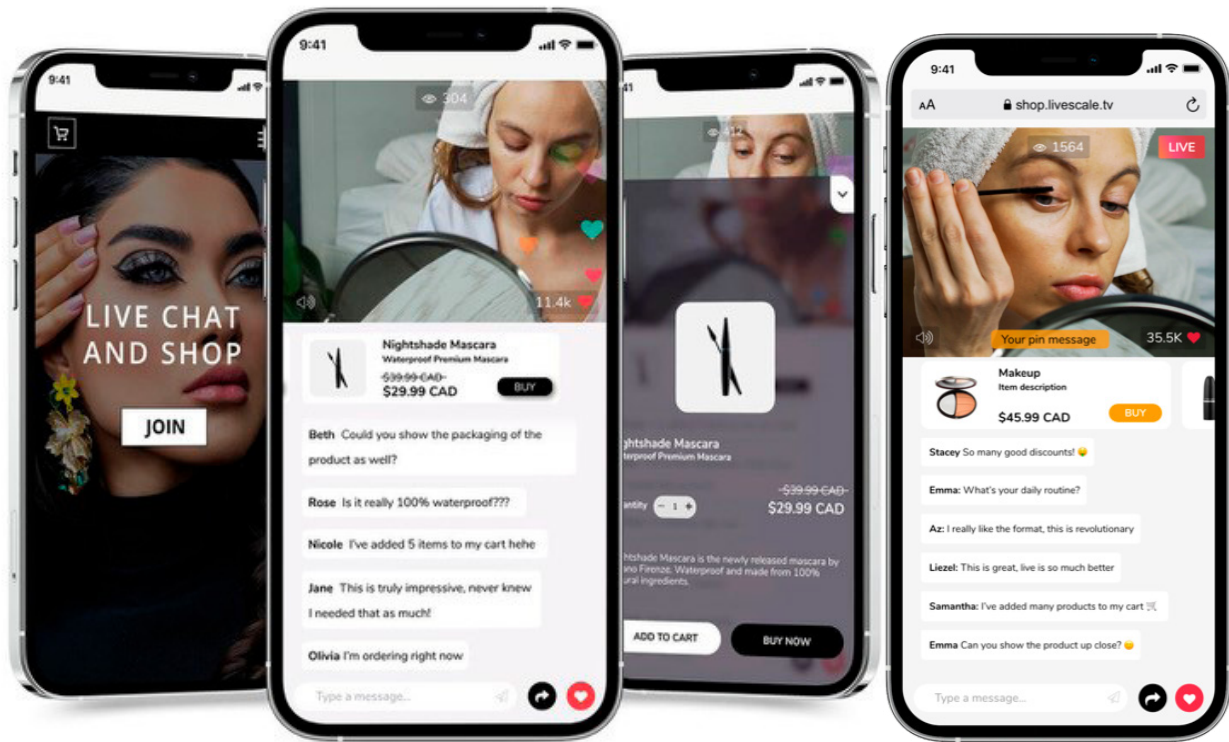
**Increase conversion.** By offering an instant checkout function within the live shopping experience, you can turn every inspired purchase intent of your consumers into a real sales conversion. Among live shopping pioneers, our integrated checkout has proved a 5~20 times conversion rate increase compared to their regular e-commerce operations.

## We know what you need to go live

Together we can achieve more. That's why we've partnered with Livescale to offer a digital tool that optimizes Live Shopping events with a simple payment solution. Using an in-video checkout function, consumers can seamlessly purchase products without having to leave the interactive live experience. We're not offering you just a product; by choosing our Live Shopping solution, you gain access to top-level live shopping knowledge and payment expertise, trusted by globally leading brands.



# Presented by **Worldline** powered by **Livescale**



## All-in-one solution

A seamless video web application with branded chats and gamification features to create effective user engagement. The brand-owned dashboard allows you and your team to benefit from having full control over each element of your end-user experience and customer data.

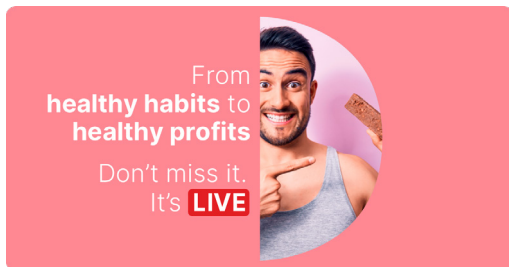
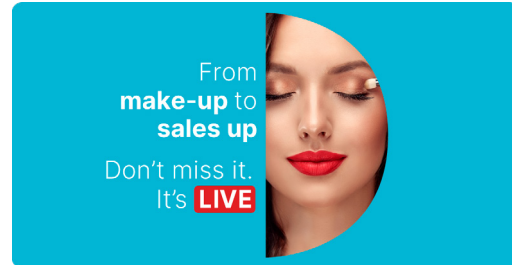
## Easy e-commerce setup

To achieve a frictionless payment experience, Live Shopping is designed to connect directly with your native e-commerce platform. Using our open APIs, you can decide how you want to integrate live shopping into your end-user journey: by fully integrating the checkout within the live video experience, or by taking customers to complete the purchase process on your own website. Either way, we ensure a seamless user experience.

## In-video purchase

Using the in-video checkout feature, consumers can complete their purchase without having to leave the live video. Our data shows that offering an in-video checkout feature leads to higher conversion rates. With Worldline, you can easily activate in-video checkout in your existing payment integrations. We process all payments using a fully PCI-compliant Payment Orchestrator.

# Led by fashion, growing across other categories



While live shopping is widely popular in the fashion and beauty industry, any brand can start a live shopping event. Actually, the next big thing could be your brand hosting one.

## Let's turn a **successful trend** into a **successful event** for your brand

We can help you succeed with a new way of shopping that is impossible to ignore. Contact us and we'll show you how to turn your brand into a live shopping experience. Together we can accelerate your conversion rates and boost your sales.

Contact us [here](#) and let's go live in 3, 2, 1...

**A new way to drive revenues is here.**

Don't miss it. It's **LIVE**