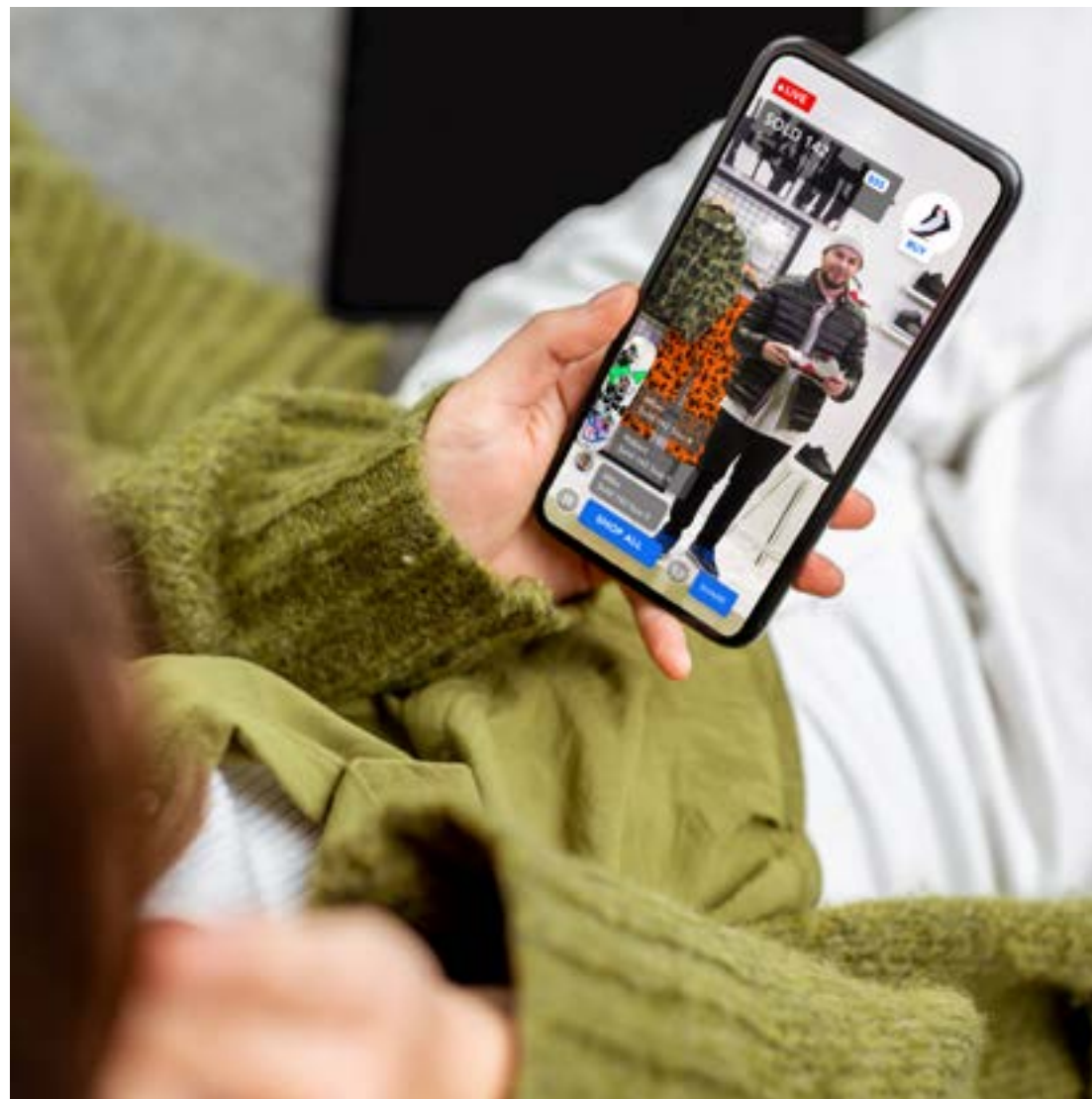


comment **sold**



LIVE Selling:

The Commerce Strategy
You Need to be Using

Live Video Selling: An Innovative Tool to Increase Revenue

Live selling has become the leading way for brands to increase their reach and engage new shoppers virtually—and it's revolutionizing how retailers do business.

With the rise of live video being utilized across all industries—news, social media, gaming, sports, and more—consumers demand shoppable video content. In fact, live selling has become so popular that businesses using it have increased revenue by up to 8x. Live sales are now necessary for brands wanting to boost performance across the board.

Brands looking for live selling solutions are turning to CommentSold. With CommentSold's innovative platform, live video streams are transformed into shoppable content. Retailers showcase items in real-time and shoppers simply click or comment to purchase. With the ability to buy straight from live video, retailers are experiencing **6x more organic reach** and **10x more engagement** on their live sale posts than on pre-recorded videos.

The popularity of live video paired with the ease of live shopping has created a tremendous opportunity for retailers. Incorporating live sales allows brands to:

- ✓ Add a new revenue stream
- ✓ Create a unique, gamified shopping experience
- ✓ Build a community of loyal followers
- ✓ Bring their products to life on screen



With forward-thinking retailers rapidly adopting this sales method and consumers expecting an interactive shopping experience, live selling is projected to grow exponentially, with the live selling market set to hit \$20 billion in the United States in 2022.¹

[learn more](#)

Revolutionary **Retail Strategy**

Where Commerce Meets Entertainment

Live selling creates an in-store shopping experience online by giving retailers an outlet to showcase their products while engaging with shoppers directly. Retailers use live sales to create gamified shopping experiences for their customers that build excitement and foster trust. This one-to-many method of selling is designed to promote addictive shopping experiences that can't be replicated with traditional e-commerce methods.

Live selling offers retailers benefits like...

10x

More
Engagement

Interact with customers in real-time, providing an opportunity for direct, authentic engagement and building a stronger connection with customers.

8x

More
Shopper
Conversions

Drive revenue through exciting shopping experiences that create a sense of urgency and trigger impulse buys with timed sales events.

6X

More
Repeat
Purchases

Live product demonstrations allow shoppers to make informed purchase decisions and builds trust, leading to increased customer retention and repeat business.

3x

More
Customer
Spending

Curated product collections and streamlined checkout combined with customer loyalty drives average order value through the roof.

It's time to get started with live selling!

Watch the video below to see how CommentSold seamlessly integrates live selling to drive your e-commerce business growth.

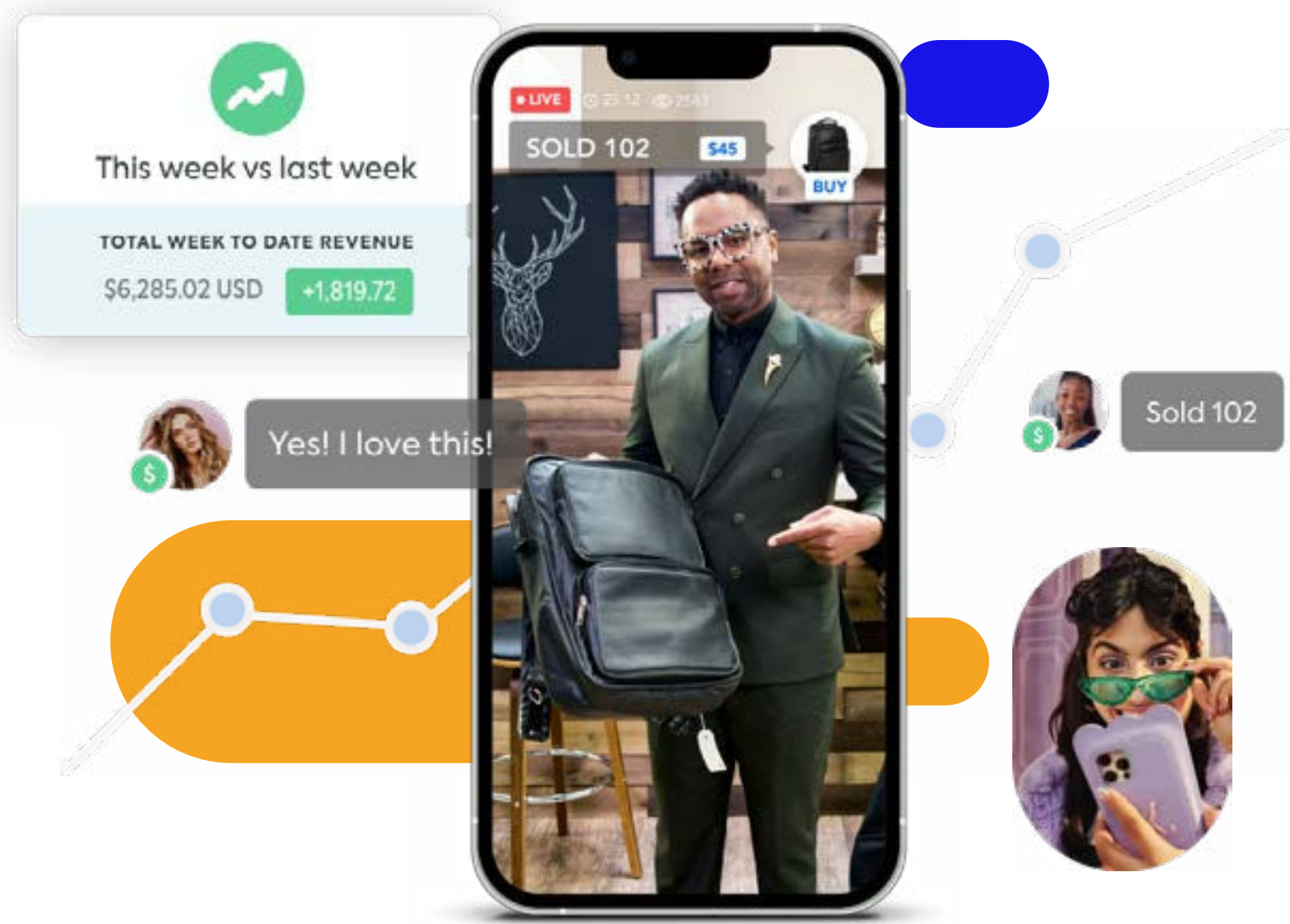
[watch demo](#)

Go Multichannel to Increase Reach

72% of consumers use multiple shopping channels, including websites, mobile apps, and social media. CommentSold streamlines your selling experience, enabling you to effortlessly reach

customers across multiple platforms simultaneously from a single dashboard and centralized inventory.

Unify your multichannel operations from a single CommentSold dashboard that empowers you to take control of your business rather than letting it dictate your every move.



Sell Everywhere at Once with CommentSold

TikTok

Create exciting, shoppable live content on TikTok with the only US live selling integration to platform users who are 6x more likely to engage with your content.

Instagram

CommentSold is the only way to sell live on Instagram. Plus, turn comments into sales with shoppable posts, stories, and reels.

Facebook Pages and Groups

CommentSold is the only way to sell live on Instagram. Plus, turn comments into sales with shoppable posts, stories, and reels.

Mobile App

Get your business a branded, modern mobile app that converts. CommentSold retailers see up to 10x conversions and 3x more shopper spending.

Website

CommentSold's CMS is your one-stop-shop for effortless video commerce website building and eliminates the need for multiple plugins or overly-complicated code.





“CommentSold is a one-stop shop for our app, webstore, shipping, and live sales. We go live twice a week and our customers **Love it**. The key to building a loyal following is being consistent and using CommentSold.”

– Amanda Loveless, **Loved by Loveless**

Live Selling is a Proven Way to Boost Your Sales

Live selling creates an entirely new revenue stream for businesses. With CommentSold, brands can utilize live sales strategies across social media, websites, and branded mobile apps at the same time. This multichannel approach means retailers capture more sales in more places

200%
increase in
Sales

CommentSold live sellers have increased revenue by up to 200% in under 6 months.

1,500
Views
per live

Established CommentSold retailers see more than 1,500 viewers per live stream sale.

\$2,200
Generated
per minute

Top shops with CommentSold have earned up to \$2,200 a minute per live sale event.

[discover multichannel selling](#)

Optimized **Live Video Sales**

There is a right way to live sell. CommentSold live video sales are the best in the industry, thanks to features that make shopping exciting for customers and simple for brands.

CommentSold optimizes your live sales with:

Product Info at a Glance:

Interactive, simple live video overlays update in real-time with sizes, colors, inventory count, and other product details to keep shoppers engaged.

Real-time Seller Updates:

See cross-channel comments, inventory counts, revenue generated, and total-viewer count in real-time on a single screen during live sales.

Live Customer Interactions

Get notified when first-time or VIP shoppers join your live and answer their chat questions in real-time to keep them hooked

Waitlists

& Pre-Authorizations:

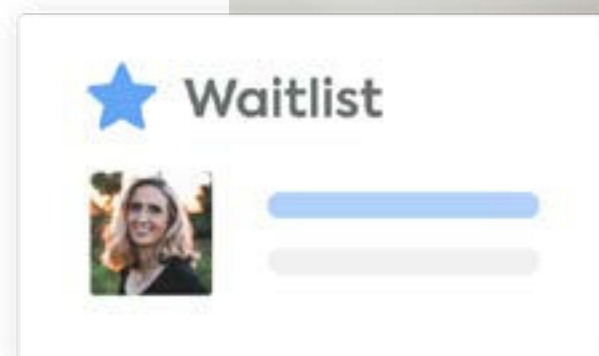
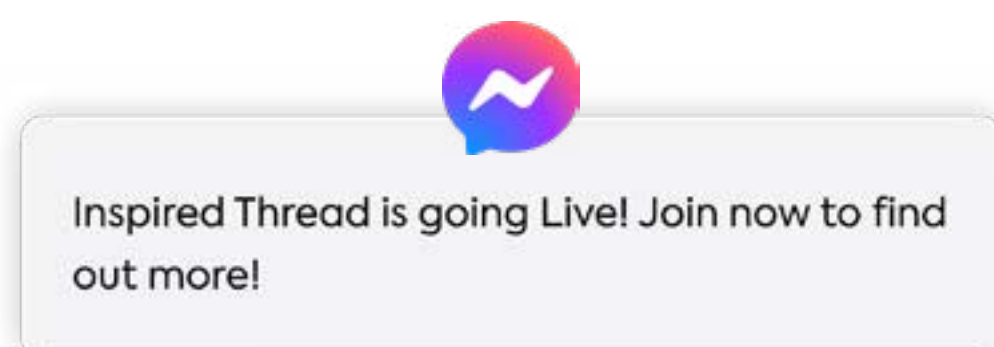
Shoppers can waitlist out-of-stock items and pre-authorize purchases. Restocked items are immediately carted. If pre-authorized, waitlisted items checkout instantly!

Live Sale Notifications:

Send notifications through Facebook Messenger when starting live sales to **boost viewership by 45% and grow Facebook live sale revenue by 50%**

Access to Industry Expertise:

All CommentSold users gain access to exclusive live selling courses and educational training through CS Academy.



A white overlay box titled "Latest Orders" showing a list of recent sales.

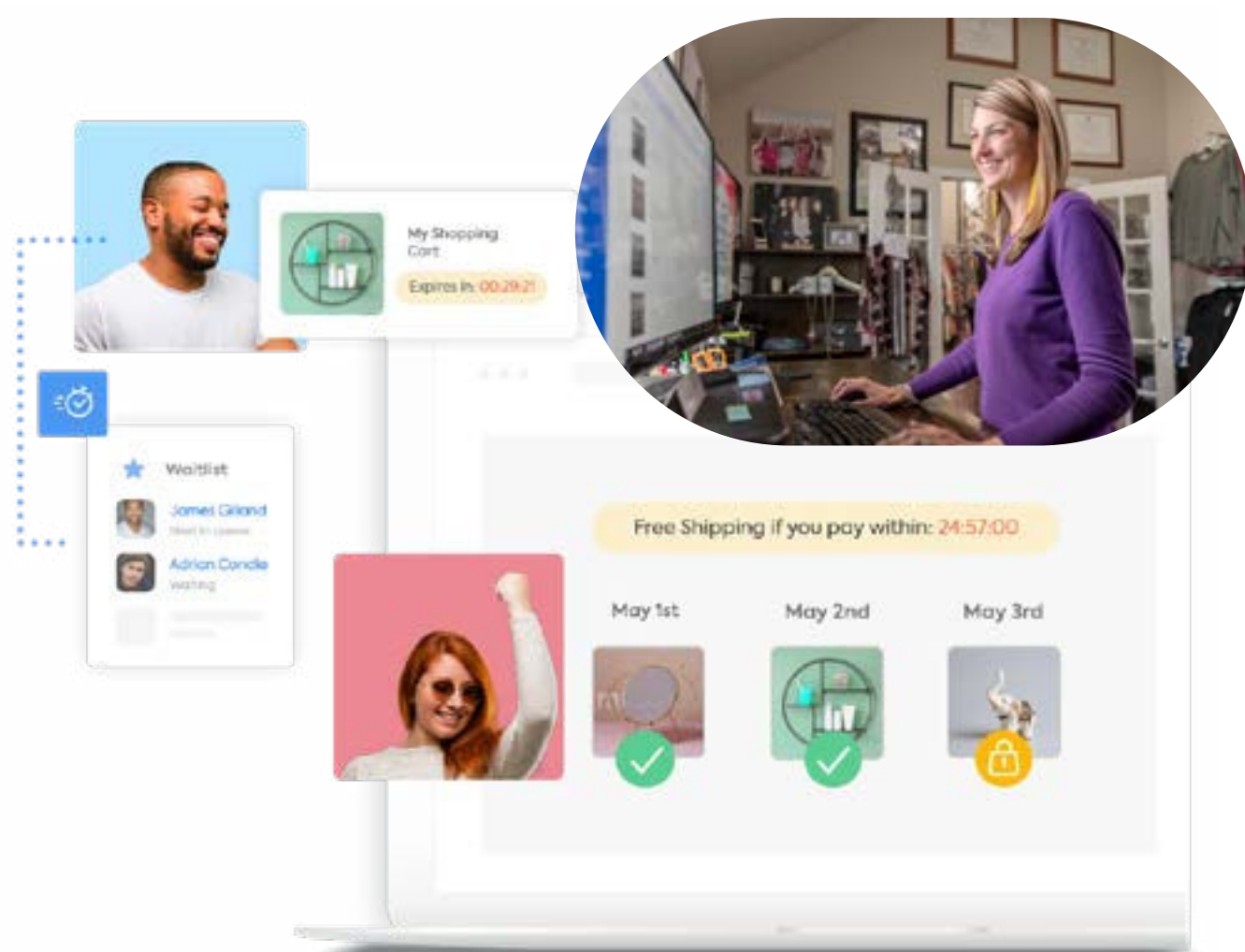
Item #	Customer	Date	Status
Item #60	Danny Thomas	2022/3/13	
Item #61	Bethanny Acacia	2022/3/13	
Item #62	Laura Paussini	2022/3/13	



[explore more live selling features](#)

One Platform for Your Entire Operation

CommentSold is an all-in-one platform designed to streamline your business, reach more customers, and drive growth.

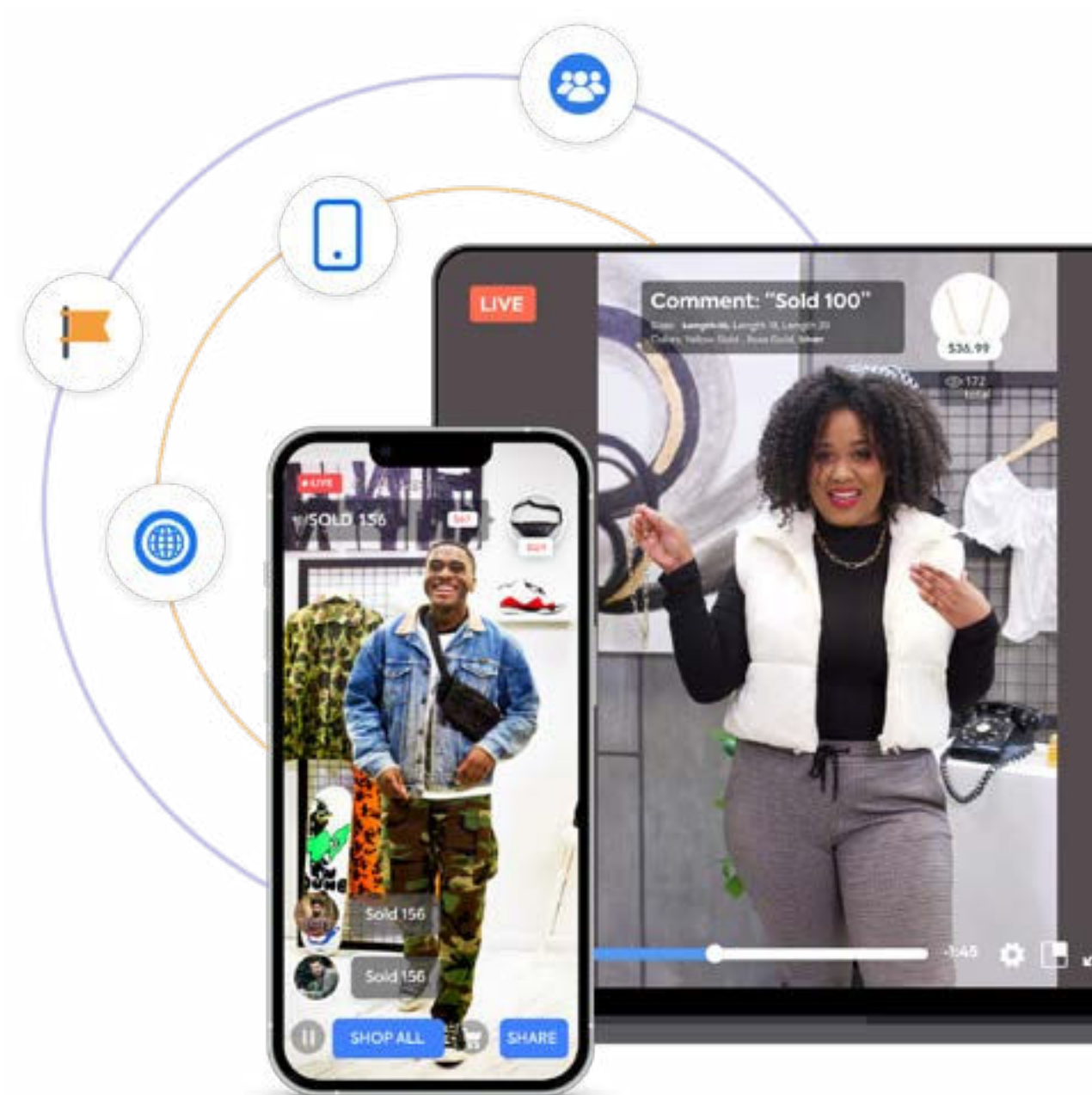


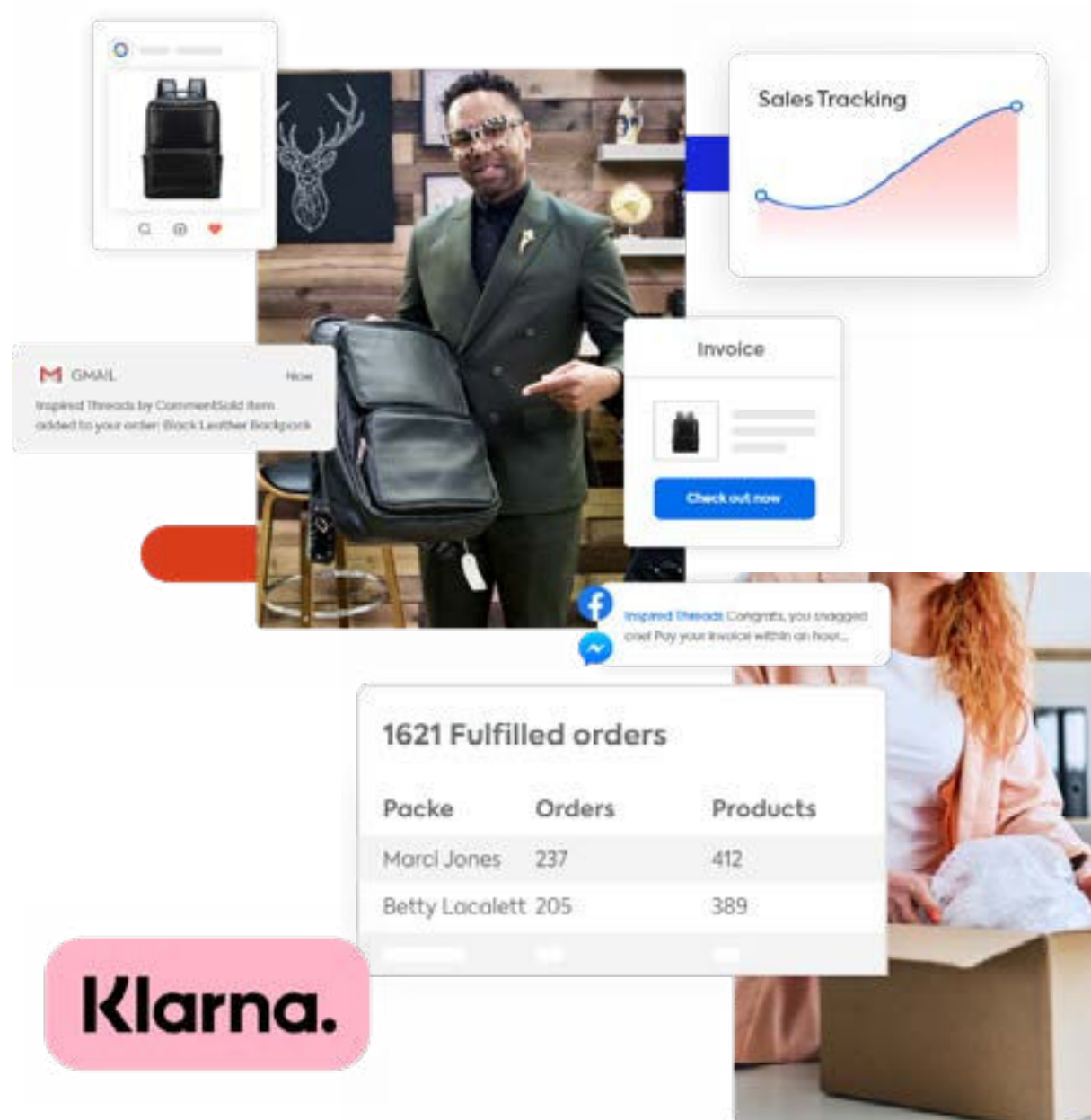
Manage Online and In-Store Operations

CommentSold offers you 360° retail operation support for e-commerce and physical locations. Inventory, reporting, and more are handled through a single dashboard whether you make a sale via social media, website, mobile app, or POS.

Video First Private Sales Channels

Bypass social media algorithms and take control of the distribution of your content through a website and mobile app with live and video commerce capabilities you won't find anywhere else. Drive the same personalized experience and community engagement you get from social onto your website and mobile app. Highlight your live sales, allow shoppers to buy from past lives, and automatically attach live segments to product listings to trigger more purchases.



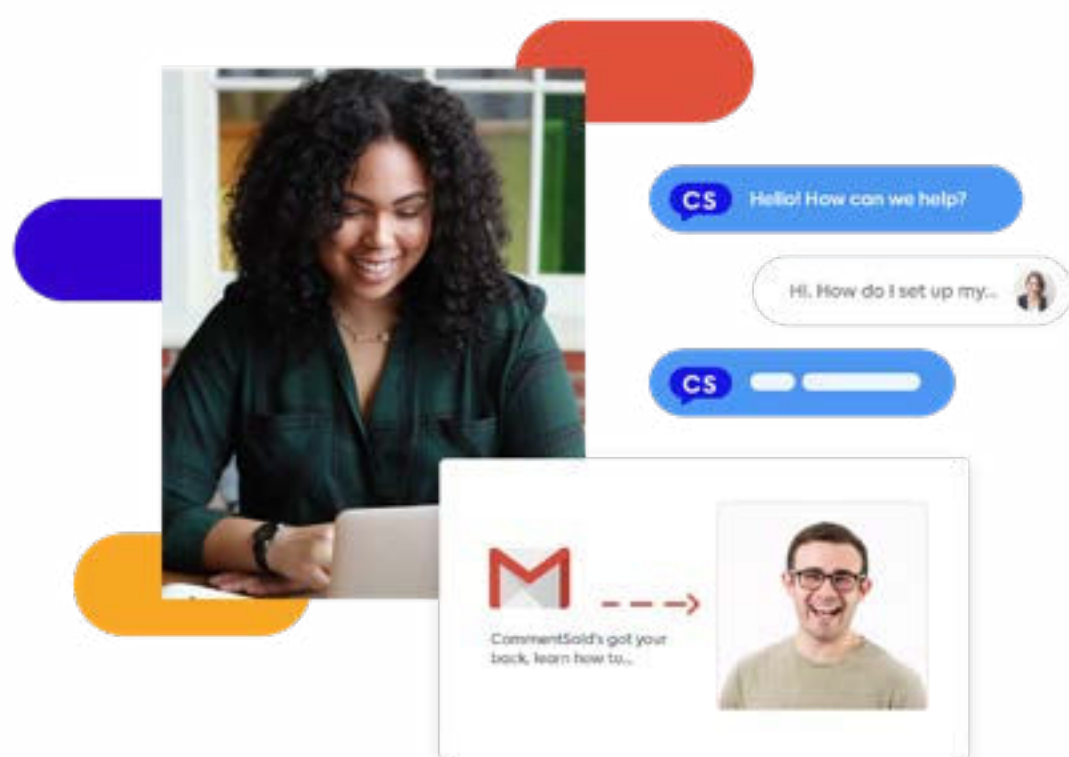
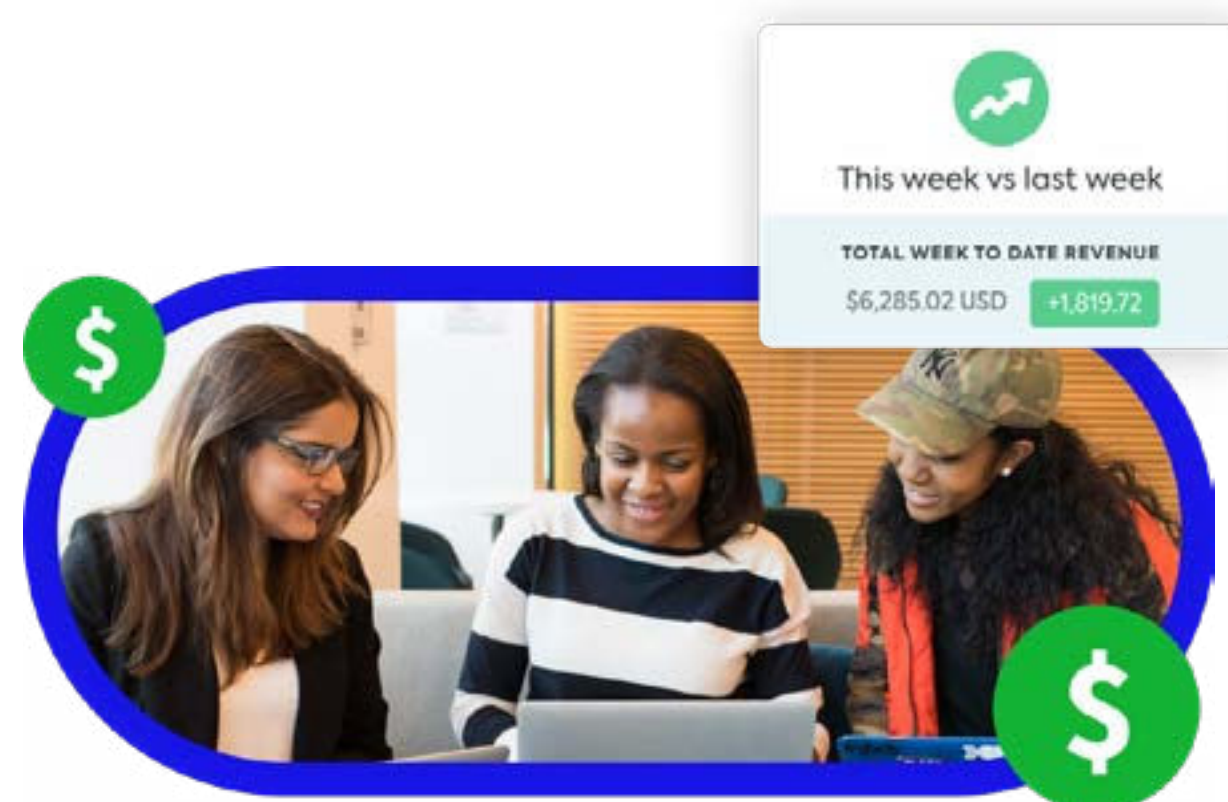


Streamline Business Operations

- **Automated Invoicing**
Save 40+ hours weekly with instant automatic invoicing when selling live and on social media.
- **Fool-Proof Your Shipping & Fulfillment**
Simplify your operations and reduce errors with automated shipping and fulfillment tools that work across multiple selling channels simultaneously.
- **Set-It-and-Forget-It Marketing Tools**
Automate your marketing efforts with easy-to-use tools for emails and push notifications.
- **Centralized Inventory and Reporting**
Track inventory and data across all sales channels in real time from one dashboard.

Grow with Strategic Partnerships

- **Dropshipping**
Test new products, expand SKUs, lower overhead costs, and eliminate inventory risk with CommentSold Dropshipping.
- **Klarna Integration**
Drive more sales by offering shoppers “buy now, pay later” payment options, with Klarna
- **Vetted Service Providers**
Connect with trusted third-party agencies to give your business an extra boost.



Get Support from a Team of Experts

CommentSold offers customized support from a dedicated team of strategists who help you scale your business. Plus, get access to valuable resources, guides, and educational courses and gain access to a 4,000+ network of live selling retailers in the CommentSold VIP Facebook Community Group

Find out how CommentSold can help you grow your business.

get a free consultation

Maximize **Business Growth** with one live selling Platform in the US

4,0000+

Community of live selling retailers

\$3.5B+

Generated in sales

154M+

Products sold

41M+

Minutes of live sales content streamed



“With the integration of TikTok Shop, it has made it easier than ever to convert our TikTok followers into buyers!... It’s really allowed us to capture those impulse buyers since they are able to watch, shop and buy all inside of TikTok.”

-Shane and Kelly Koenig, Three Little Mingos



“I had great sales with my first dropshipping launch through CommentSold. Dropship is great for a business like us because it removes the financial risk; I don’t have to hire additional help to ship out those products, and I’m able to offer more of a variety of styles”

-Whitney Dixon, The Hayloft Boutique



“Because of CommentSold, we have grown a staggering 107% in 3 months! My quality of life has never been better. My biggest regret was not going to this sooner”

-Julie Price, Copper Peacock



“I just love the whole package of the CommentSold platform. I love that I have a website, I have a mobile app, I have a point of sale system within my brick-and-mortar store, so it’s very cohesive. It gives me all the information and data I need, the reporting is solid....”

-Kati Kempf, Kie & Kate Couture

Empower your business and make the most of every live sale with CommentSold.

request your free trial