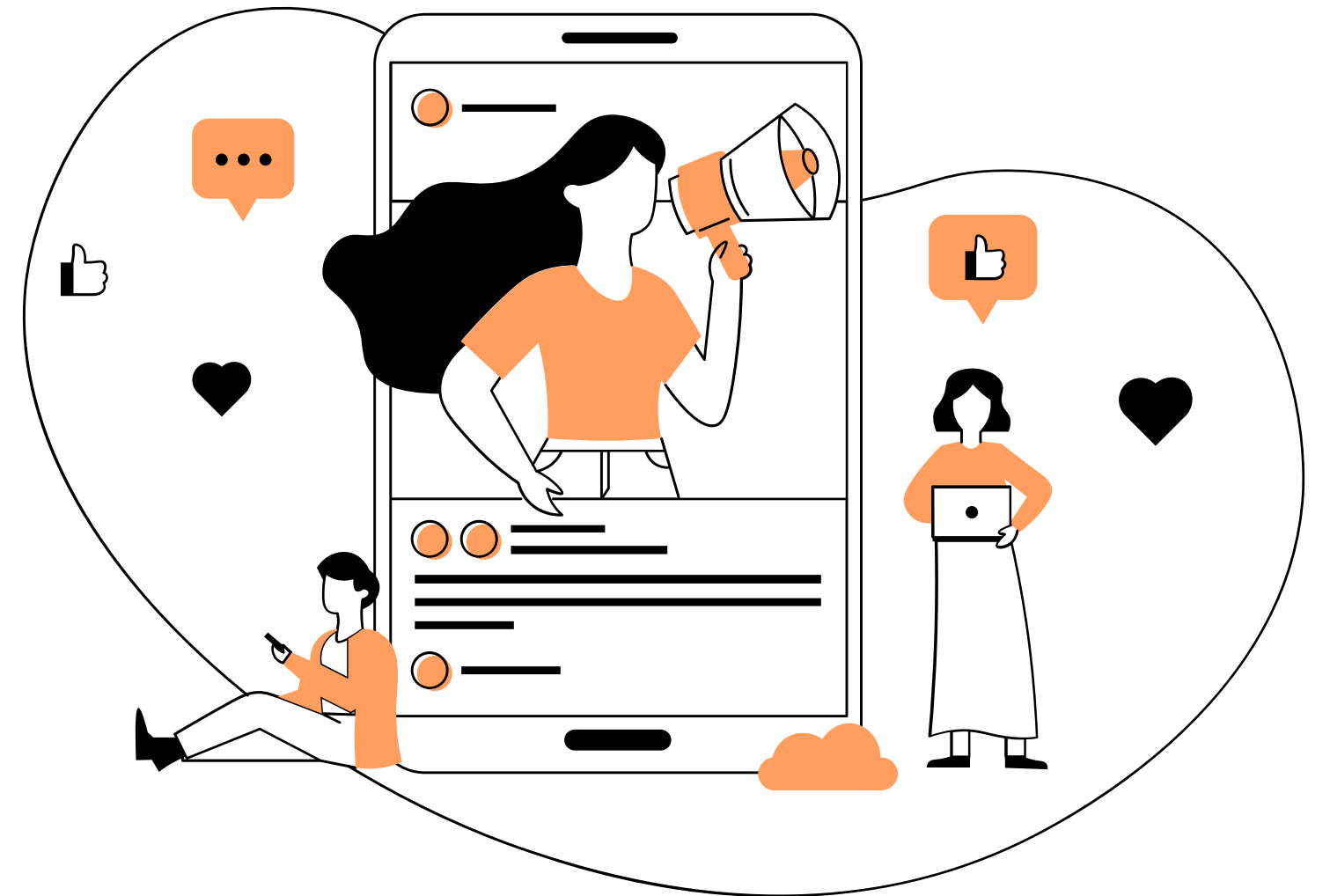


Reshaping Vietnamese Beauty Market with New Community Service and **Live Commerce**

'Reviewty'



Reviewty provides a beauty community service where users can share reviews on cosmetics and ingredients information.

In Vietnam, many retailers and manufacturers don't provide customers with clear information about products. It triggered Vietnamese customers' need for transparent information about products in the market.

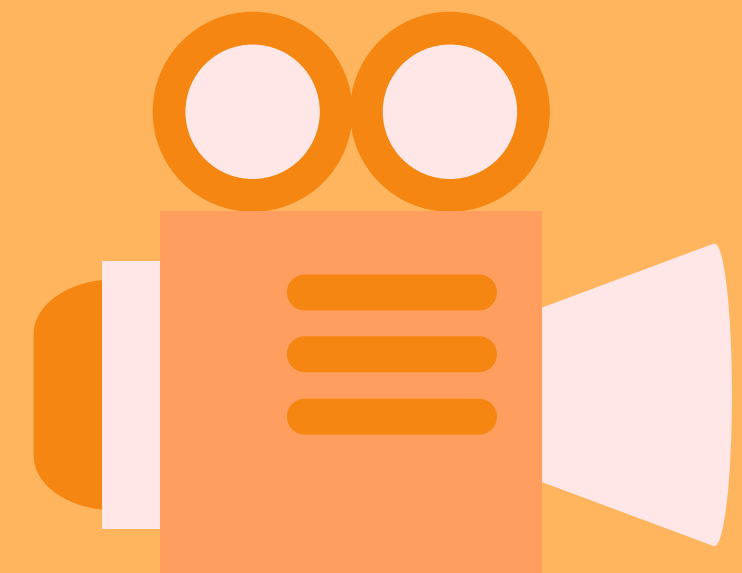
By responding to the needs with a new type of community service and live commerce, Reviewty has secured 100 thousand users in 6 months since its launching in Jan 2020.

Reviewty decided to launch its live commerce platform because

- Live commerce with KOL(Key Opinion Leader) has already become a major marketing & sales channel in Vietnam, Reviewty also wanted to start live commerce to keep up with the trend.
- There was the risk of exposing content or customers to competitors with live commerce on SNS. Once, competitors uploaded their product purchasing links on a chatting window during Reviewty live streaming. Reviewty lost its customers to competitors even after well-prepared live commerce.

Reviewty felt a strong need to build its own live commerce platform yet faced a few challenges. Check how Reviewty quickly launched a live commerce service with MegazoneCloud overcoming challenges.

- The lack of media experts
- Time to market
- Cost & Scalability



The lack of media experts

Reviewty's developers found difficulties in deploying media services. By collaborating with MegazoneCloud cloud & media experts with solid experience, they could successfully launch live commerce.

Time to market

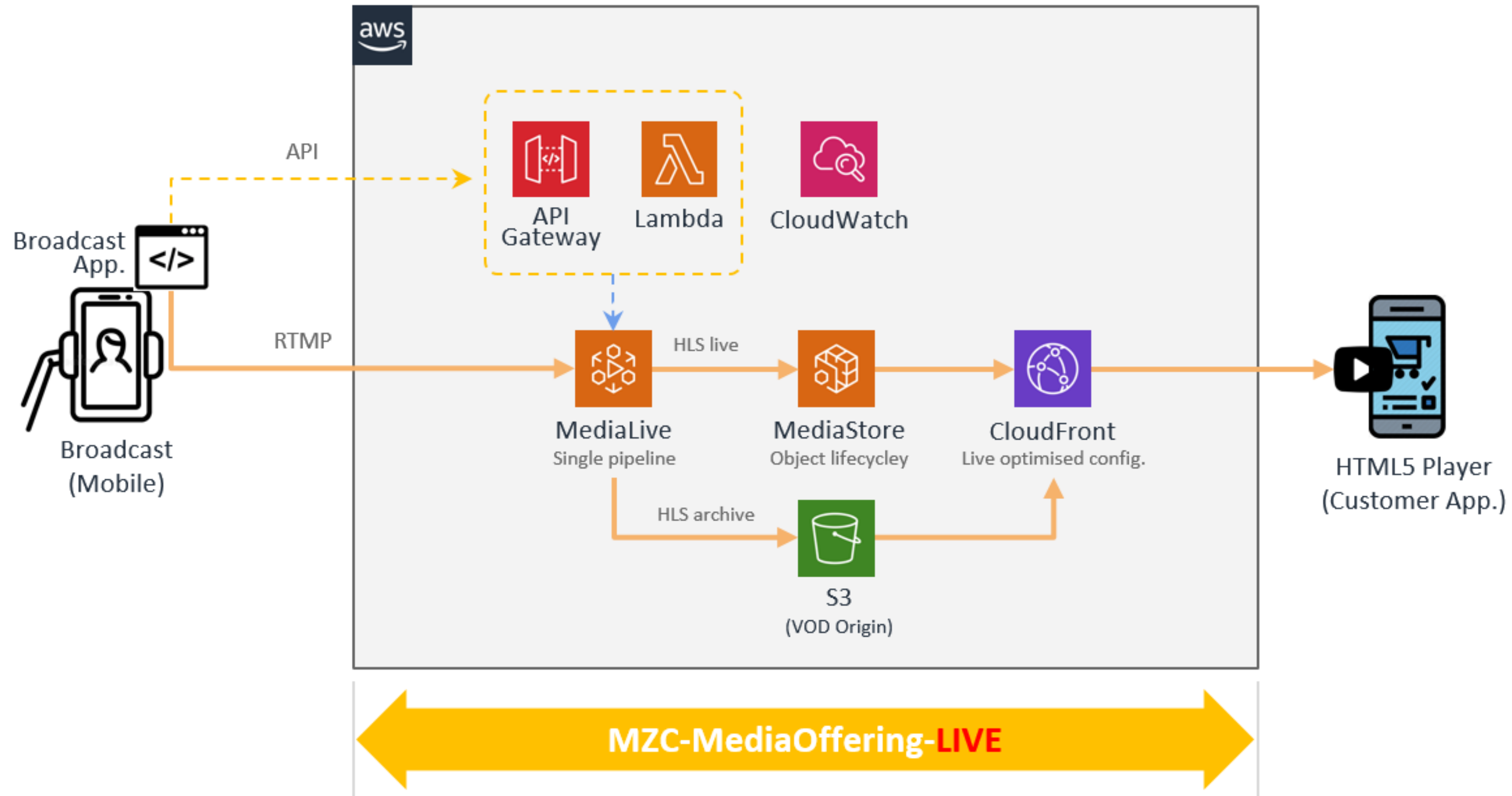
Reviewty was planning for the live commerce grand opening last Christmas and MegazoneCloud helped them launch the service on time. Configuring media service on AWS requires know-how and trial and error. By leveraging MegazoneCloud pre-designed media architecture, Reviewty could launch the service within a short time frame.

Cost & Scalability

Reviewty could take full advantage of the cloud-based media service on AWS by launching services with low upfront cost compared to purchasing expensive media hardware. They could also easily scale the platform as the business grows.

Ever since Reviewty launched live commerce, its revenue has been increasing 30% every month. Reviewty is planning to apply more advanced features and functions of their platform; a short clip video targeting Millennials & Gen Z and AI-based recommendation function with Megazonecloud to constantly improve customer experience.

Live Streaming Architecture for Reviewty



If you want to know
how you can leverage video
for your business,

Reach out to
ask_hongkong@megazone.com

