Achieving a Huge 17% Conversion Rate with Live Shopping

Discover how a small London skincare brand uses Bambuser’s technology to not only nurture personal connections with customers, but create a dependable revenue stream with a conversion rate over six times higher than the industry average*.

*Statista.com
A year of Live Shopping

10%
In 2021, 10% of Pai’s online revenue was generated by Bambuser’s leading Live Shopping tool: One-to-Many.

17%
Pai’s customers are now eager to shop within Live Shopping events, shown in the strong conversion rate of 17%.

148%
Since first going live, Pai has nurtured its Live Shopping channel, growing viewership by almost 150%.

“Live Shopping is fully integrated into our overall brand strategy and our performance has grown massively since starting in 2021. We now have a significant segment of engaged and loyal customers who watch and purchase in our shows.”

Tally Kuun
Ecommerce Executive, Pai
A small team with big goals

Frustrated with popular “natural” skincare products often containing synthetic ingredients, Sarah Brown founded Pai to provide a trustworthy, certified, and sustainable skincare range for people with skin conditions.

In 2021, Pai came to Bambuser to launch a Live Shopping channel with a list of unique goals:

— To provide a platform where the brand’s small team of expert skin coaches could deliver hands-on personalized advice to a growing global audience eager to learn.

— To achieve a significant increase in customer engagement.

— To carry the brand message and inspire customers with informative content in both portrait and landscape formats.

— To create a new ecommerce revenue channel.
The recipe for success

Going live regularly
Since first going live, Pai has steadily increased its Live Shopping frequency. Now the brand hosts events twice a week, inviting its entire mailing list to join, and advertises to site visitors via banners and dedicated imagery on the homepage. Pai also uses Bambuser’s Floating Action Widget, a tool the team has configured to automatically invite customers into events who display certain on-site behaviors.

Incentives to tune in
Pai offers promotions within each Live Shopping event ranging from discounts to giveaways. Pai also uses One-to-Many to host quizzes and competitions where customers can win prizes. These incentives create an unmissable sense of exclusivity and help customers see Live Shopping as the smartest way to shop.

A dedicated Live Shopping page
Pai’s Live Shopping channel has a dedicated landing page with every past and upcoming event, giving customers a familiar place their browsers can remember where they watch and shop within any show, on demand. The page also features a clock counting down to the next live event, adding a sense of importance and anticipation.

Putting authenticity first
Pai uses a simple but very effective Live Shopping setup. Knowledgeable in-house hosts go live via a smartphone to deliver informative and engaging events. The team has experimented with higher budget events using external cameras and microphones, but found the best performing shows had a personal and intimate atmosphere with a mobile-first, portrait display.

A customer-centric approach
Live Shopping has been so successful for Pai because its customers are at the core of every event and are always kept engaged. The brand’s legacy, honesty and drive to know what customers want strikes a chord with them. Viewers engage very highly when asked which topics and products they would like to see discussed in upcoming events.
“The most important thing we’ve learned with our shows is that you have to create engaging content to keep viewers hooked. You need to make sure each show is different and brings something new.”

Tally Kuun
Ecommerce Executive, Pai
Double the shopping opportunities

Another significant factor in Pai’s success is repurposing Live Shopping content to enrich product display pages, giving customers double the opportunity to shop. Thanks to a powerful, thoroughly user-tested editing tool unique to Bambuser, Pai is able to quickly cut out snippets from Live Shopping events where specific products are showcased. The snippets are then embedded into the products’ dedicated pages as shoppable videos.

This means customers can not only shop within live events, but also when browsing to get the additional information they need to make purchases.
“We’ve seen a big uplift in sales and an increase in AOV since adding livestream snippets to our product pages. Customers also stay longer on our product pages because we enrich them with deeper, more relevant information that convinces them to make purchases.”

Tally Kuun
Ecommerce Executive, Pai

Sales increases with popular products:

- **Middlemist Seven**
  - 30% (£24k)

- **Light Work**
  - 20% (£22k)

- **Virtuous Circle**
  - 16% (£11k)

- **Rosehip Oil**
  - 82% (£8k)
Strong results

Pai has achieved every one of its goals and proven that with dedication, Live Shopping is not only a profitable addition to an ecommerce site, but a way to strengthen a brand’s presence in the eyes of its customers.

Adoption

148%
Increase in Live Shopping viewers

266%
Increase in chat engagement

24%
Average chat engagement

Sales

10%
Online revenue generated by Live Shopping in 2021

17%
Live Shopping conversion rate: 6.3x the beauty and skincare industry average
“We have a lot of exciting shows in the pipeline. Our plan is to continue creating really engaging and interesting content for our customers and evolve with Bambuser’s technology.”

Tally Kuun
Ecommerce Executive, Pai
Now that we have your attention

You can achieve the same results with Bambuser.

If you have any questions or would like to know how your brand can get started with Live Shopping, click the button below to speak to our team.

GET STARTED