

# Bambuser focuses on Full-Loop Live Video Shopping, soft launches One-to-Few to strengthen product offering

Stockholm – 7 December 2021 – Two years after pioneering Live Video Shopping with their One-to-Many solution, Bambuser spearheads within the retail space by offering a Full-Loop approach where retailers can cater Live Video Shopping across all digital touchpoints. The One-to-Few initiative is the latest addition and enables retailers to invite selected customers to join an interactive shopping experience with two-way video and audio.

Earlier this year, interviews with both existing and prospective customers across multiple retail segments revealed a need for a dedicated solution where retailers can engage with their most loyal customers. With One-to-Few, retailers can now do exactly that. The solution offers retailers a brand new, immersive and interactive social shopping experience that provides a digital space where products can be showcased, and masterclasses and workshops can be hosted.

The One-To-Few solution consists of a Dashboard for setting up shows and inviting guests, a Live Studio for managing event broadcasting and a Player embedded on the retailer's website. The experience is streamed in a landscape format (horizontally) and is primarily intended for viewing on a laptop or tablet, but can also be viewed on mobile. Retailers will have the opportunity to highlight and compare products directly on screen and all participants will be able to add items to cart and interact via two-way video, audio and chat.

When utilized alongside Bambuser's One-to-Many and One-to-One solutions, One-to-Few finally offers retailers a Live Video Shopping *Full-Loop*, connecting them to their customers in an entirely holistic sense across multiple digital touch points. Retailers can interact with an unlimited number of customers via One-to-Many, they can facilitate private and personalized one-on-one conversations via One-to-One and host focused group sessions via One-to-Few.

The first step of the soft launch is testing the solution with selected strategic customers, one of them being the multi retailer Kjell & Co, that is already using One-to-Many and One-to-One successfully.

*“Bambuser continues to lead the way in immersive and human online experiences with Full-Loop – the world’s first and only Live Video Shopping ecosystem. It’s a product suite that enables brands to customize their live commerce offering with enriching and engaging customer experiences to suit any type of sale.”*

Maryam Ghahremani, CEO at Bambuser.

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## Contact information

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Corporate Communications, Bambuser AB | +46 8 400 160 00 | [ir@bambuser.com](mailto:ir@bambuser.com)

## Certified Adviser

Erik Penser Bank AB | +46 8 463 83 00 | [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se)

## About Bambuser

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Bambuser is a software company specializing in interactive live video streaming. The Company’s primary product, Live Video Shopping, is a cloud-based software solution that is used by customers such as global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps and social media. Bambuser was founded in 2007 and has its headquarters in Stockholm.

## Image Attachments

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[Bambuser One To Few 2021](#)

## Attachments

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