



LiveMeUp Secures €1.6 Million to Boost its SaaS Video Commerce Platform in France, the UK, and North America

Lille, January 29, 2024 – LiveMeUp, an innovative startup in the field of Video Commerce, announces a fundraising of €1.6 million to energize its commercial expansion in France, the UK, and North America. This capital injection also aims to develop cutting-edge technologies to better serve the e-commerce sector.

The Video Commerce Revolution by LiveMeUp

Founded in 2021, LiveMeUp is revolutionizing online commerce by offering e-merchants a unique platform to integrate video into their sites. Easy to use, this solution allows the rapid creation of Live Shopping sessions that can be broadcast on both merchant sites and brand social networks. It also offers Shoppable Videos that can be integrated directly into product sheets. These tools enable merchants to produce tutorials, promotions, advice, and to present new products or collections. Furthermore, the recorded videos are accessible for replay on merchant sites, thereby increasing the attractiveness and credibility of the products.

LiveMeUp: An Emerging Leader in "Video First"

With a fundraising of €1.6 million, supported by American investors and long-standing partners such as BPI and CIC of Lille, LiveMeUp is ready to accelerate its growth. The company aims to popularize Video Commerce among e-merchants, offering smooth and unrestricted HD video experiences. This funding will also contribute to strengthening the teams to support the company's growth and its expansion in the French, British, Canadian, and American markets.

"This fundraising marks an important milestone for LiveMeUp. We are honored by the renewed confidence of our initial investors and the interest of American financiers in our vision and growth potential. This new step will allow us to innovate further and strengthen our position as a leader in the sector," says Guillaume Faure, co-founder and CEO of LiveMeUp.

About LiveMeUp

Founded in 2021 in Lille by Guillaume Faure and Alexandre Maes, LiveMeUp quickly established itself as a reference in the Video Commerce sector. With a passionate team of ten collaborators, this innovative startup extends its influence well beyond its Lille roots.

Specializing in the integration of Video Commerce for Shopify users, LiveMeUp serves more than two hundred clients to date. By drawing inspiration from social media dynamics, the platform allows e-merchants to transform their websites into true media or video channels. This innovative approach allows them to valorize their products in an interactive and engaging way.

Ease of use is at the heart of LiveMeUp's offering: its application can be downloaded and installed in just one click. This ease of access translates into concrete benefits for e-merchants: significant increase in conversion rates, extension of time spent on the site, and strengthening of bonds with customers, resulting in a notable improvement in engagement and loyalty.

For more information, visit www.livemeup.io

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