

1,515%

ROAS

\$10,000

Av. Daily Revenue

900+

Sales/Week

6-9%

Av. CTR

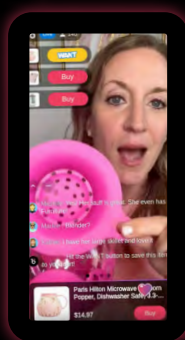
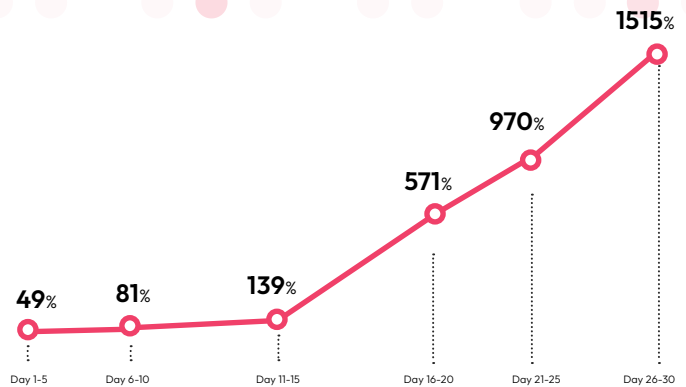


## National US Retailer - Live Snippets Case Study

One of the biggest retailers in the US partnered with buywith to repurpose live shopping content via paid media to create a new revenue channel, allowing the live shopping events to live on and drive revenue as evergreen content.

### The Solution

- buywith's Product Snippets solution leverages AI to automatically create content clips from live events to reuse in marketing campaigns
- buywith's marketing platform builds a strategy catered to the brand, product story, and targeted audiences
- Paid campaigns are continuously optimized through rigorous A/B testing to increase ROI and decrease spend



Shopping event happens live, buywith AI creates snippet



Campaign optimizes & promotes snippet, users convert onsite

