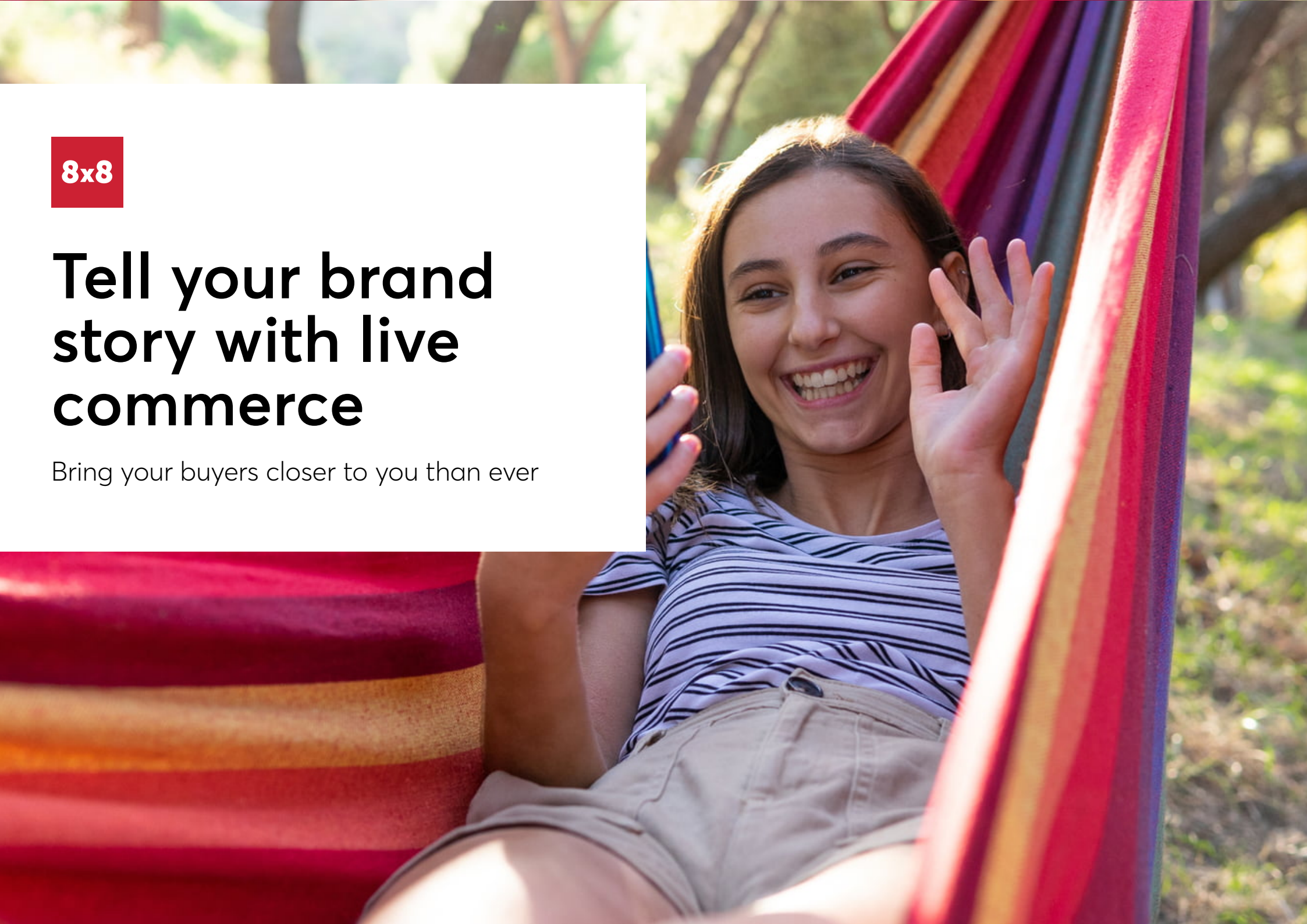


A woman with long dark hair, wearing a black and white striped t-shirt and light-colored shorts, is lying in a colorful striped hammock. She is smiling broadly and waving her right hand towards the camera. The background shows a sunlit forest with trees and greenery.

8x8

Tell your brand story with live commerce

Bring your buyers closer to you than ever



Business as usual no longer exists



New opportunities for shopper engagement

It's a fact - a large portion of shopping now happens online.

Sure, it's convenient, but what about those aspects of the in-store experience that suddenly disappear? The ability to see, touch, smell, and in some cases taste a product, has always played a big part in purchasing decisions.

Will a visit to an online store ever be as fun as a trip to the mall?

75%

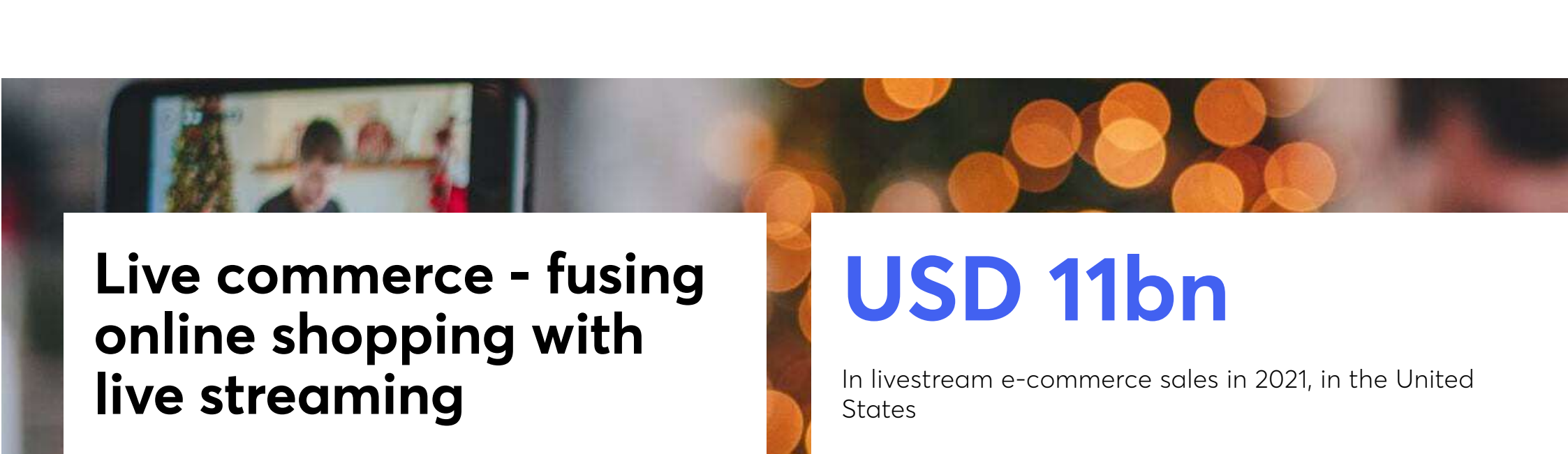
Of global consumers want more human interaction

59%

Of them feel that brands are losing touch with the human element

Source: PwC

[Enter live commerce →](#)



Live commerce - fusing online shopping with live streaming

Today's most successful retail companies are bringing consumers one step closer to the in-person experience with live-streaming events.

These live commerce events deliver the closest possible experience to being in a store with real-time, engaging interactivity and replicates the urgency of a physical marketplace while customers are sitting in their living room.

Not convinced? The numbers don't lie:

USD 11bn

In livestream e-commerce sales in 2021, in the United States

23%

Of Brazilian Internet users frequently watching live streams

Source: [Statista](#)

52%

of Australian shoppers are very interested in the option to make a purchase directly from a live shopping event

Source: [InsiderRetail](#)

What exactly is live commerce and why is it growing?

What it is

Live commerce is combining online shopping with live streaming, using video technology to promote products and services in real-time. You can think of it like home shopping TV, but better.

Live commerce is entirely digital and allows for two-way, interactive communication so that salespeople can answer questions in real-time.

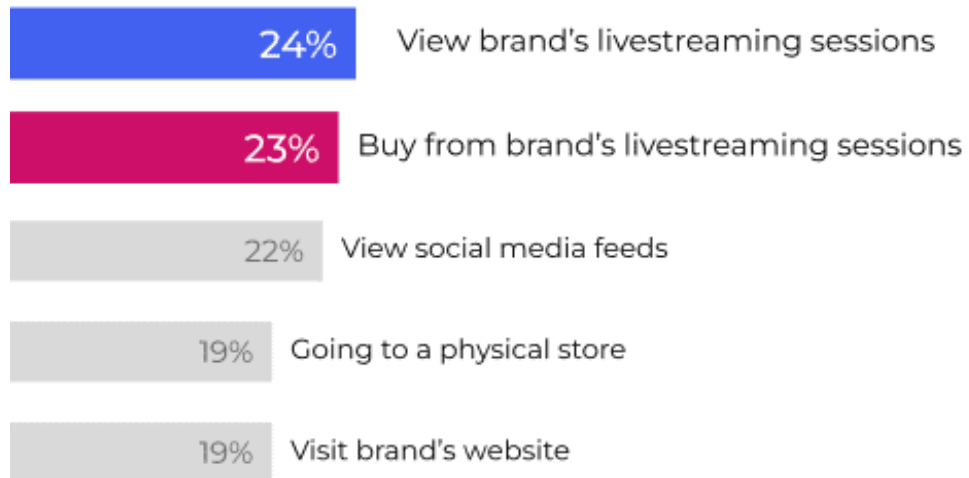
Why it's growing

There's a long-standing truth that people shop to kill time and they are more likely to buy when they feel connected with a salesperson. And that's exactly why live commerce is growing in demand.

Live commerce has been dubbed today's version of "shoptainment" on free-to-air shopping channels because it allows salespeople to interact with shoppers and build urgency via giveaways.



Growing popularity of live streaming in shopping experience



While live commerce is not meant to be an exact replica of the in-store shopping experience today's customer experience dictates which companies live and die, so, why not reach shoppers on their own terms?

A photograph of two men in an office setting. The man on the left, wearing a dark blue jacket and glasses, is pointing at a laptop screen. The man on the right, wearing an orange shirt and glasses, is smiling and looking at the screen. The laptop is on a glass table. In the background, there is a stone wall, a television displaying a presentation, and some framed pictures on the wall.

**The sales results speak
for themselves**

Live commerce drives sales in China's 618 shopping festival

\$578.5bn RMB

26.5% year-on-year increase in sales revenue

\$64.5bn RMB

Video live streaming accounted for \$13.3B AUD of sales
Attributed to e-commerce live-streaming

Source: [Cision PR Newswire](#)





Live commerce is here to stay for Walmart

After seeing impressive results, Walmart has committed to using live streaming more in 2022 and beyond.

7x

More views than expected

25%

Increase in number of followers

Source: [Retail Dive](#), [Business Wire](#)

Build a live commerce engine and increase sales with 8x8's real-time video technology

Introducing 8x8 Jitsi as a Service



Enable live commerce with 8x8 Jitsi as a Service (JaaS)

Just as online shopping transformed retail 20 years ago, live commerce will transform how goods are purchased and sold today. The convergence of video and retail helps improve engagement, close the gap between customers and products, and drive sales.

8x8 Jitsi as Service Features at a Glance



White-label,
customizable UI



Live captions
translated in real-time



Embedded into
your site or app



Highly resilient with
99.99% uptime SLA



End to end
encryption



Recording and
streaming out of the box

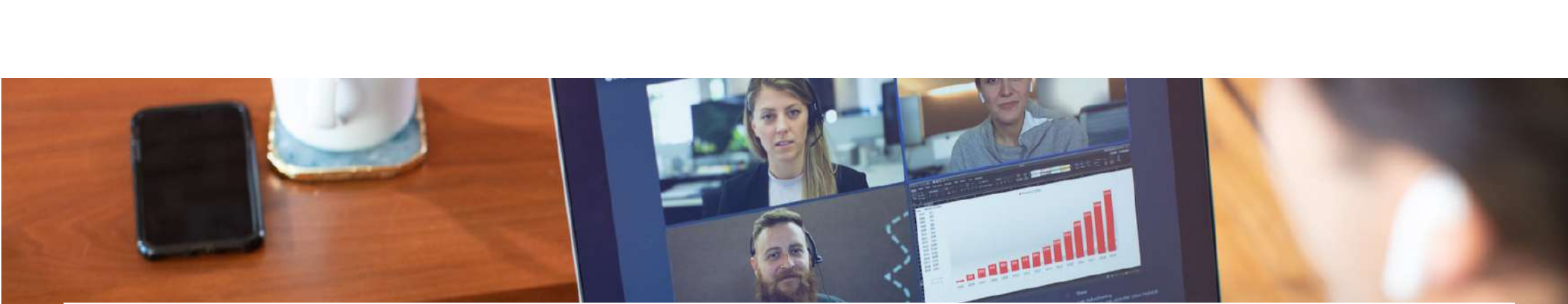


Supports up to
500 participants



Billed by per
Monthly Active User

[Find out more about JaaS](#)



How you can benefit from 8x8 Jitsi as a Service

- Live shopping events or product launches with an integrated brand experience
- Product education workshops and tutorials for up to 500 participants
- 1-1 virtual consultations
- Live auctions to open up the bidding pool to those unable to attend
- Elevate the shopping experience with influencer streaming

- **Connect instantly and enjoy 99.99% platform uptime**
- **Reduce operational costs and development hours**
- **Accelerate time to market via 8x8's global communications infrastructure**
- **Solve issues and answer questions on the spot**
- **Earn trust through real-time communication**

Learn how to deploy JaaS in minutes

8x8 Jitsi as a Service: built with security in mind

Choosing the right partner is essential



Launching live commerce requires more than just video streaming capabilities

Over 95% of companies experienced an API security incident in 2021, yet over one-third lack an API security strategy.

Supported by 8x8's strong security culture, highly trained security experts, and robust hacker-powered security programs, all 8x8 products, including JaaS, have security and compliance baked into them from start to finish.

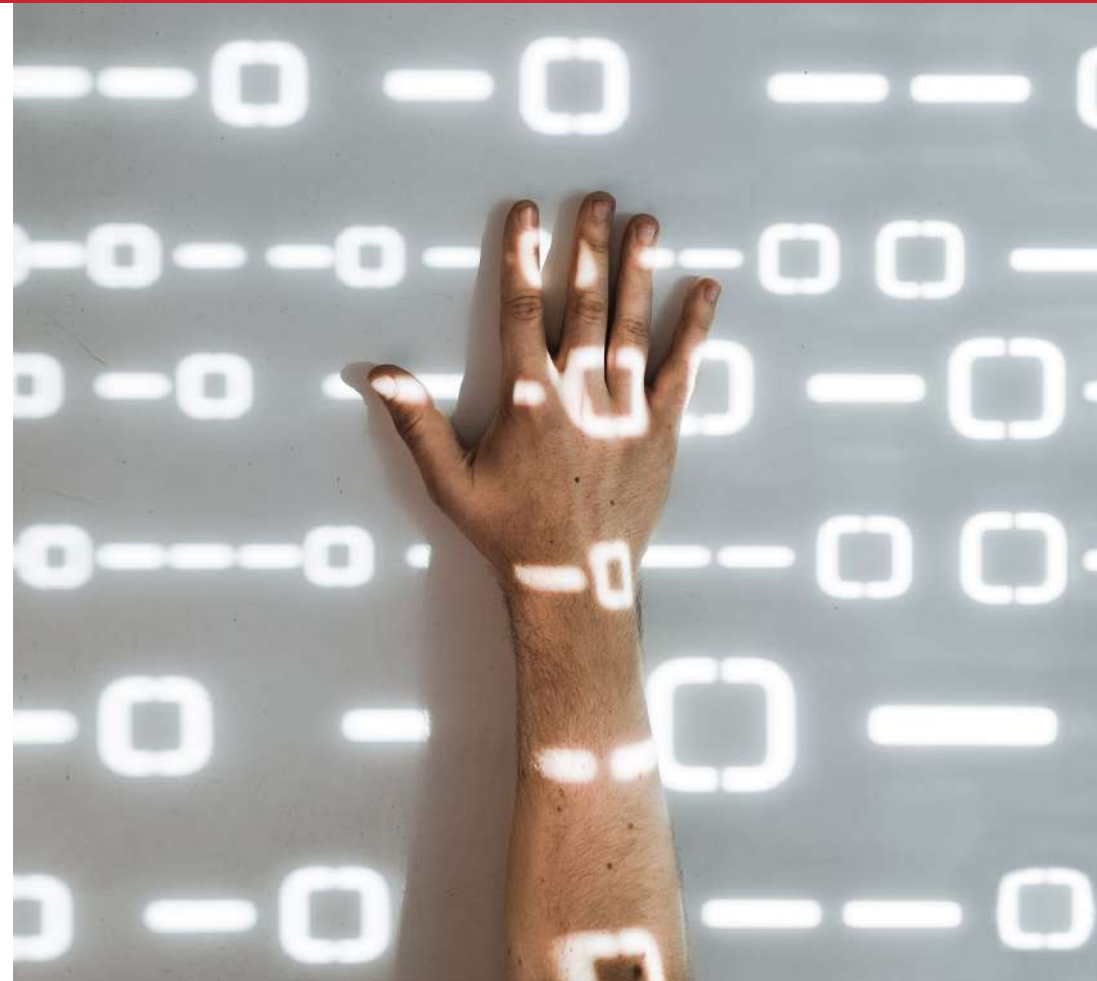


Safeguarding your customer data will always be our top priority

8x8 employs the best practices of the Security by Design approach to proactively identify, mitigate, and protect against security threats at all times.

- Stringent security specifications for the handling and storage of customer data, including fraud detection and secure endpoint provisioning.
- Verification from recognized third-party certifications [for security and compliance](#), including HIPAA, FISMA, FCC, and CSA.
- Proactive monitoring and vulnerability management allows us to maintain good security hygiene and reduce the impact of exploitation.
- Physical and digital infrastructure security ensures that everything from our data centers to our cloud networks and IT equipment are safeguarded.

Learn more about [the security of 8x8's Embeddable Communications and APIs](#).



What's next for live commerce



Proven success with live commerce

Live shopping events

Did you know Kohl's was an early adopter of live commerce by [streaming the LC Lauren Conrad Runway show during the 2015 New York Fashion Week](#). Viewers had the option to purchase any garments seen on the catwalk via a dedicated portal.

Live auctions

Shopping platform [Whatnot](#) uses online live auction shopping to tap into shoppers' nostalgia for paper goods including comic books and sports cards. They raised [\\$225 million in funding](#) to date, putting its valuation at \$1.5 billion (unicorn status)

Influencer streaming

An influencer sold [\\$19 billion worth of goods on Single's Day in 2021](#) — attracting almost 250 million viewers during the event. To put that in perspective, the most-viewed U.S. television broadcast last year was the Super Bowl,



So, what's next for live commerce

All that being said, successful deployment of live commerce requires more than just video streaming. To turn 'scrolling' into 'shopping', simple in-app purchasing is essential.

That requires companies to leverage data automation for personalization and experiment with integrating new technologies such as [extended reality \(XR\)](#) and [machine learning](#) (ML) to further enhance the end-user experience.

- Drive consumer interest with gamification and interactivity
- Offer buyers expert advice from afar with augmented reality
- Allow users to buy and sell NFTs with blockchain



Endless possibilities await, but you can start easy

While these technologies reveal endless possibilities, implementing live commerce doesn't need to be complicated.

Someone new to running for instance might choose to visit a store rather than shop online out of the need to speak with someone. But due to their schedule they might not be able to do that as quickly as they would like. As a result, their purchase is delayed.

So why not give them an option to simply dial in in real-time with a shoe expert to answer all their personalized questions? By video chatting with a representative and streaming the buyer would be more confident about their purchase (and more likely to spend money).

It's easy to get started with [**8x8 Jitsi as a Service**](#).



Thank you for reading

Tell your brand story with live commerce

hello-cpaas@8x8.com

