



POSCONNECT

Events



Live Shopping Events



Live shopping events – let your brand become an experience!

Your audience can participate in your event via live stream through POS Connect. Your customers get entertained and informed. They can experience your products and order them directly. Whether it's cooking events, product presentations or talks with celebrities and specialists: Make your brand come alive with digital shopping events!

We are your full-service partner!



We produce your event

- More than 500m² of studio space with plenty of room for your set
- Latest video technology for live broadcasting and streaming
- One-stop shop for concept, production, and marketing
- Procurement of influencers and celebrities
- Provision of trained sales personnel
- Provision of the POS Connect Cloud with its comprehensive features
- Social media consulting and planning

Start now!

- Mehr Awareness für ihre Marke
- Besonderer Service und damit abheben von anderen Marken
- Sales Increase

79% of viewers say that a branded live video convinced them to buy a product

30% increase in conversions

3x increased engagement



POS Connect Features

- In-stream purchases through shop integration
- Live chat for answering customer questions
- Emojis, presentation, event management
- Content repurposing on YouTube and social media
- Live stream or pre-produced
- Fulfillment service

Want to know more?





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We look forward to your inquiry

