

From No Online Presence to Mastering Multichannel: How Kie & Kate Couture Used Live Selling to Increase Total Shoppers 250% Across Platforms

A CommentSold case study



2008



This women’s apparel and accessory boutique used CommentSold to bring the success of their brick-and-mortar shop online. The result? Raving fans across all of their sales channels—simultaneously.

Kie & Kate Couture opened in 2008 and relied solely on revenue generated during storefront hours. They needed a solution to increase sales round the clock and replicate their in-store shopping experience online.



Challenges



Build an Online Presence



Kie & Kate Couture wanted to create an e-commerce store and build an online customer base outside of their small town.

Go Multichannel



Not only did Kie & Kate Couture need to build an online presence, they needed to do it across all channels—social media, a webstore, and a mobile app.

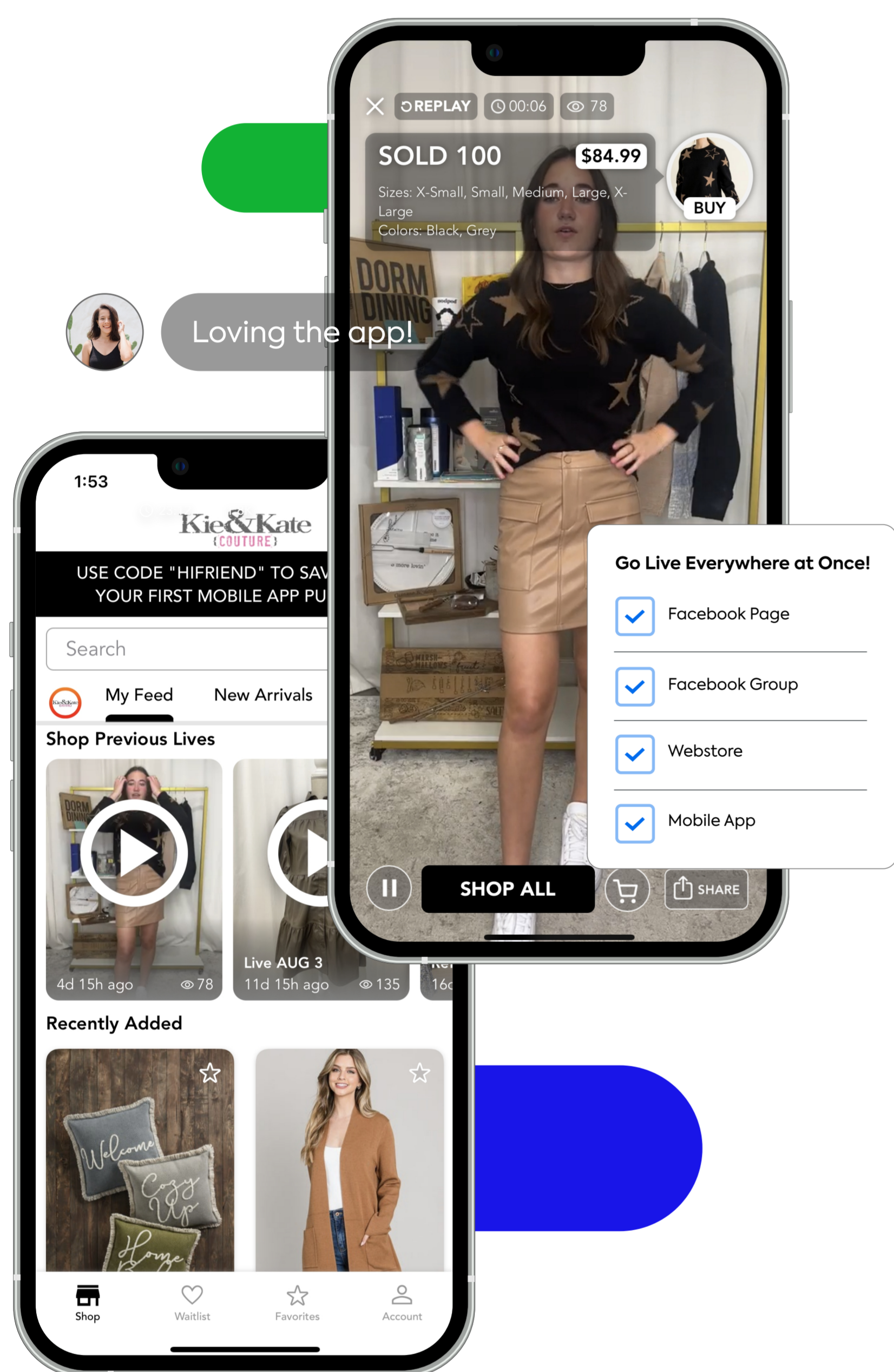
Manage Inventory Across Platforms



These retailers needed a way to manage their in-store and online sales seamlessly without extra integrations, fees, and downloads.



Solutions



Live Sales Integration

The adoption of live selling fostered online engagement, recreated the in-store shopping experience online, and helped build a community of shoppers.

Relationship Building

With a live selling presence on Facebook and Instagram, Kie & Kate Couture drove shoppers to their webstore and app, where they became loyal, repeat customers.

A Robust Point of Sale System

By implementing CommentSold’s Point of Sale System that supports in-store, online, and live sale purchases, Kie & Kate Couture was able to manage an influx of online sales, streamline their operations, and scale their business.

Results

50%

GMV increase since launching live sales

\$2M

annual live sale revenue

80%

increase in SKU count

63%

of total GMV generated from POS since launch

250%

Shopper increase since launch

90%

repeat purchase rate in 2022

With the capability and technology to sell live, sell everywhere, and streamline their backend operations, Kie & Kate Couture grew a thriving online business to compliment their brick-and-mortar store. They host engaging live sales to create hype around their products and have customers shopping more than ever before. Thanks to a simplified point of sale system their employees are happier, their operations are streamlined, and their business has never been bigger.



“I just love the whole package of the CommentSold platform. I love that I have a website, I have a mobile app, I have a point of sale system within my brick-and-mortar store, so it’s very cohesive. I love the fact that I can use it in one shopping experience.”

– Kati Kempf
Owner, Kie & Kate Couture

Optimize Your Operations.
Get a Point of Sale System Built for Your Business.

talk to sales