

Bootcamp #3 →

Live Shopping customer stories

Here's a quick recap of the key lessons learned from all five of our featured customers, plus a link to the clip with that customer - too easy!



[Watch the clip](#)

POWER: Use celebrities/influencers to build buzz, garner viewers, and enhance your brand's identity.



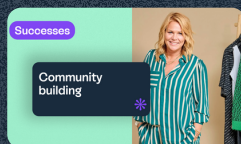
[Watch the clip](#)

The Body Shop: Live Shopping doesn't require a fancy studio: you can host your show from anywhere!



[Watch the clip](#)

Flying Tiger Copenhagen: Keep your shows entertaining and engaging (but also on brand).



[Watch the clip](#)

Zizzi: Be consistent across time, concept, host and more, as this builds trust and familiarity.



[Watch the clip](#)

Luksusbaby: Use people from your community (where possible) to showcase products authentically.