

HOW  
LIVE VIDEO SALES  
AND ELISA

CAN

**BOOST**

YOUR

**BUSINESS**

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# Live what-did-you-say?

Live selling or live commerce is a unique sales- and marketing channel which presents several benefits for both the retailer and the customer. To put it simply, live selling is the practice of **showcasing and selling products through live streams**, often although not necessarily via social media.



During a broadcast, the retailer has a unique opportunity to highlight specific qualities of certain items; to educate his viewers about how to best maintain each item; to demonstrate his products in action or try them on (depending on the product category); to entertain and interact with his customers; and to add a face and personality to his brand.



Meanwhile, the viewers can ask questions about the specific products and receive informed answers from the retailer in real-time. In addition, they can interact with each other; receive tips and tricks about the items showcased; share their experiences with various products; and become part of a community with similar interests – all from the comfort of their own sofa or favourite coffee shop.

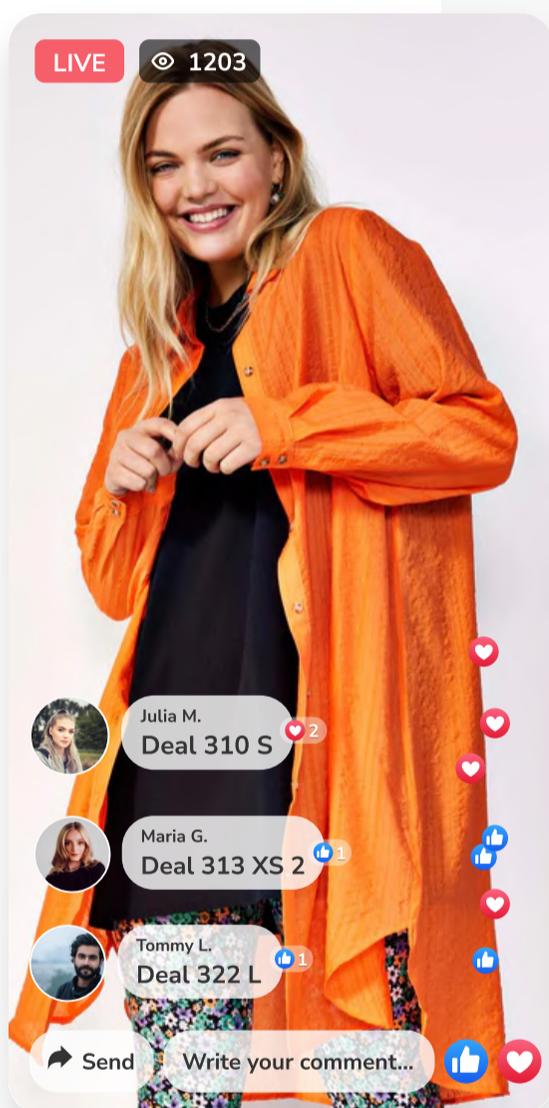


With all these benefits in mind, it is no wonder that live selling is quickly becoming the **most successful sales and marketing strategy** in many industries.

# The best of both worlds

Live shopping has quickly become a world-known phenomenon. Recent data from Arvato Supply Chain Solutions suggest that 70% of European consumers have explored or are open to explore live shopping.

Likewise, many retailers are now harnessing the popularity of online video to sell more products and connect with their customers like never before.



## 10 benefits of live commerce

- STAND OUT FROM YOUR COMPETITORS
- BUILD A LARGER OR MORE LOYAL CUSTOMER BASE
- BOOST YOUR CONVERSION RATE
- LOWER YOUR RETURN RATE
- CREATE A PERSONAL RELATIONSHIP WITH YOUR CUSTOMERS
- GAIN MORE FOLLOWERS ON SOCIAL MEDIA
- UPSCALE YOUR BUSINESS
- BECOME TOP-OF-MIND AMONG CONSUMERS
- INCREASE YOUR BRAND RELIABILITY
- GET A BETTER UNDERSTANDING OF YOUR CUSTOMERS' PREFERENCES



Live commerce allows you to reap the benefits of e-commerce while retaining the human connection of in-person commerce.

To put it simply, it's the **best of both worlds!**

# Worth the hype?

At ELISA we are all about honesty, and the truth is that going live is not a quick fix. However, with the right strategy and infrastructure, live video sales can significantly impact your business for the better. Live selling provides a new way of interacting

with customers which meets the demands of modern-day consumers. The numbers speak for themselves. Look at these stats to see the undeniable impact of social selling:



**2-20x**

HIGHER  
CONVERSION



**<15%**

AVG.  
RETURN RATE



**10-100%**

MORE  
REVENUE



**2-10x**

MORE  
VIEWS



**10-100x**

MORE  
COMMENTS



**2-50x**

MORE CONTACT  
TIME

\*These and the following numbers are indications based on ELISA's customer campaigns. No rights can be obtained from the above.



**We get it. It almost sounds too good to be true. But why is it so?  
Let us have a closer look at the data on the following two pages.**

## 2-20X **2-20X CONVERSION RATES**

Retailers can benefit from higher conversion rates compared to that of conventional ecommerce. Live selling provides a more detailed and comprehensive look at the products, and consumers are becoming more convinced and will skip several steps in the marketing funnel. The path from awareness to conversion and loyalty has suddenly become shorter.



## <15% **<15% AVG. RETURN RATE**

The number of returning packages are decreasing with live selling. Through live shopping, the consumers are granted access to more information about the products than usual, making the chances of a match between the products and their needs higher.

## 10-100% **10-100% MORE REVENUE**

Revenue. Revenue. Revenue. In the end, this is what keeps businesses going. Retailers have seen a normal week's worth of revenue being generated on a single show, but it does not end here. The live selling channel also has the advantage of generating traffic to other sales channels such as the physical store or the webshop – increasing the revenue here as well.

## 2-10X 2-10X MORE VIEWS

The live format is intriguing and the entertainment value is high. When something is live, we feel an urgency to participate or at least to have a look – and more viewers means more potential customers.

## 10-100X 10-100X MORE COMMENTS

Commenting is the primary way to buy on live shopping shows, but the live format also works as an invitation to the viewers to interact with the retailer presenting. Since the format is live, the consumers can ask specifically about what matters to them. And more comments means more traction for the live show.

## 2-50X 2-50X CONTACT TIME

Engagement rates increase significantly with live shopping. A live show is a window of opportunity to engage with customers and listen to their feedback and experiences with your brand, products, and service.



# Existing **sales** channels

With live video streams you can add an extra sales channel to your store or webshop. It is a personal but effect way of selling that allows you to distinguish yourself in the market.

Across a large number of industries, live video streams have already revolutionized retail and become an integral part of retailers' turnover.



## **Multi-channel impact**

After a live event, our customers experience increased sales both on their webshops and in their physical stores. Most of our users have seen a 10-100% increase in revenue 6 months after they have started with live shopping. In other words, the positive long-term effects of social commerce are unmistakable.



## **Higher total ROI**

Live sales offer you the opportunity to lower your cost per sale (CPS) and therefore get a higher total return on investment (ROI). The CPS as well as the customer acquisition cost (CAC) are often very low since 95% of our customers pull organic traffic from their social channels to their webshops with the help of ELISA. In short, no paid ads are necessary.



## **Brand engagement**

KPI's of brand engagement are significantly higher for live stream sales than for other marketing and sales channels. Research made by Plantorama, which is Denmark's largest garden and pet centre chain, indicates that 85% of the viewers expect to make a purchase either online or offline after having watched a live event.

# Existing **marketing channels**

Although direct sales are what makes the wheels go round in any company, the marketing-related benefits of live selling should not be underestimated. Social commerce is all about visibility and being

present where your consumers are. Presenting your products in a live video format creates brand awareness as well as excellent retargeting- and email marketing opportunities.



## **Brand awareness**

Live sales on social media attract a lot of comments which, thanks to the social media algorithms, bring greater exposure and attract more viewers with no prior knowledge of your brand. Needless to say, creating a greater brand awareness directly impacts your customer flow and thus also your revenue.



## **Retargeting**

Many of our customers use our software to send people directly to their website via instant links. If your new website visitors accept your use of cookies, you will be able to pursue them with targeted ads and thereby generate more sales.



## **Email marketing**

With the help of ELISA, live sales can be a powerful way to grow your email database. One example of this is the tech-giant POWER, which has a large webshop and almost 200 physical stores spread over four countries. During a single live event, POWER got 16.000 additional newsletter sign-ups by using ELISA for a special promotion.

# Easy Live Sales

At ELISA, which is short for **Easy Live Sales**, we help ambitious retailers sell their products through live stream videos.

Our intelligent and ever improving software solution ELISA makes it easy to create entertaining and informative live shopping experiences for old and new customers alike.

The software registers all purchases, replies to all comments, keeps track of the retailer's stock supply, handles all customers' payment- and shipping information, sends out reminders right before a new live stream – and much more.

Create campaign:

Live sale 📺 New image post 🖼️ New video post 📺

Name	Type	Created / Last Order	Max	Ordered	Basket value
My first campaign	Live	17/3-22, 14:38 17/3-22, 16:20		1	100
Campaign Black Friday	Live	4/3-22, 10:23			
Campaign Cyber Monday	Live	21/1-22, 10:14 24/2-22, 14:02	30	30	658
Campaign Pre Christmas sale	Live	7/1-22, 16:49			
Campaign Christmas sale	Live	7/1-22, 16:37 7/1-22, 16:55	4	1	20
Campaign New years sale	Live	21/12-21, 16:48 21/12-21, 16:53		1	30
Campaign Welcome	Live	21/12-21, 16:12 21/12-21, 16:31		2	55
Campaign Weekly 1	Live	21/12-21, 15:32 21/12-21, 16:08		5	145
Campaign Weekly 2	Live	21/12-21, 14:35 21/12-21, 15:07		1	18
Campaign Weekly 3	Live	20/12-21, 14:17 20/12-21, 14:31	22	3	560

The phenomenon of live shopping is here to stay. Thanks to ELISA, retailers all over Europe are reaching their goals with minimal effort.



Whether you are a webshop or a physical store, a one-man army or a million-dollar chain of stores, ELISA will provide you with a quick and easy way to **boost your revenue and reach.**

## We provide you with:

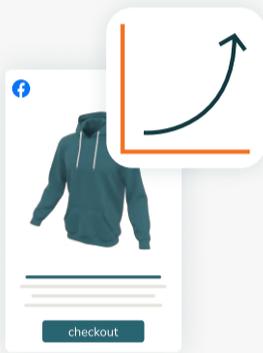
- > AN INITIAL ANALYSIS OF YOUR SOCIAL MEDIA PRESENCE AND ACTIVITIES
- > A SOFTWARE SOLUTION CUSTOMISED SPECIFICALLY TO MEET YOUR NEEDS
- > DEVELOPMENT OF A LIVE SELLING STRATEGY TO REACH YOUR BUSINESS GOALS

■ WHAT WE HAVE

# Achieved so far

Since the birth of our company in February of 2021, we have been on quite a journey. Despite our young age, we have already reached a number of milestones thanks to

our growing team of tireless and perfectionist live selling experts. We don't mean to brag, but we cannot be anything other than proud of the following achievements:



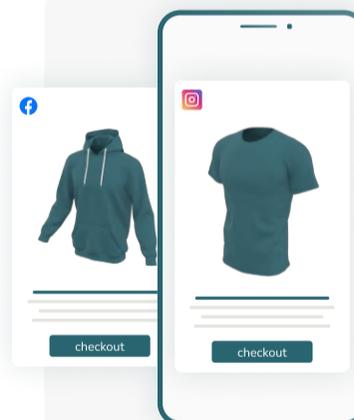
HELPED **1,400+** RETAILERS TO SELL THEIR GOODS LIVE



BEEN VOTED THE **2ND BEST E-COMMERCE TOOL** IN DK



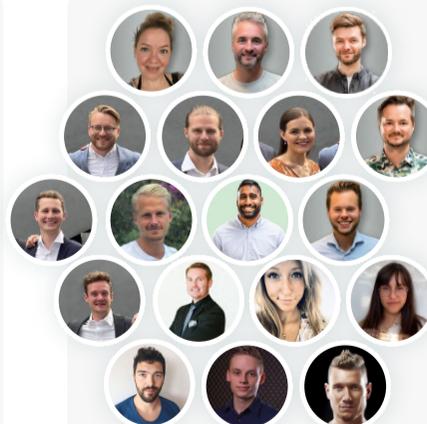
FACILITATED **10,000+** LIVE SHOPPING EVENTS



MANAGED **2+ MILLION** COMPLETED ORDERS



GAINED AMBITIOUS CUSTOMERS IN **9 COUNTRIES**



WELCOMED **28+** PASSIONATE COLLEAGUES

■ BORN WITH AN

# International DNA

ELISA was born with an international DNA. Currently, we provide live selling software to more than **1,400 ambitious retailers** in:

- > THE UNITED KINGDOM
  - > DENMARK
  - > SWEDEN
  - > NORWAY
  - > POLAND
  - > THE NETHERLANDS
  - > FINLAND
  - > FRANCE
  - > SPAIN
- ... and we are just getting started!



## PLUSPIGE

PlusPige is a Danish store and webshop selling plus size fashion. The team has had great success with live sales on Facebook and is a prime example of how live sales can become part of a larger sales- and marketing strategy.

In 2020, the PlusPige team had never tried live sales but already in 2021, they had a turnover of 1,610,000 EUR on live sales alone. Even more impressively, they had a turnover of 282,000 EUR on live sales alone in March 2022.

With ELISA, PlusPige has been able to link their stock-, payment-, and shipping systems, making all order management automated and quick.

Additionally, they use ELISA to display creative overlays in their live show as a tool to retain and engage their viewers. Examples are product overlays, size guides, and competition count downs.

## RESULTS WITH ELISA



**17,000**

comments on their  
live event videos



**25,700**

total views on a  
single live video



**47,495**

followers on Facebook  
(May 2022)



**268,456 €**

in live sales revenue  
in a single month



**1,610,738 €**

in annual turnover on  
live sales alone



WEBSHOP: WWW.PLUSPIGE.DK



POWER is an international retailer of electronics with a large online presence as well as a physical presence in four countries.

With their live events, they have managed to create a more personal relationship with their customers and significantly boost their reach and revenue.

One of their recent live events created enormous interaction and brought in no less than 2,700,000 EUR.

By utilizing the stock management- and communication tools in ELISA, Power has also managed to generate intense traffic from their live streams on social media into their webshop.

# RESULTS WITH ELISA



**60,500**

comments on a single live stream video



**90,000**

unique viewers on a single live stream video



**597,874**

followers on Facebook (May 2022)



**87,000**

interactions on a single live stream video



**2,700,000 €**

in revenue on a single live stream video



**MESSENGER**

**POWER**

Hello shopper! Thank you for your order!  
We are happy to see you...

Send Write your comment...

WEBSHOP: WWW.POWER.DK



Coop is one of the largest and oldest retail companies in Denmark with 1,200 stores nationwide selling everything from groceries and food to bikes and barbecues. In addition to the physical stores, Coop is also present online with a large webshop.

Coop utilizes ELISA's unique multistream feature which allows you to broadcast the same live show on an unlimited number of social media pages at once. In this case, up to 150 individual Facebook pages representing 150 local Coop stores are streaming the same show at the same time.

To make it as smooth and easy as possible for the many stores involved, the Coop headquarter cr-

ates new campaigns in ELISA and uploads new products to its database. Each new campaign created is then copy pasted and applied to all 150 store accounts in ELISA.

Next, the product stock in ELISA is adjusted to match the actual inventory of each individual store. In this way, no store risks selling items which they no longer have in stock.

If not for ELISA, this technically complicated setup would not have been possible. With ELISA, it is possible for Coop to host large, multi-streamed live shows with a huge reach along with small, local live shows, which creates a sense of closeness and community.



## RESULTS WITH ELISA



### 150

local stores  
broadcasting live  
at the same time



### Increased sales

both online and offline in all 150  
stores which are streaming live



### Record-breaking

conversion rates both during and after  
their national live sessions



Chili Clothes I Like is a small, physical store in Sweden who has seen an exponential increase in sales and turnover since starting its live selling journey in March of 2021.

In fact, the sales rate has risen so much that the team has had to increase its workforce by 150%, going from three to eight employees in a very short time span.

I Like in their live selling endeavors is their underlying infrastructure. Thanks to ELISA, the team can easily communicate the qualities of their products in a professional and entertaining way.

They can place 100% of their attention on their customers rather than on the technical and administrative matters which constitute an inevitable part of selling live.

# RESULTS WITH ELISA



**4,900**

comments on their live event videos



**8,800**

unique viewers of a single live video



**7,394**

followers on Facebook (May 2022)



**150%**

increase in the number of employees due to direct sales



By Nikki Mode & Zo is a Dutch webshop as well as a physical store selling trending fashion items.

In addition to the sales generated from these two sales channels, By Nikki Mode & Zo hosts weekly live events on Facebook and Instagram assisted by ELISA.

The store has an average of 6000 views and 800 comments on Facebook per live stream video,

which is where ELISA's automatic answering feature comes in handy. The feature saves By Nikki Mode & Zo a lot of time and work, which the team uses to focus on their viewers to increase customer satisfaction.

Since the company jumped on the live-train a few Months ago, it has seen a 30% increase in sales and a rapidly growing clientele.

# RESULTS WITH ELISA



**800**

comments per video



**6,000**

views per video



**30%**

increase in sales since starting their first live event



**10%**

increase in social media follower base



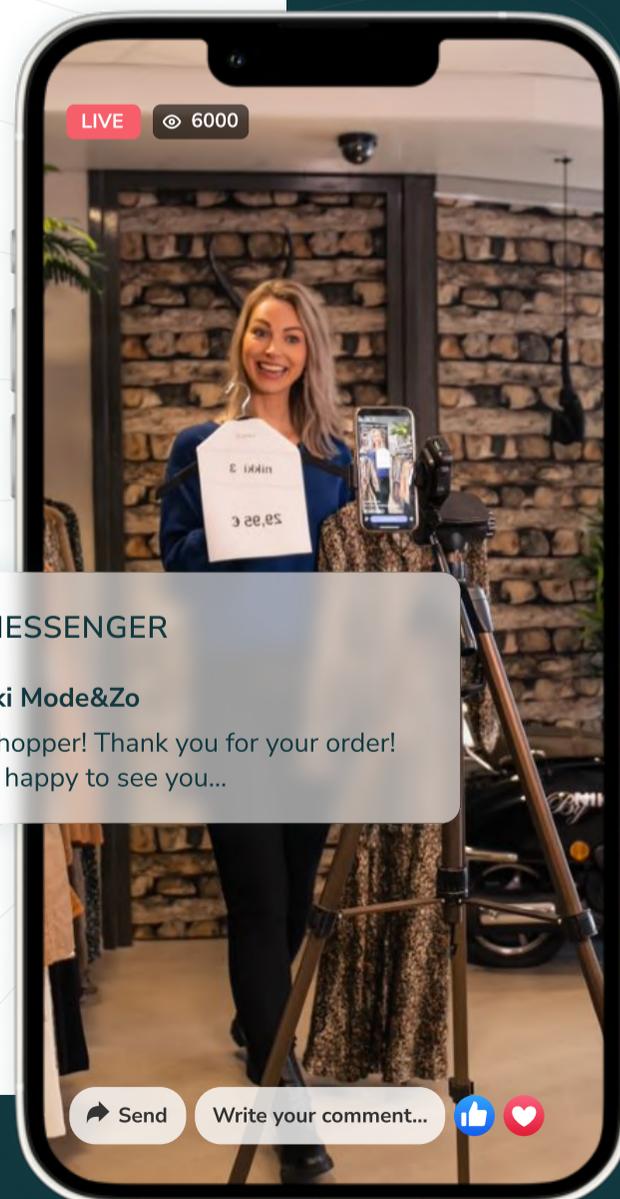
**16,100**

followers on Instagram (May 2022)



**33,133**

followers on Facebook (May 2022)



WEBSHOP: WWW.BY-NIKKI.NL

by  
NAGY

Nodge by Nagy is a physical clothing store in Sweden which has increased its turnover by no less than 50% with the assistance of ELISA.

By streaming live from the store, the team has also increased their visibility and reach. This means that they continuously get new customers from the entire country who would not otherwise have heard about the store.

During their weekly live shows, Nodge by Nagy sell for about 23,850 EUR to approximately 350 online customers.

Furthermore, store owner Åsa Nagy report that she has seen a significant increase in the number of in store-visitors since going live. Previously, the store was visited by approximately 30 customers a day – a number which is now closer to 80 customers.

## RESULTS WITH ELISA



**750**

constant viewers  
throughout each live event



**100**

new Facebook followers  
after each live event



**17,000**

comments per video



**350**

completed orders per  
video



**400**

products sold  
per video



**50%**

increase in  
turnover



**5,400**

total views per  
video



Totteland.dk is a Danish webshop selling food and equipment for dogs and cats.

The founders of the company saw how multiple businesses in the fashion industry were having great success with live sales but noticed that no one in their own field had tapped into the market yet. Thus, they had the opportunity to become first movers.

The results of running live sales with ELISA have been substantial for Totteland.

During one of their 1,5-hour live shows, they sold 2,300 bags of dog treats – an impressive 273 kgs. worth of snacks.

Totteland has also prospered from ELISA's automatic reminder function. If a customer writes "Reminder" in the comments of a video post, he will automatically get a link to future live events right before they begin. After a recent live sale, Totteland saw a staggering 350 extra people sign up, just because of this reminder-function.

## RESULTS WITH ELISA



### 2,300

bags of dog-treats sold in one live session



### 350

new sign-ups to receive automatic live show reminders



### 11,445

followers on Facebook (May 2022)



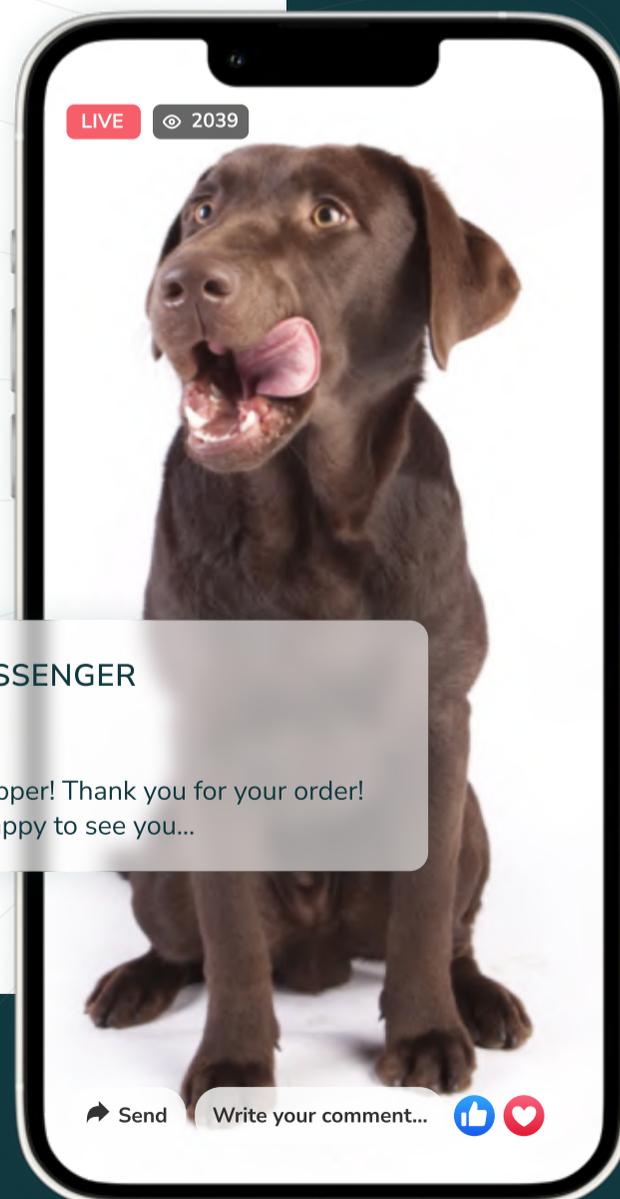
### 13,800

followers on Instagram (May 2022)

MESSENGER

**Totteland**

Hello shopper! Thank you for your order! We are happy to see you...



WEBSHOP: WWW.TOTTELAND.DK

# DEGN TOPSHOP

Degn Topshop is a Danish clothing store which compensates for not having a webshop by hosting weekly live sales on Facebook.

During each of their live events, ELISA functions as a shopping cart, payment system, and shipping system, which gives the customer a smooth and easy shopping experience.

The professional advice given during their live shows paired with the personal connection which characterizes live shopping have proven to make a great cocktail.

Since starting their live selling journey, the Topshop team has managed to not only increase their sales and turnover, but also decrease their return rate to less than 5%.

## RESULTS WITH ELISA



### 10,000

comments per video



### 1,900

viewers per live



### 130%

net profit increase since starting with live selling.



### 15,100

reactions and shares on social media per live



### 30,500

people reached per live



### 70,000 €

in sales during largest live event



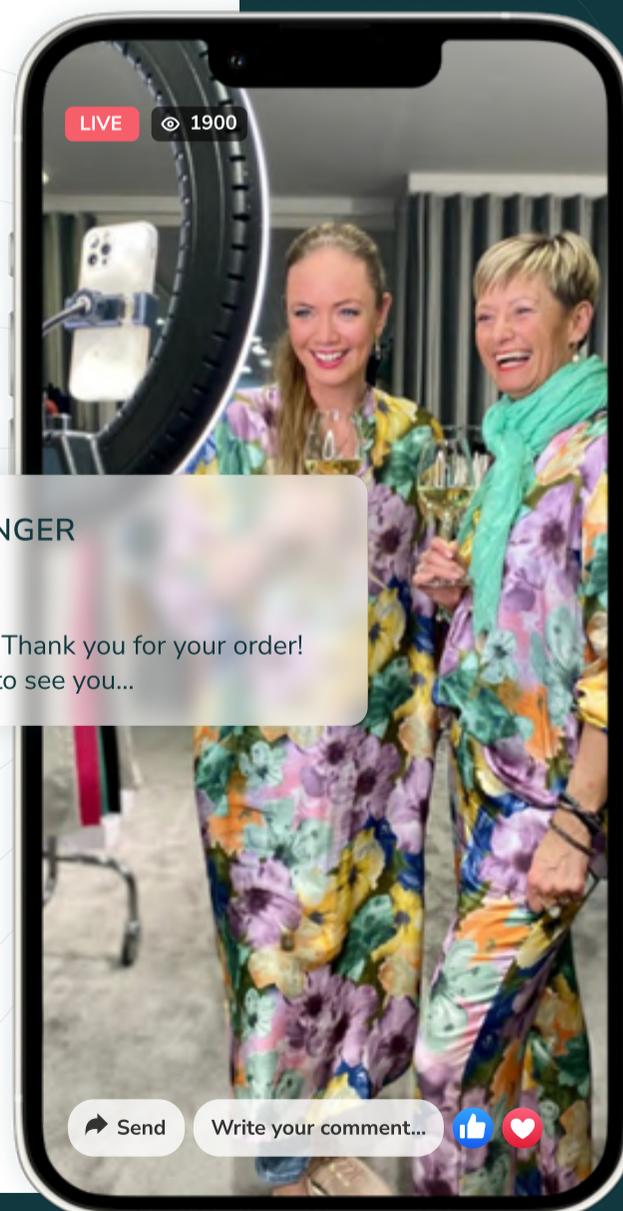
### 1953

products sold per live



### 1000

completed orders per live





Hobbii is an international retailer which sells yarn and knitting gear for large parts of the world, including most of Europe as well as Australia and the United States of America. They have both a physical and an online presence.

Since Hobbii is now broadcasting live to several countries, they depend heavily on a reliable and user-friendly tool to facilitate their events and make the buying process simple for both the customer and Hobbii. ELISA provides just that.

Hobbii's conversion rate is almost 5x higher with their live stream content than any other content they produce.

The average viewing time of Hobbii's shows is a minimum of 2 minutes, which is a long time for an individual to focus on a single product or brand. Just think of an Instagram add which is only viewed for a few seconds before the user scrolls on to the next image or video in their feed.

# RESULTS WITH ELISA



**Every 6th**

comment on a live show ends with a purchase



**x3**

increase in average view time since they started



**623,121**

followers on Facebook (May 2022)



**4,7x**

higher conversion rates than paid adds on social media



**36,500**

followers on Instagram (May 2022)

MESSENGER

**HOBII**

Hello shopper! Thank you for your order!  
We are happy to see you...

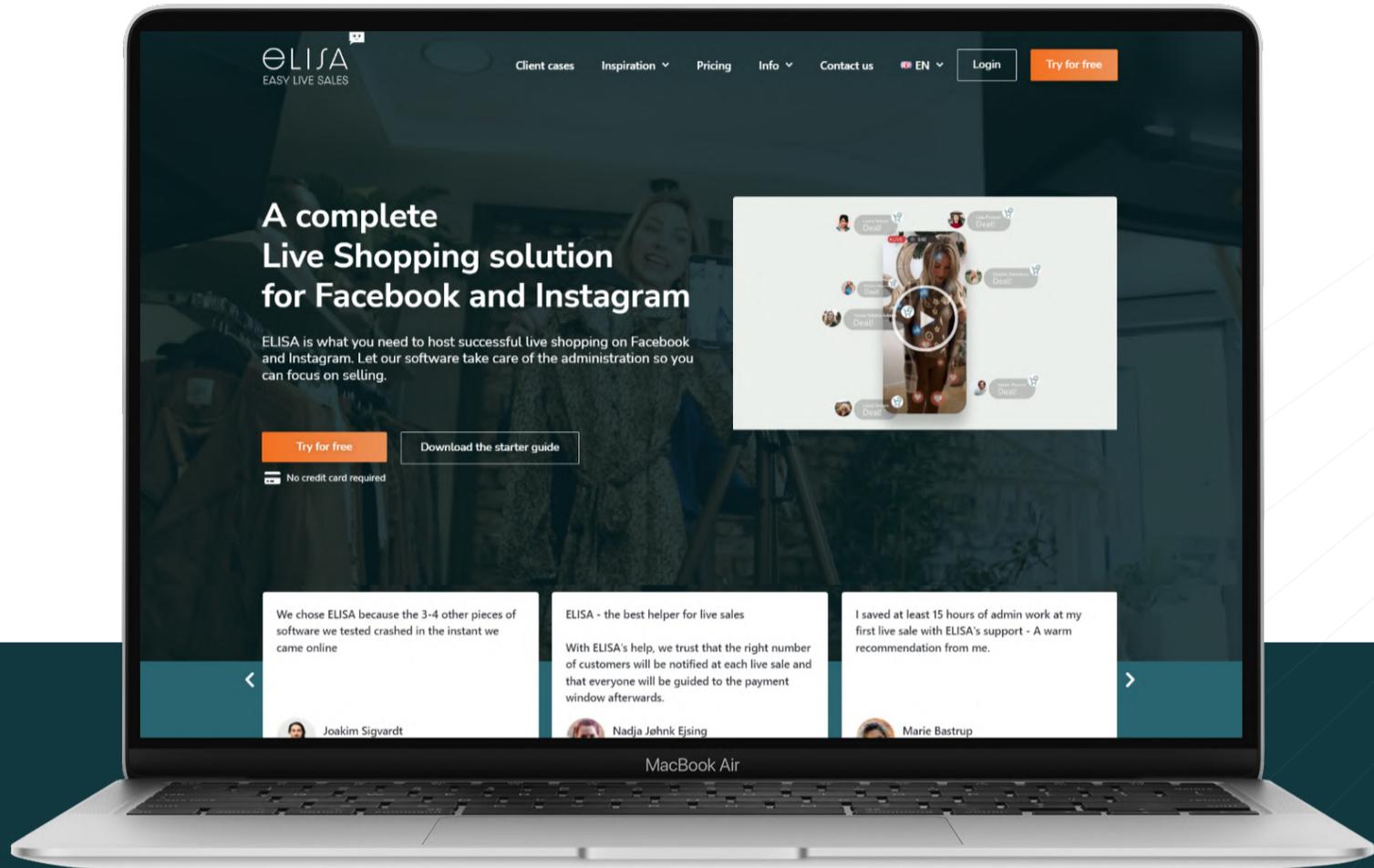


WEBSHOP: WWW.HOBII.COM

■ VISIT OUR WEBSITE

# To learn more

On [www.elisa.io](http://www.elisa.io) you can see all our useful features; read our in-depth customer cases; get lots of tips and tricks for free; learn about live selling versus comment selling; see our transparent prices; or book a free demo in a matter of seconds.



ELISA voted Denmark's second best e-commerce tool



Why a strategic approach improves your chances of



Why live shopping is the perfect match with current

GET OUR FREE TIPS, TRICKS, AND BEST PRACTICES

READ OUR MANY CUSTOMER CASES IN FULL



Sales have risen so much that Chili Clothes I Like now has twice as many employees



Nodge by Nagy gets new customers from the entire country with live auctions



Hobbii gets a 5x higher conversion rate with live stream content

■ REACH OUT AND

# Get started in 30 minutes

If you would like to know more, don't hesitate with reaching out to us. We are eager to show you the many benefits of using ELISA to assist you during your live auctions.

We would love to give you a free demonstration of our software and show you how easy it is to get started. In fact, you can be up and running in less than 30 minutes. Incredible, right?



**“If it weren't so simple, live sales wouldn't be a reality. We don't need a week to prepare and set it up. We can technically come in on Monday morning without having prepared anything other than knowing the offers. The technical stuff just works.”**

## Contact information



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We speak English, Danish, Dutch, and Swedish and are available from 09:00 to 22:00 (CET), every day including weekends

In addition, feel free to follow our LinkedIn page to stay up to date with our current activities and learn about our upcoming webinars, seminars, and events.



CONTACTS