

# A BREAKTHROUGH IN ONLINE SALES

INGRAM ENTERTAINMENT



# The Plan.

**Create a live show and connect with fans while driving sales for **any product**.**

Using patented technology, experience the highest industry sales conversion rates—out pacing preorders on any other platform.

**Music, Merch,  
Clothing,  
Accessories,  
Books, Food,  
Sporting Goods,  
Beauty Lines...**

1

Create a 1-minute promo video inviting fans to join your live show one week in advance.



2

Go live and drive sales through an interactive fan experience.



# The Execution.

Implement a live, shoppable, shareable, embeddable, experience for your audience—**no matter where they find the content.** Videos remains shoppable after the live show has ended. Automatically collect and own buyer data, and reach them anytime in the future.

**One Video. One Point of Sale. Everywhere.**

The image illustrates a multi-platform video marketing strategy for Paul McCartney. It features four devices: a laptop, two smartphones, and a tablet. Each device displays a live video of Paul McCartney in a yellow sweater, with a red 'BUY \$50.00' overlay at the bottom. The laptop screen shows the Paul McCartney website with a navigation menu (Home, News, Tour, Music, Media, Community, Store) and a search/signup bar. The smartphone screens show the video on a social media profile page and a news article titled 'Paul McCartney Invites Fans to a Live Chat and Preview of Upcoming Album: Watch'. The tablet screen shows the video with a 'SWIPE UP TO JOIN AND PREORDER' call to action. A red circle highlights the text: 'Viewers purchase in-video on every site it's featured—even after the live show has ended!'.

# The Success.

4 shows. 15 minutes.

≡ Forbes

**Garth Brooks Sells  
More Than 1M Vinyl  
Records On Pre-Order**

≡ Forbes

**Garth Brooks Breaks  
Vinyl Sales Records With  
420k Sold In 18 Hours**

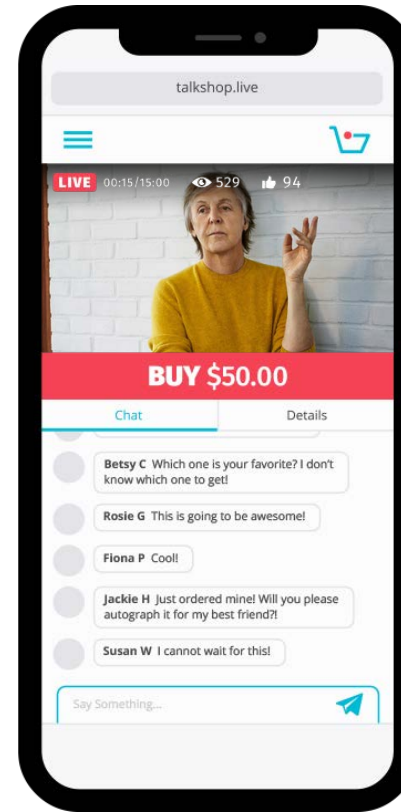
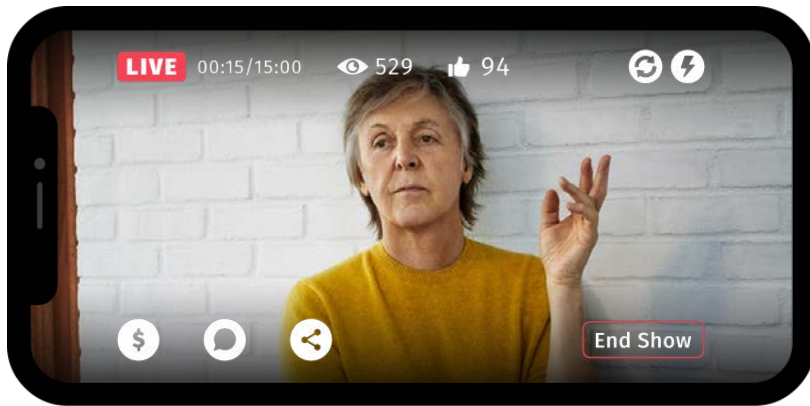


# The Process.

1

## GO LIVE

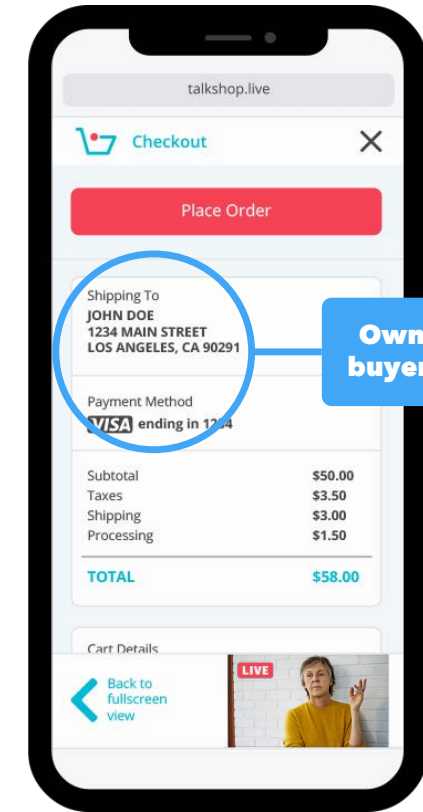
Your show is instantly shared to your social media pages and talkshoplive account followers.



2

## INTERACT

Interact with fans with real-time comments and answer questions about the products.



3

## DRIVE SALES

Buyers go through the entire checkout process without ever leaving your video experience.

# E-commerce. Live Video. One Place.



Our patented **buy-button technology** allows users to buy products from the video—never leaving the video, no matter where it's viewed.

**18%**  
talkshoplive  
conversion  
rate

**6x**  
industry  
average

We lead the industry  
in live selling sales  
conversions.

# Own Your Buying Audience.

Sell what you want—when you want—and reach your full audience every time.

## Sales Metrics Data

### **SOCIAL MEDIA**

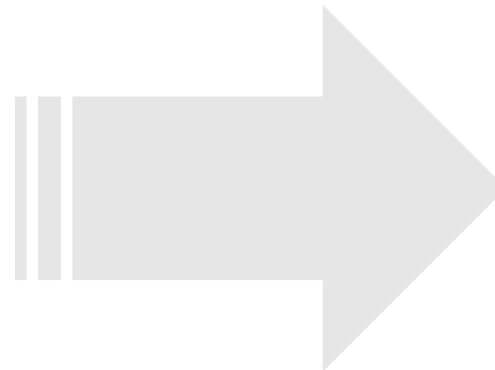
Account for **44%** of traffic and **28%** of sales.

### **WEBSITE/MEDIA**

Account for **37%** of traffic and **53%** of sales.

### **NOTIFICATIONS/ALERTS**

Account for **16%** of traffic and **15%** of sales.



Gather your existing and potential audience from anywhere to talkshoplive, and **retain their data** for future messaging—that won't get lost in an algorithm.

# Key Suppliers.



ACTIVISION



LIONSGATE





# Spotlight Sellers.



Julie Andrews



Cynthia Bailey  
(RHOA)



Garth Brooks



Kobe Bryant



Kristin Cavallari



Jenna Dewan



Vinny Guadagnino



Alex Guarnaschelli



Hannah Hart



Jessie James Decker



Alicia Keys



Howie Mandel



Ross Mathews



Tim McGraw



Alyssa Milano



Dr. Paul Nassif



Dolly Parton



Rachel Platten



Meghan Trainor



Colton Underwood



Abby Wambach



Trisha Yearwood

# Fulfillment Solution.

## National Distribution Network

Six regional DCs strategically located across the country:

- Memphis, TN; Chicago, IL; Baltimore, MD; Portland, OR; Toledo, OH; Orange, CA

Choice of Carriers:

- UPS Ground and Expedited
- FedEx Ground and Expedited
- UPS Mail Innovations (1st Class/Media Mail)
- UPS SurePost

Same-day shipping for orders printed by 1:00 PM DC time

## Additional Fulfillment Options

Automated Zip Code sourcing

- Order is sourced to closest DC with available inventory to ship-to address

# Customer Service.

talkshoplive handles all customer service inquiries and connects with Ingram Entertainment for necessary adjustments (i.e. damaged product or wrong item received).

# Contacts.

## Ingram Entertainment

Steve – (704) 953-6055

## talkshoplive

Tina – [tina@talkshop.live](mailto:tina@talkshop.live)

Marty – [marty@talkshop.live](mailto:marty@talkshop.live)