**Some Retailers Find Success With Shoppable Livestreams**

While live shopping has been slow to gain traction in the US, the fact that 31% of individuals have watched a shoppable livestream within the past three months indicates there's promise for marketers, writes Rachel Wolff. Retailers forging ahead include Poshmark, which hosts more than 100,000 live shopping events monthly, and Macy's, which finds its "live shoppers are the stickiest," says Sara Holmgren, senior director of social strategy.

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[*https://www.insiderintelligence.com/content/us-retailers-determined-live-shopping-off-ground*](https://www.insiderintelligence.com/content/us-retailers-determined-live-shopping-off-ground)

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