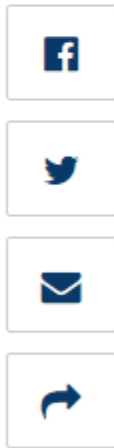


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Revolutionizing Retail: 'Humanized' Live e-Retail Video Sales Spur Seismic Ecommerce Paradigm Shift

by Merilee Kern — June 2, 2022 in Contributed Articles Reading Time: 5 mins read

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Even in a world where stunning technological advancements abound, it's not that often when such advancements have a genuine opportunity to revolutionize an entire industry, let alone disrupt an industry generating multi-trillion-dollar annual revenues. Though exceedingly difficult and rare, that circumstance is not impossible. This is exemplified by the profound impact that live, in-person video is now poised to make on the global e-retail trade, which some estimates project will grow to a staggering 5.4 trillion U.S. dollars in 2022.

So extreme and significant are the anticipated e-Tail industry impacts of live e-retail video and the financial upside in kind, one player pioneering B2B software solutions in the space—Getbee—has realized a stratospheric start. Already working with world-class brands clients like Dolce & Gabbana, Lancôme, Microsoft, Dermalogica, and other global brands throughout the U.S., LATAM, Europe, and MENA (Middle East and North Africa), Getbee's proprietary live online video technology connects brands to their online customers via live video consultations for a 'humanized' online shopping experience.

This human-to-human capability is ushering in a new market standard, and driving the

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