



## Live shopping and selling with replays

With a wide range of perfume, cosmetics, and skincare products, ICI PARIS XL wants to be the beauty specialist in the Netherlands. The Dutch organization uses the GetyourStudio setup for internal information and live shopping. The seamless integration of GetyourStudio with the live shopping platform BamBuser gives ICI PARIS XL new contact and sales opportunities with their customers.

### Website with video integration for live streams and replays.



"In our field, personal contact is extremely important," says Irma de Vries, Team Leader of Training & Development at ICI PARIS XL Netherlands. "In 2020, the market asked for alternatives to physical store contact. We began modestly with a PC and a webcam. The 'Mother and daughter' workshops were successful, but we wanted different technology for better video and scaling up the reach. So we brought GetyourStudio in-house for video production and linked it to the BamBuser platform. Viewers can place products in their online shopping cart on this live shopping platform during the video stream. The live videos lead directly to sales, and the replays continue generating sales.

### Sales are also possible with replays.

"Now, a year and a half later, we are almost fully-fledged video broadcasters. We have our scripts, four people in the studio, and two remote colleagues who provide chats and product placements during the broadcast. The A-brands themselves often still work with a webcam setup and are therefore impressed when they see what and how we created this ourselves, without the help of AV experts or other technicians. The great thing is that our organization has been given the opportunity for a multidisciplinary approach, with the marketing, online, social and training departments seamlessly achieving this result.



# Customer case

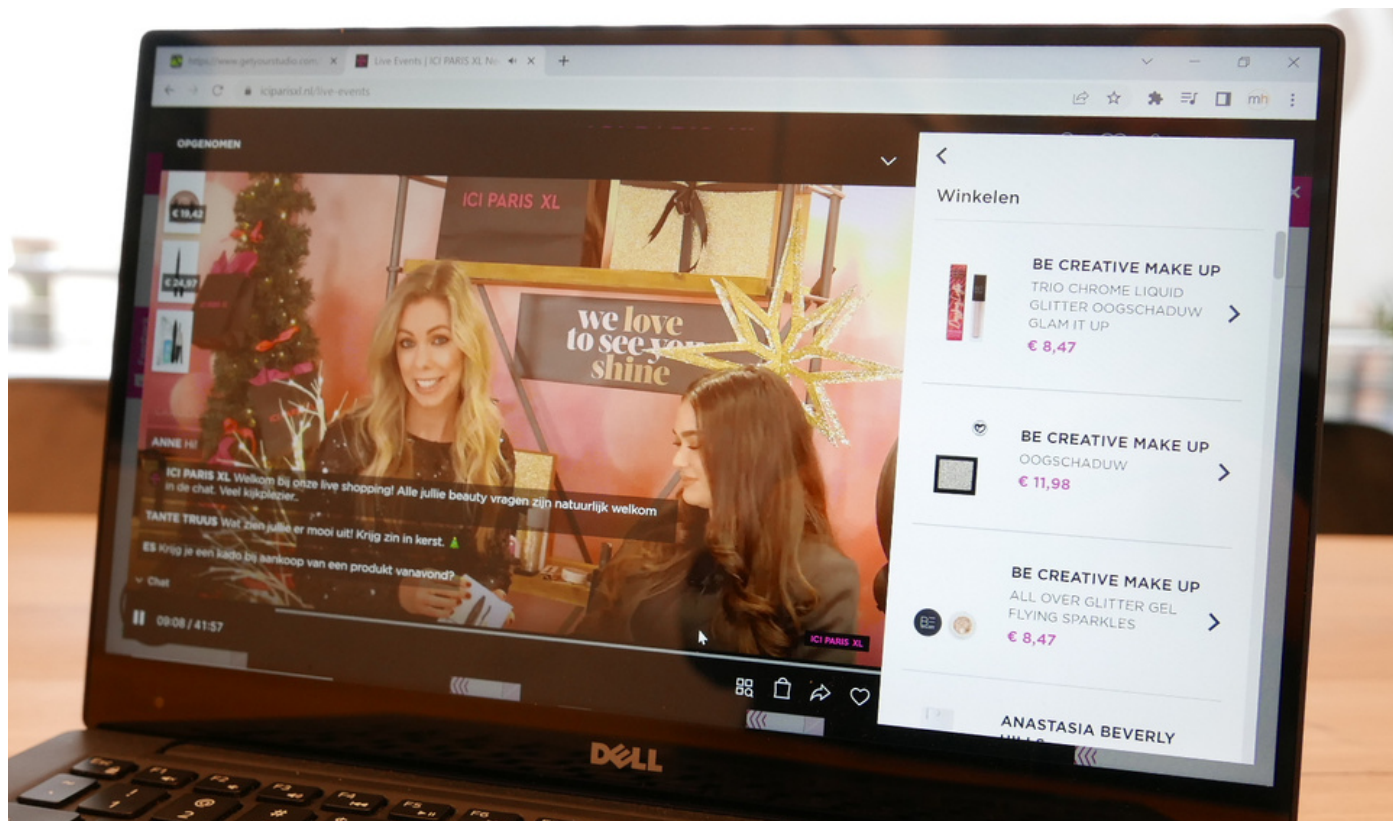
## ICI Paris XL



**GetyourStudio**  
all-in-one video studios

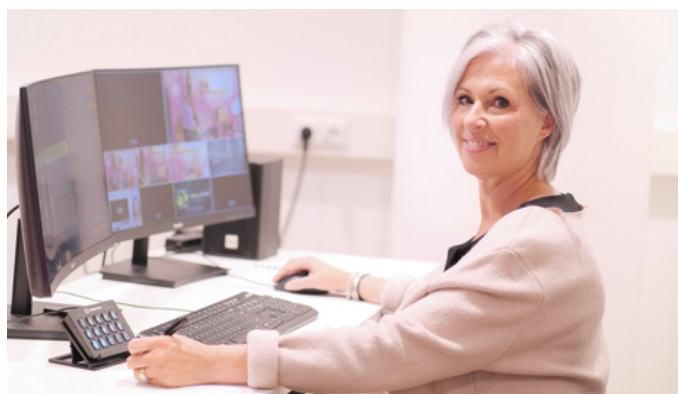
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### Grow by doing

"We have grown to this result organically, with the GetyourStudio system undeniably contributing to our success. We also use the studio for onboarding, training, and e-learning. Our training courses have also become much more dynamic due to the possibilities offered by the StudioAssist software that GetyourStudio offers. Just show a video of a brand or a few app screenshots. It is all possible and ensures dynamism and involvement. Our step-by-step plan includes a green screen for next-level videos. Creativity flows in our team."



GetyourStudio partners



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