

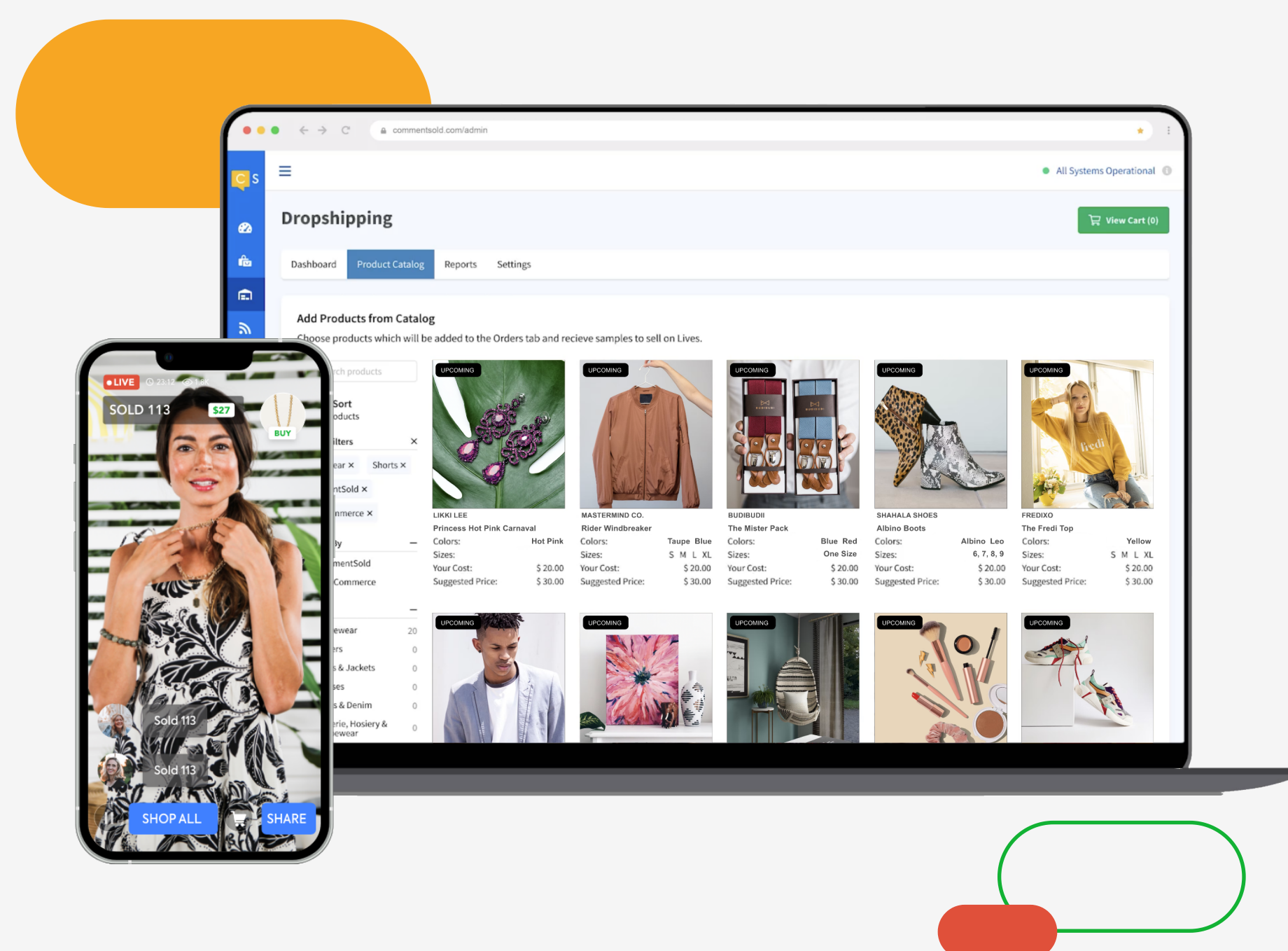
# How Disruptive Innovation Will Affect the World of Retail—and How to Win with Live Video Commerce





Sellers everywhere must recognize that the shopping game has changed. New, disruptive innovations are enhancing online capabilities and enabling a customer experience like never before—and businesses that want to remain competitive must prepare for a digital transformation in order to keep up.

Read on to learn more about digital disruption in retail and how e-commerce brands can get ahead through the adoption of innovative technologies like [live selling](#).



## What is Disruptive Innovation?

Disruptive innovation occurs when a new technology or business protocol completely alters the course of a company or industry. The upheaval takes place because the revolutionary thing—the tech or the business model—inevitably makes any outdated processes inefficient, and therefore, obsolete.

*Strategy + Business* describes [this phenomenon](#) as an industrial “tipping point”—when everything is going well for a lengthy period of time and then all of a sudden: disruptive innovation knocks, threatening to blow ‘the old way’ up.

Think about it like this: nearly half the companies listed in the Fortune 500 in 2000 have since disappeared due to their [inability to adapt to disruptive technologies](#). Put simply, disruptive innovation changes the game, and businesses either adapt—or die. No industry is safe, [the retail industry](#) especially.

Whether you’re [new to the retail game](#) or have been at it for years, this shift in strategy should be seen as an exciting challenge and opportunity for business owners and not as an oppressive or limiting next step.

**Bonus**

**Want to Learn More About Shifts in Online Selling?**

**[Read The Changing Retail Landscape: What Business Owners Should Know.](#)**

## A History of Innovation in Retail

As stated, no industry is exempt from disruptive innovations. In retail, this claim is backed by some very major players.

2017 saw fashion powerhouse The Limited [close its brick-and-mortar stores](#) and move its inventory entirely online. 2018 saw [department store behemoth](#) Sears, which began as a mail-order catalog as far back as 1888, file for bankruptcy. The same year [Toys R Us shut its doors for good](#). Each of these: historically successful by-foot businesses. So, what happened?

Toys R Us had a plan to boost online sales—and even integrate augmented reality into the consumer shopping experience—but according to CNN, they failed to implement and execute a successful digital infrastructure. Similarly, The Limited was [unable to keep up](#) with the surge in online shopping in “an increasingly challenging environment for mall-based retail.”

In sum, technology changed consumer culture, and shopping behavior shifted. These retail giants simply failed to keep up.

## Shopper Expectation is Now Next-Level

The customer experience has never been more immersive or convenient. Retailers today know the drill: selling online is a must, check-out needs to be seamless, delivery needs to be quick, and a [multichannel sales strategy](#) is one of the best ways to gain a competitive advantage.

However, these facets are just the beginning of the new bottom line that currently exists in e-commerce today for younger consumers.

**Seamless shopping is no longer a luxury, it is the expectation.**

Driven by millennials and Gen Z shoppers, shopping online must reach beyond simplicity. It must be entertaining, interactive, and transformative. One of the best ways to do this is by adopting a strategic [live video commerce](#) strategy.

**Bonus**

**New to Live Commerce and Live Selling?**  
**Here's Everything You Need to Know.**



## Why Live Video Commerce?

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

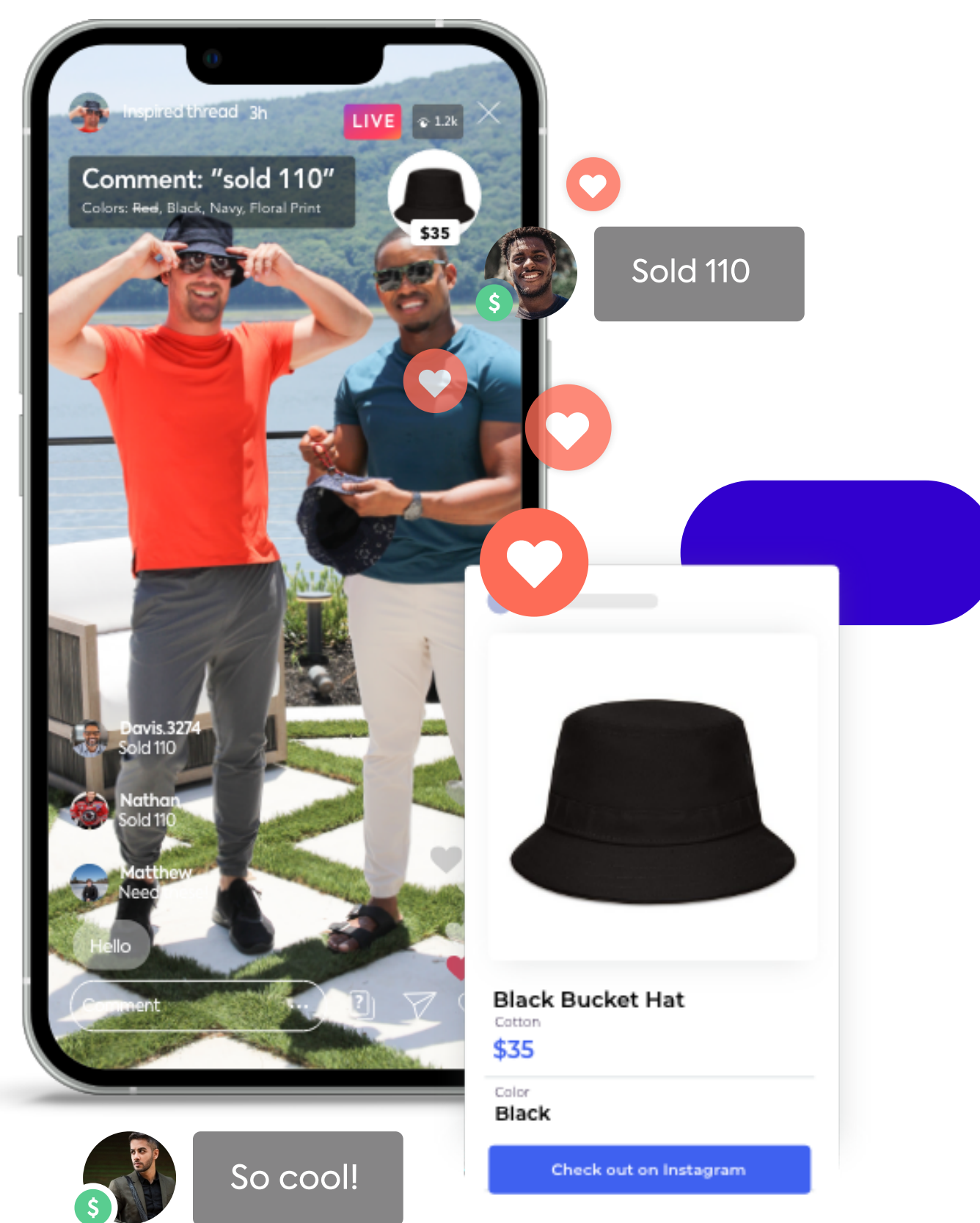
This addictive retail strategy blends entertainment, e-commerce, customer engagement, and automatic checkout to create an immersive experience across selling channels—that works. Live stream shoppers have a repeat purchase rate over 6 times higher than traditional e-commerce shoppers.

## Superior Shopping Experience

Live selling allows brands to imprint their personalities straight to their viewer's newsfeed across Facebook, Instagram, and TikTok—and on their branded mobile apps and webstores.

Pictures alone are no longer providing the type of user experience consumers demand. Shoppers want to see how products work and how clothing fits on real bodies, in real time. Live video provides this immediacy.

- ✓ Live selling allows brands to imprint their personalities straight on their viewer's newsfeeds—across multiple channels at once.
- ✓ It creates a real-time connection between brand and consumer and gives shoppers the answers they want right away.
- ✓ It lets shoppers trigger a purchase simply by clicking or commenting on a video stream—which expedites the checkout process and increases sales exponentially.
- ✓ It makes shopping feel special, intimate, and *new*. Live shopping done right is irresistible.



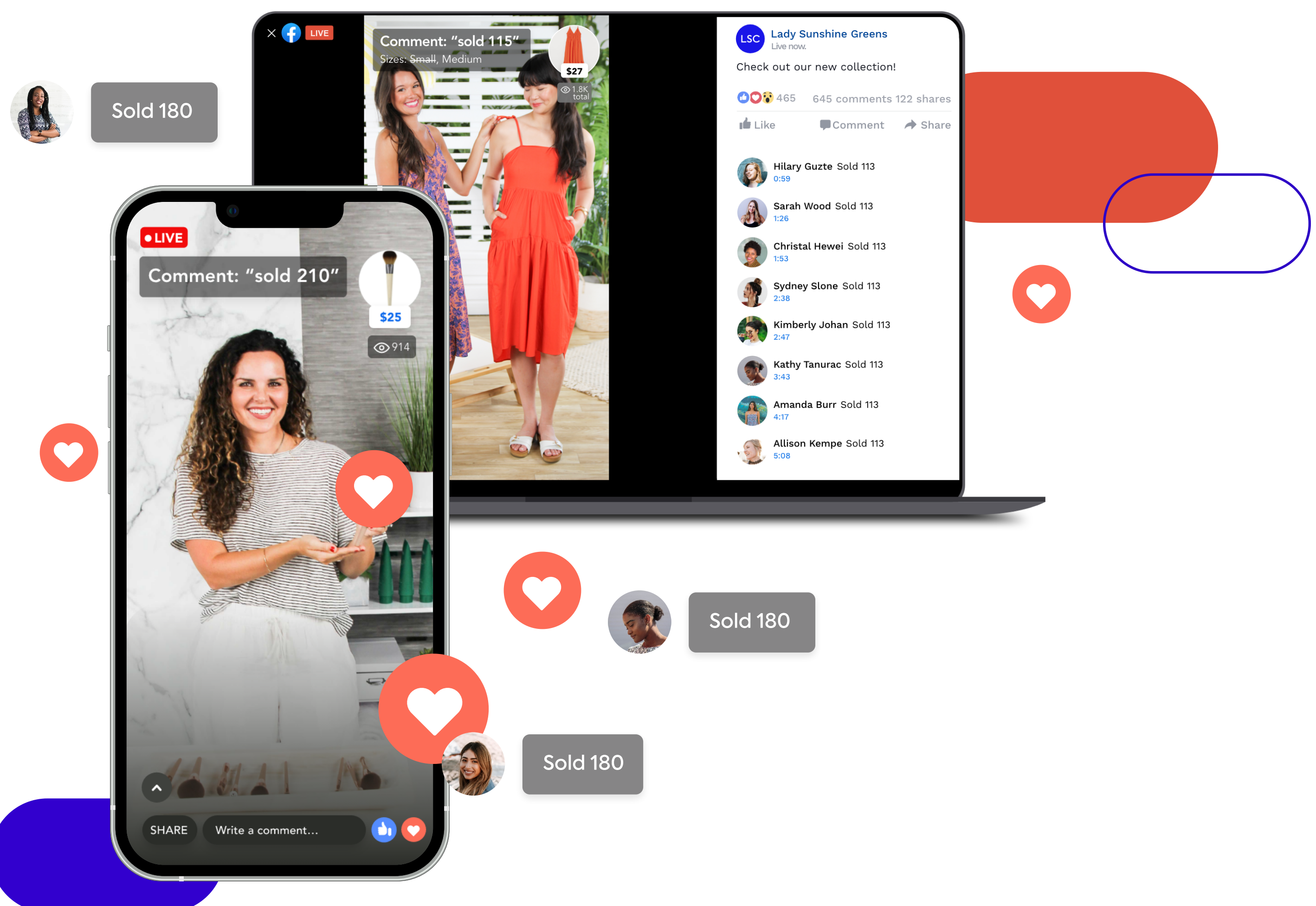


## Not convinced?



Live selling has been leading the way in China since 2016 and has already become standard process in 2022. ([One Alibaba live sale](#) alone brought in \$7.5 billion in total transaction value in its first 30 minutes.) The live video commerce market is projected to hit [\\$65 billion in the U.S.](#) by 2023 and will only continue to grow, with millennial and Gen-Z shoppers leading the way.

When it comes to ensuring future success for your retail business, live selling is the necessary next step.





# Live Video Commerce is the Future of Retail

Disruptive technologies changing the course of history are not new. For centuries, innovation has shaped the course of human behavior and business in particular. And today, technology is as complex, intuitive, and pioneering as ever.

The world of retail, like all other industries, must stay vigilant in providing best-in-class, forward-thinking solutions for sellers and shoppers alike.

[CommentSold](#), the North American leader of live selling technology, with over 4,000 retailers, more than 100M items sold, and \$3.0B+ in lifetime GMV, recognizes the value of innovation in retail.

CommentSold's disruptive live selling technology provides businesses of all sizes with best-in-class solutions for delivering engaging live video commerce experiences. Clients use live video and shoppable video clips from live events to sell fashion, beauty, home goods, electronics, and other products to over 16M registered shoppers. CommentSold is a complete live commerce platform, built for businesses of all sizes who want a full-stack live selling solution.

✓ **Easy to Build Webstore**

✓ **High converting Mobile App**

✓ **Incorporated Point of Sale System**

✓ **Centralized Inventory Management**

✓ **Optimized Shipping and Fulfillment**

✓ **Cross-channel Marketing Automation**

✓ **In-house Payment Processing Platform**

✓ **Exclusive Access to Dropship Program**

✓ **Built-in Live Selling on Instagram, TikTok, Facebook, Webstore, and Mobile App**

**Ready to Try Live Selling?**

[Request a Trial Today](#)