videeo

Case Study

From No Online Presence to $1M+ in Monthly Online Sales

How One Boutique Used Videeo's Live Commerce Technology to Increase Annual Revenue Nearly 600%

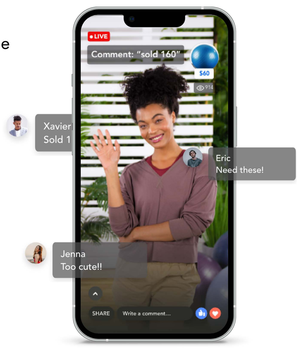
This brick-and-mortar was in business for **26 years** before deciding to go digital. When it came time to transition to online selling, they turned to Videeo's live commerce technology to help create a virtual retail empire.

Noted for carrying high-end women's products from brands like Spanx, Free People, and Kendra Scott, the boutique found brick-and-mortar success but needed to adapt to modern shopper behavior with a transformative e-commerce strategy.

Challenges

- **Transition to E-Commerce as a Brick-and-Mortar Operation**
  The brand needed to find another avenue of growth and transition from their physical storefront to an online strategy that meets shoppers where they spend their time digitally.

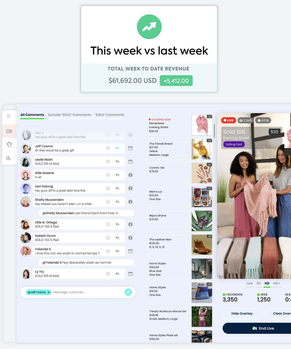
- **Create a Connection with Digital Shoppers**
  The boutique's customers love the one-on-one guidance and personalized styling tips they get from employees when they shop their physical stores. The retailer needed a way to emulate this virtually.



Solutions

- **Multichannel Live Selling**
  The brand used Videeo's technology to begin live selling on their customized webstore and branded mobile app. Their multichannel strategy expanded their online presence and daily live sale viewership quickly jumped from 50 to 1,000.

- **Connect with Shoppers Through the Screen**
  By hosting engaging live sales, the brand's "Live Stylists" could showcase products, offer styling advice, and answer shopper questions in real time.



Results

$3.6M annual revenue	**30+** warehouse employees	**1,200** daily live sale viewers

1M+ online sales per month	**10,000+** orders shipped per month	**3,500** mobile app downloads	**1.2M** 'likes' on TikTok

A retailer hosts live video sales **seven days a week**. Their annual revenue has **increased 600%** since they began using our live selling technology and multichannel strategy in 2020.

Build Your Following. Expand Your Reach.
Try The Leading E-Commerce Platform for Multichannel Live Selling.

GET A CONSULTATION