



SMART



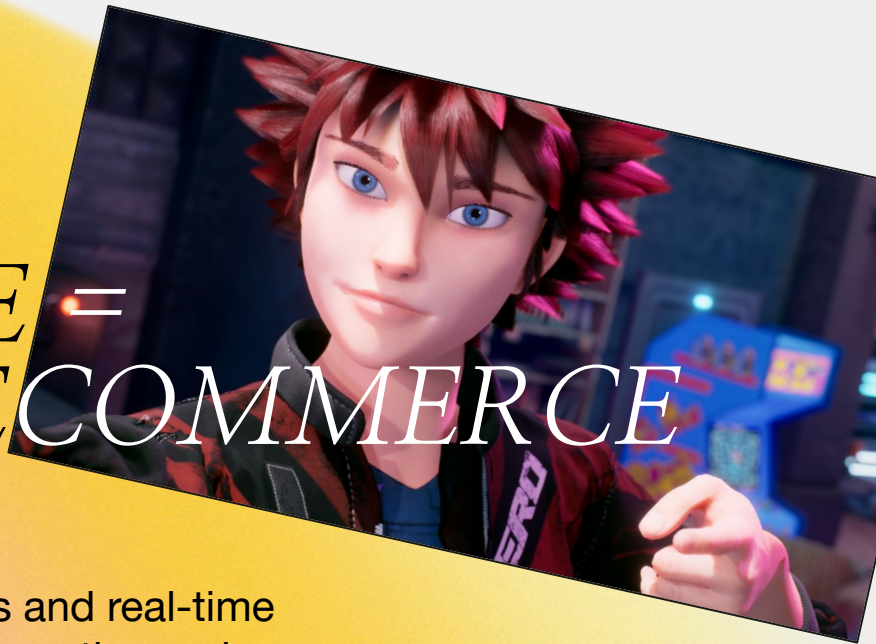
DIVERSE

What is Live Commerce?

*LIVE COMMERCE* =  
*LIVE STREAM + ECOMMERCE*



Live commerce *blends* communities and real-time connection to offer entertaining, interactive and *personalized experiences* for audiences.

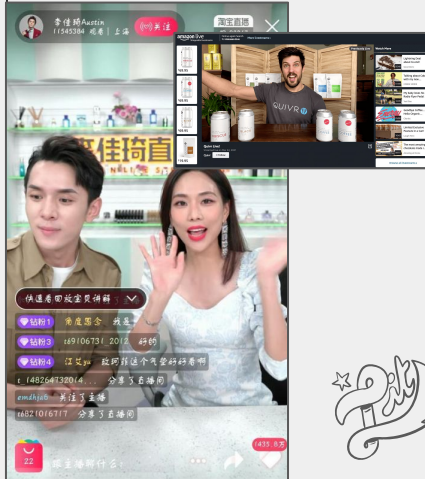


## Five examples of Live Commerce



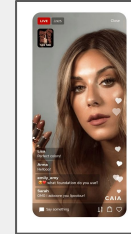
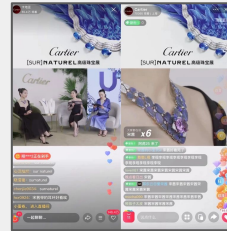
### Live-Formercial

This format is helpful in demonstrating to users how products work. Brands using it: **Amazon** and **Kuaishou**.



### Digital Gathering

Exploring immersive shopping experiences in the metaverse. Brands using it: **Pandora**, **Nintendo's Animal Crossing**.

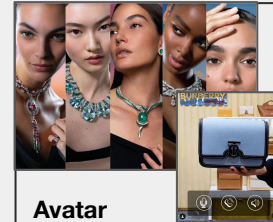


### Crowd Supported

Celebrities, influencers and content creators that resonate with the interests of the audience. Brands using it: **Cartier**, **Dior** and **Givenchy**.

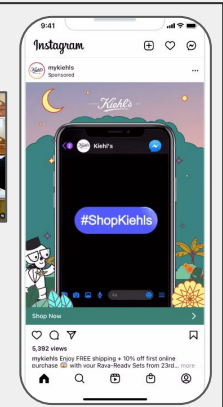
### Assisted

A third-party brand host that helps the customer privately with purchase decisions. Brands using it: **Galleries Laf**.



### Avatar Assisted

Connecting with users through VR influencers and content. Brands using it: **Tiffany**, **Kiehls** and **Burberry**.



→ But, what does live commerce uniquely achieve?







LIVE COMMERCE IS A SHORTCUT

# THAT TIES **SPECTACLE,** **PRESENCE,** AND **INTERCHANGE.**



These elements accelerate the path to purchase by building excitement among consumers and relating to what makes them unique.

# BRANDS USE LIVE COMMERCE TO ACHIEVE *THREE GOALS*:

-01-

WHY?

**Make a spectacle**  
Amusement  
Purpose

Aligning audience interests with the **objectives** of the brand raises the value and relevance of entertaining experiences.

-02-

WHAT?

**Create Presence**  
Excitement

Immerse audiences within an event to enrich the shared **experience** and connect with people in a personal way.

-03-

HOW?

**Achieve**  
**Interchange**  
Involvement

**Involve** the audience in purchasing products that help them remember the feeling they had during the event.



"78% of businesses use live commerce to build deeper connections with their customer base."

Other uses:  
• Humanize the brand (59%)  
• Engage on social (57%)  
• Convert at higher rates (28%)\*



# WIN AT *EVERY STEP* OF THE LIVE COMMERCE JOURNEY

*From connection to conversion and beyond, the live commerce journey is often faster than that of traditional avenues.*

## 01 INSTANT CONNECTION

AUDIENCE

Win attention, combining specific messaging that aligns audience identity with the product or service

## 02 MOMENT CONVICEMENT

ENGAGEMENT

Use touchpoints that allow your brand to make the best of an engaging experience.

## 03 FAST CONVERSION

PURCHASE

Invite people to proceed with the proposed transaction.

## 04 CONSUMPTION

COMMUNITY

Spot buyers and invite them to participate and convert.

## 05 RECURRENT PURCHASE & ADVOCACY

LOYALTY

Encourage consumers to advocate for the brand through diverse communication efforts.

→ HOW DOES IT LOOK IN A REAL LIVE COMMERCE SITUATION? LET'S DISCOVER IT!



## The x-ray of a live commerce activation



1. AUDIENCE

2. ENGAGEMENT

3. PURCHASE

4. COMMUNITY

→ LOYALTY TAKES RELEVANCE AFTER THE PURCHASE WHEN THE USERS CONTINUE TO BE INVOLVED IN THE FORMAT AND THE PLATFORM



CONSUMERS ARE  
FLOCKING TO LIVE  
FORMATS IN SOCIAL.  
YOU ALREADY HAVE  
THE TOOLS; LET'S  
MAKE IT *LIVE*!

Want to know more?  
Let's talk.

Contact us to get started



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