

VTEX Live Shopping



LIVE



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Increase customer engagement and boost conversions by creating more personalized experiences with live events.

VTEX Live Shopping is a native application to the VTEX Commerce Platform that helps brands and retailers create immersive one-to-many and one-to-one live stream experiences. Unlock new growth opportunities by hosting live events in the digital platforms where customers spend their time, like social media and video streaming services, such as Twitter, Instagram, Facebook, TikTok and others.

Key Capabilities

01.

One-to-one engagement

Build and deliver concierge services for a high-value luxury and personalized experiences.

02.

One-to-many possibilities

Simultaneously stream live events across ecommerce sites and any social media platform to create interactive experiences that let customers buy in the moment.

03.

Customizable viewing experience

Let participants choose how they view the live stream event and interact with content and products presented by the host, including regular view, full screen and picture in picture so they can browse the website without missing a second of the event.

04.

Add products to cart

Customers can add products being featured in the live stream directly to their cart without leaving the event, with the "Add to Cart" functionality.

05.

Highlight products

Highlight products that are being discussed most in the chat and offer exclusive deals and discounts only available through the live stream and enable viewers to add them directly to their cart with the "Product Highlight" feature.

06.

Two-Way engagement

Engage viewers live by answering their questions on the chat in real time, posting polls to learn their preferences, launching quizzes for them to win prizes, and enabling them to react to the event with likes and share it across social media.

Benefits

Get closer to customers

Build brand loyalty by delivering exclusive live events and content.

Elevate the brand

Become a trusted advisor by featuring influencers and experts along with high-value content to help customers learn more about your products.

Improve customer engagement

Live events are proven to deliver an average session time per viewer that is five times that of traditional online browsing.

Capture more sales

Grow revenue by offering a new way to engage customers that is shown to increase AOV and conversion rate while reducing cart abandonment.

Uncover deep customer insights

Gain insight to customers by analyzing and downloading audience data - likes, trending chat topics, responses to polls and quizzes, and quality metrics.

Go live quickly and easily

Event setup and management is easy with controls that let marketers deliver amazing live events with just a few clicks.

