



Onboarding documentation



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# Components

## Final User

# LIVE SHOPPING

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Player:Transmission display

Product sidebar

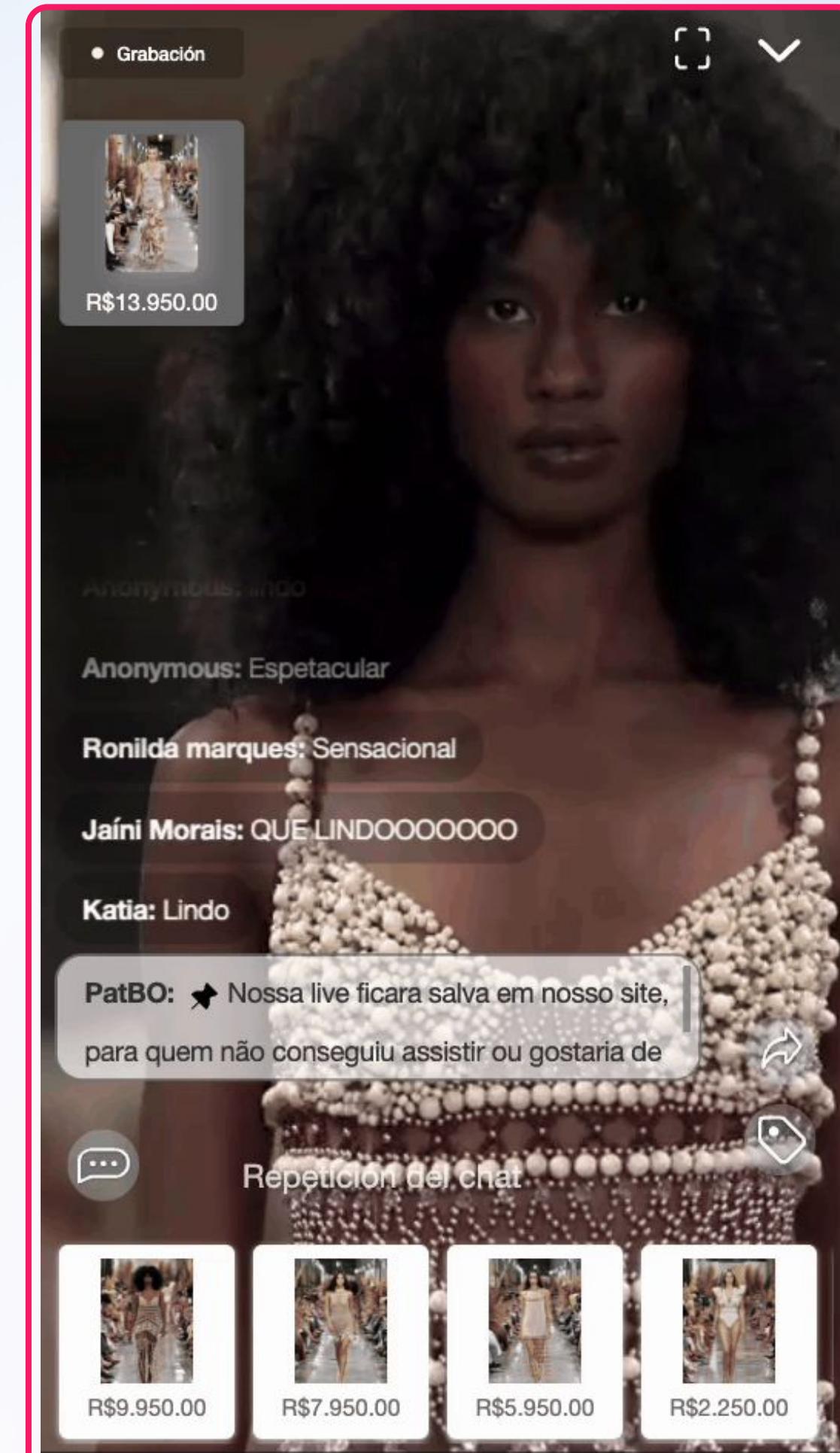
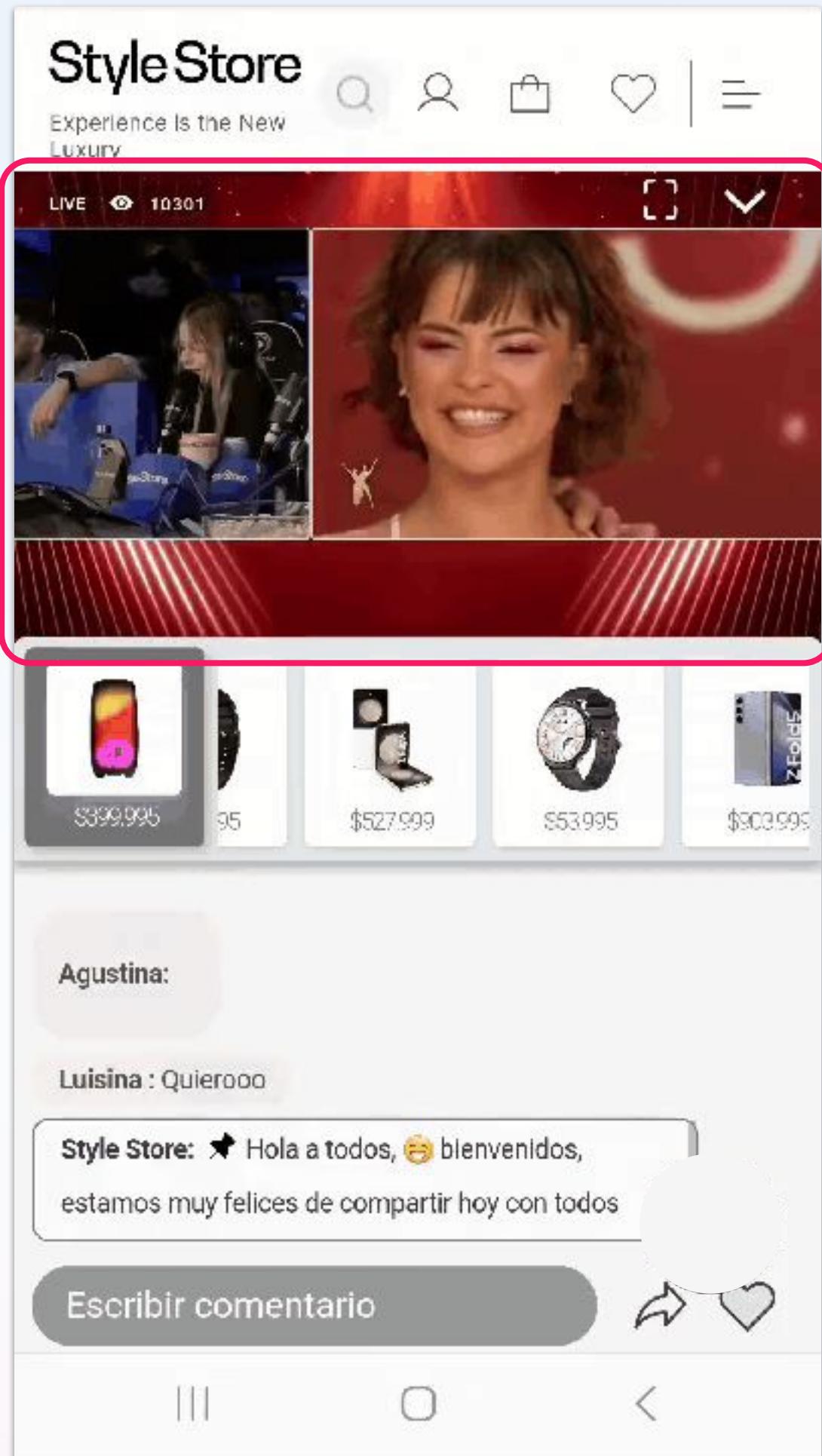
Likes

Share

Full screen

Number of viewers

Picture and Picture



# LIVE SHOPPING

## The Features

Player

Product sidebar: Products of the collection are displayed

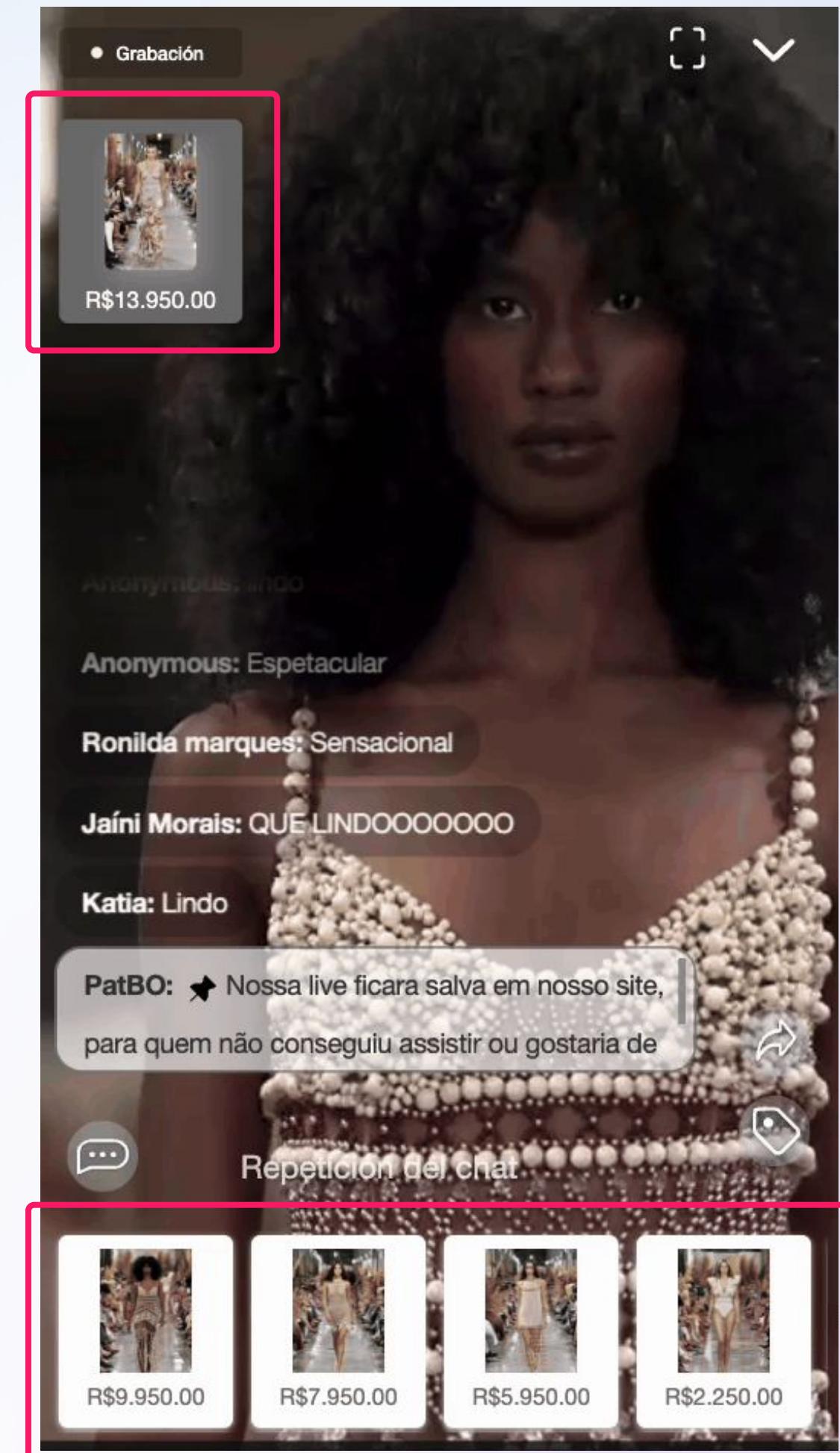
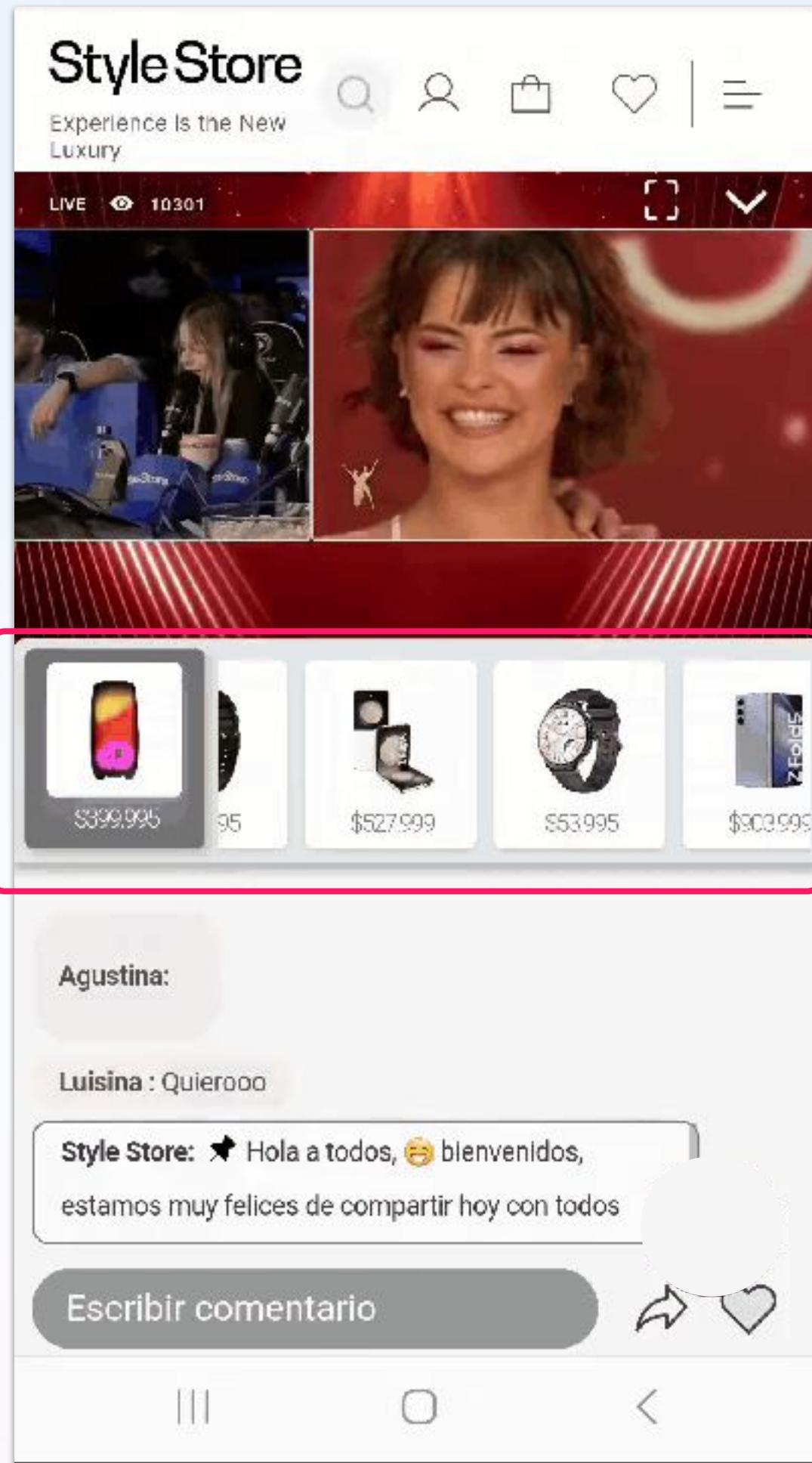
Likes

Share

Full screen

Number of viewers

Picture and Picture



# LIVE SHOPPING

## Features

### Player

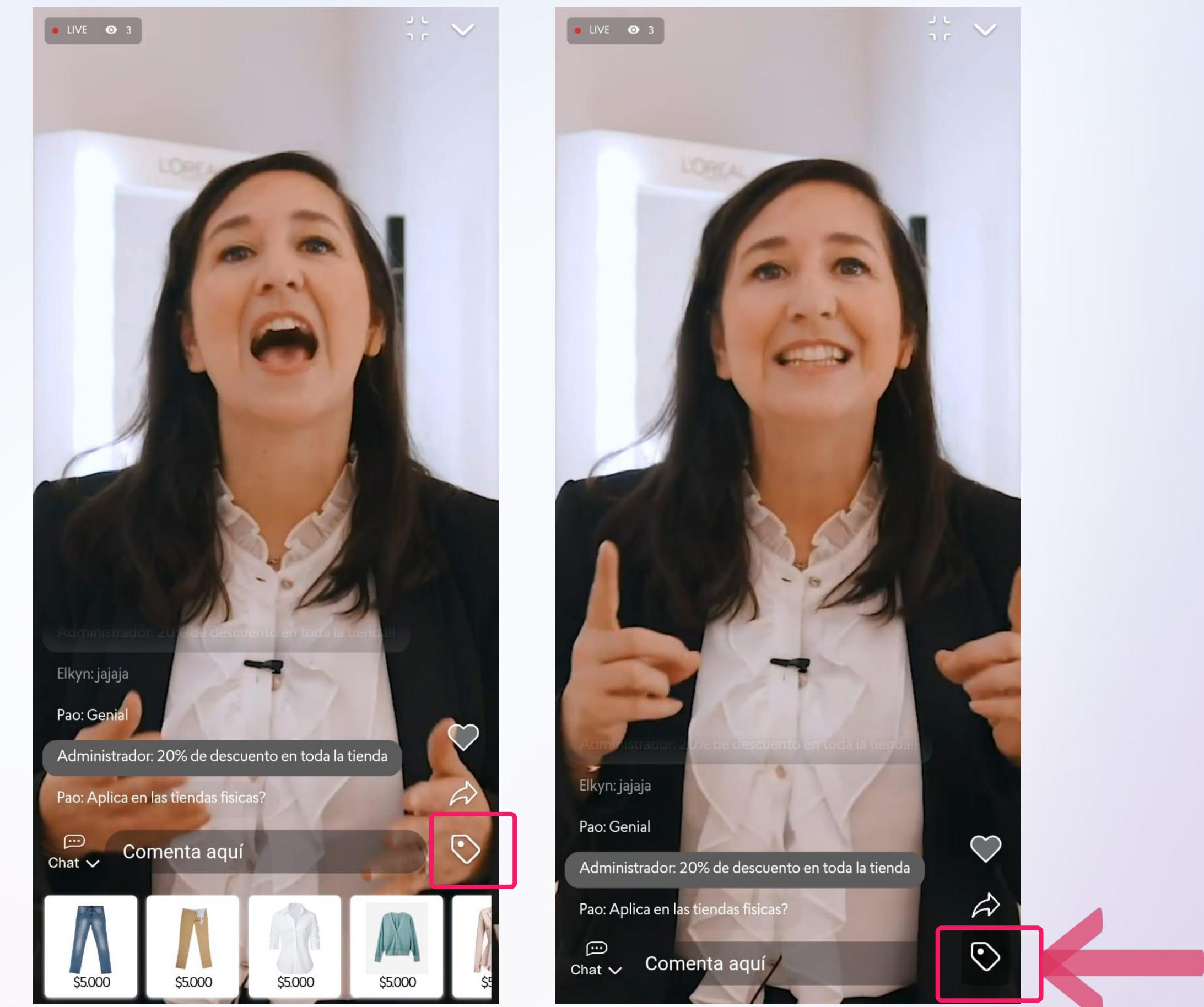
Product carousel at the bottom of the player, can be hidden by clicking here

### Likes

### Share

### Full screen

### Number of viewers



# LIVE SHOPPING

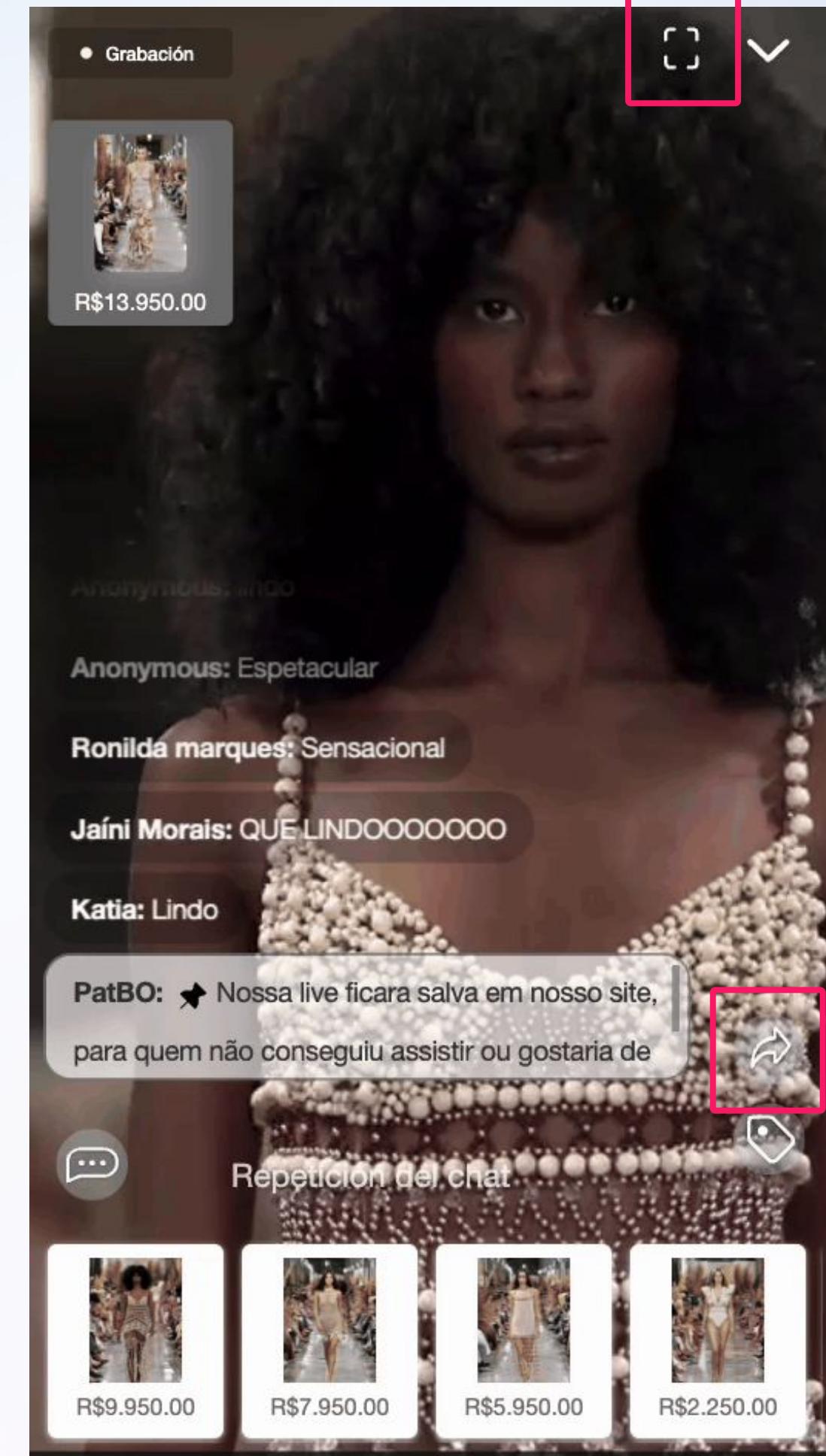
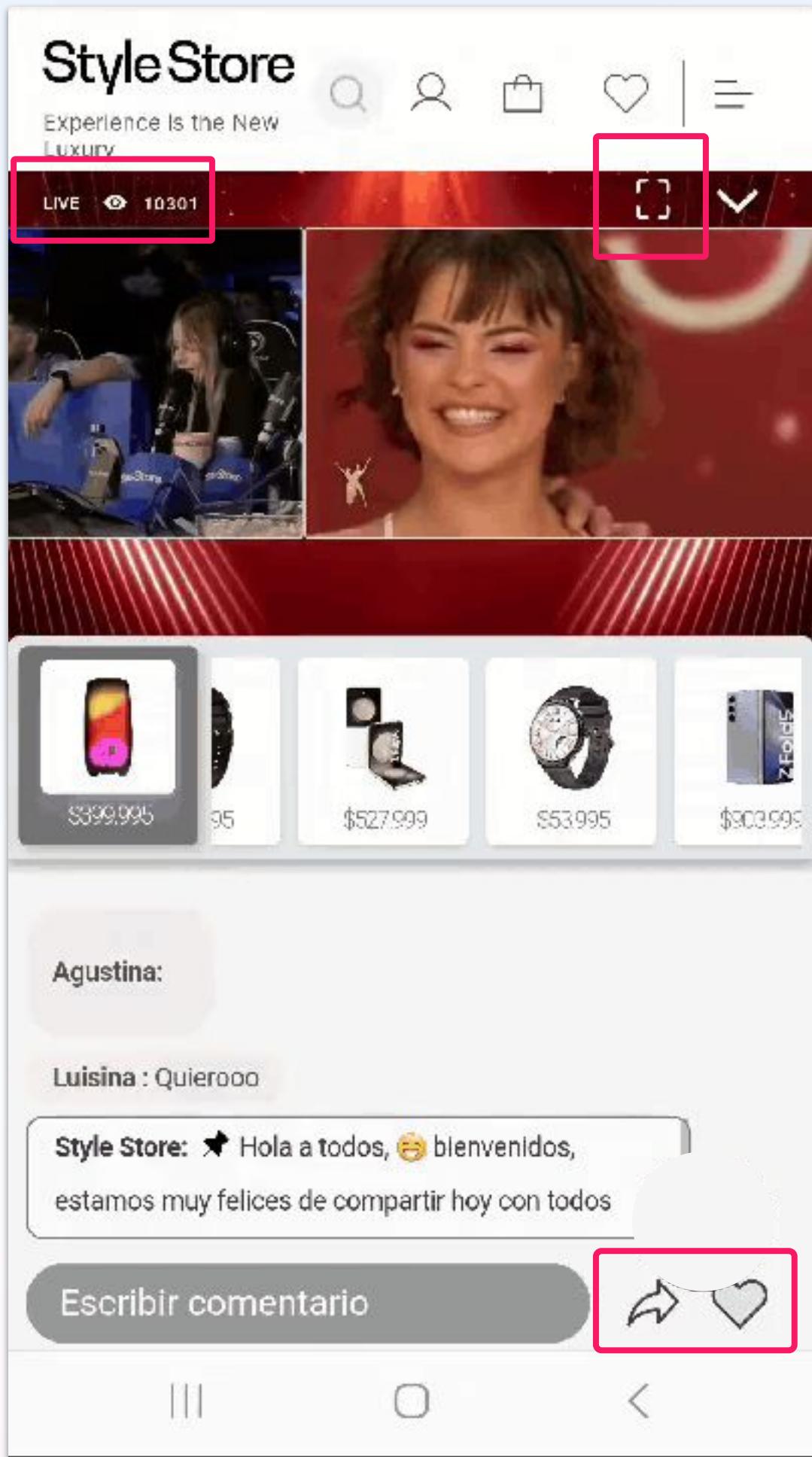
## Features

Player  
Product sidebar

Likes  
Share  
Full screen

Number of viewers

Picture and Picture

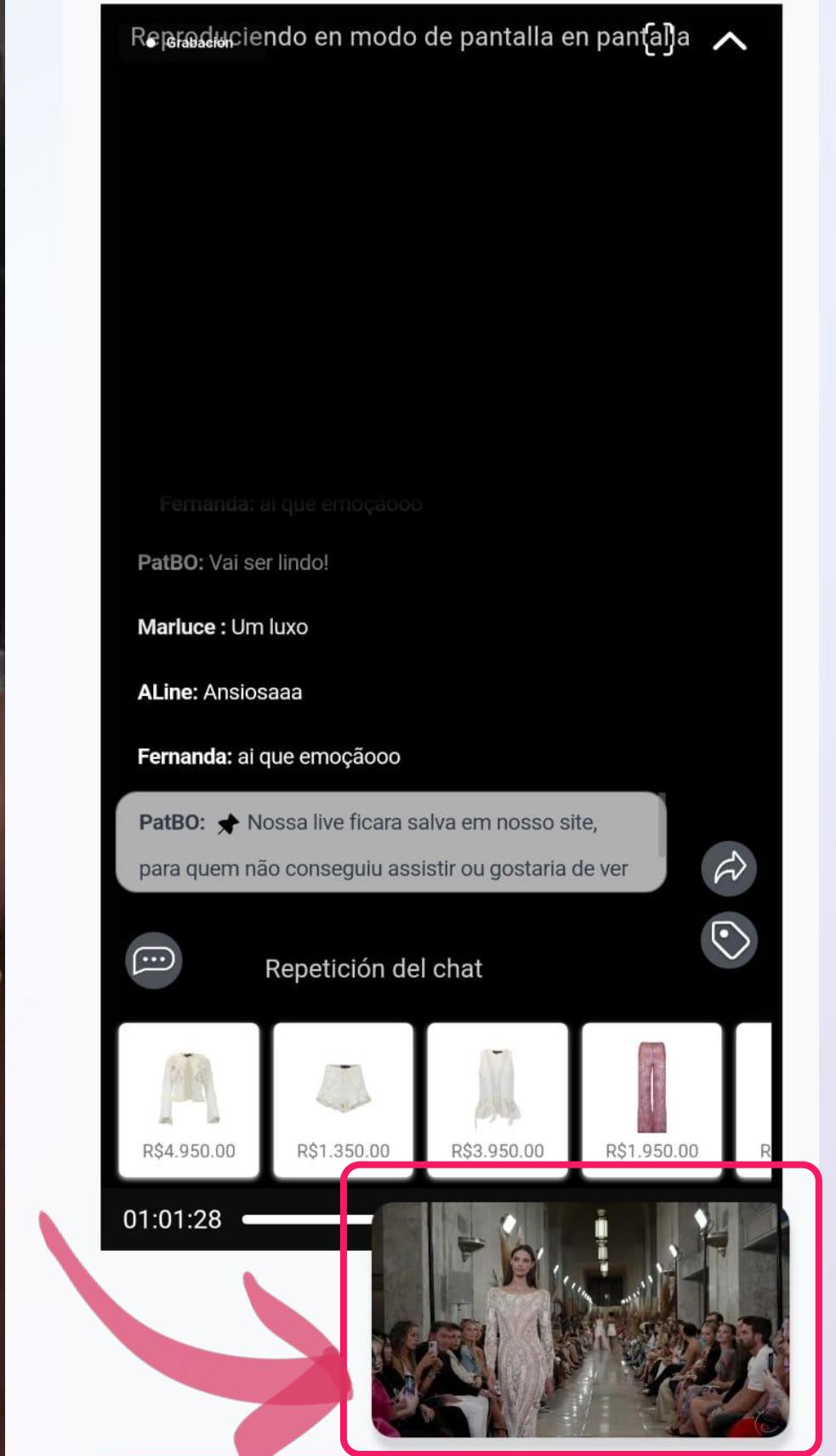
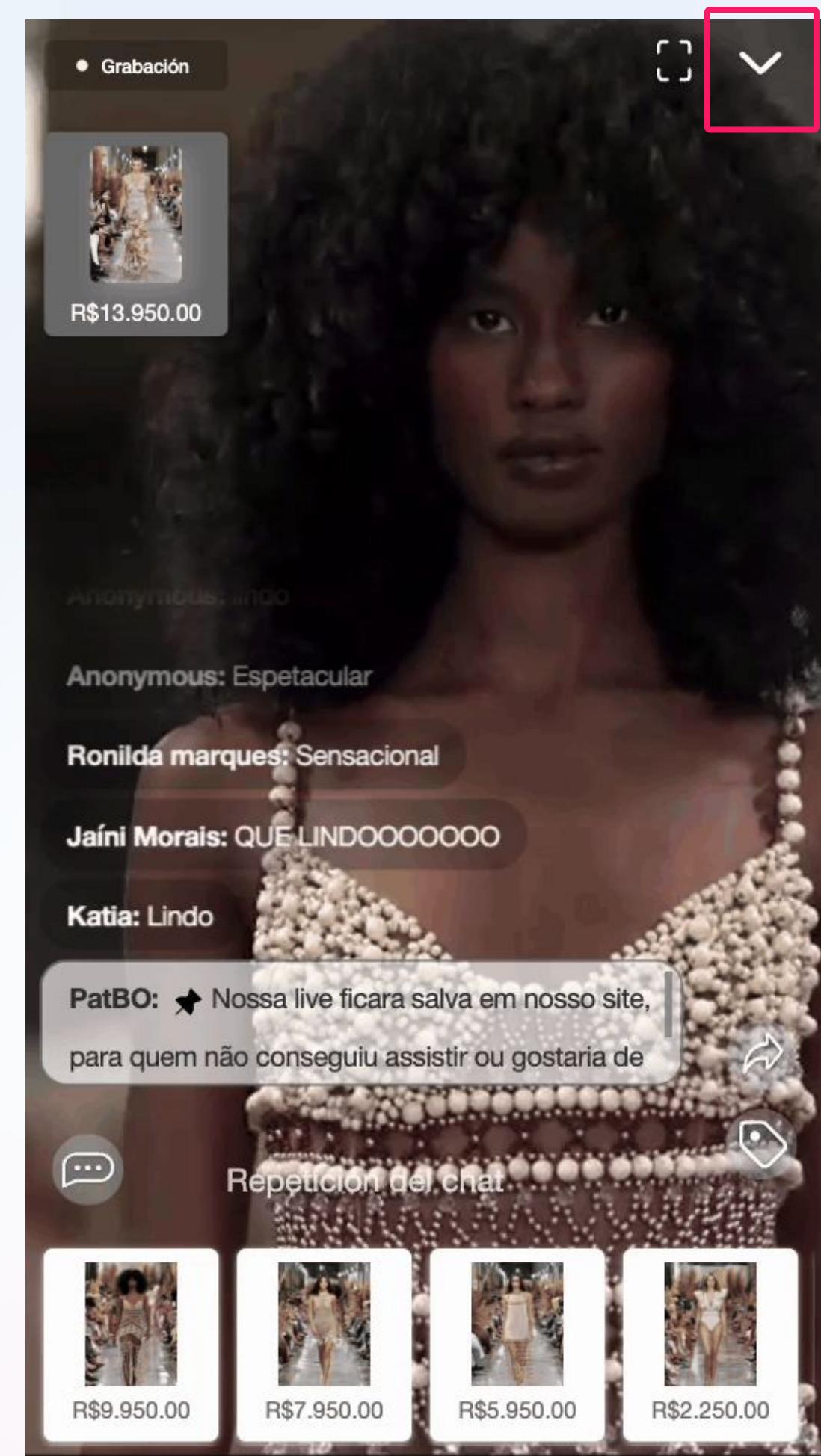


# LIVE SHOPPING

## Features

Player  
Product sidebar  
Likes  
Share  
Full screen  
Number of viewers  
Picture and Picture

These components are displayed in the language of the end user's browser.



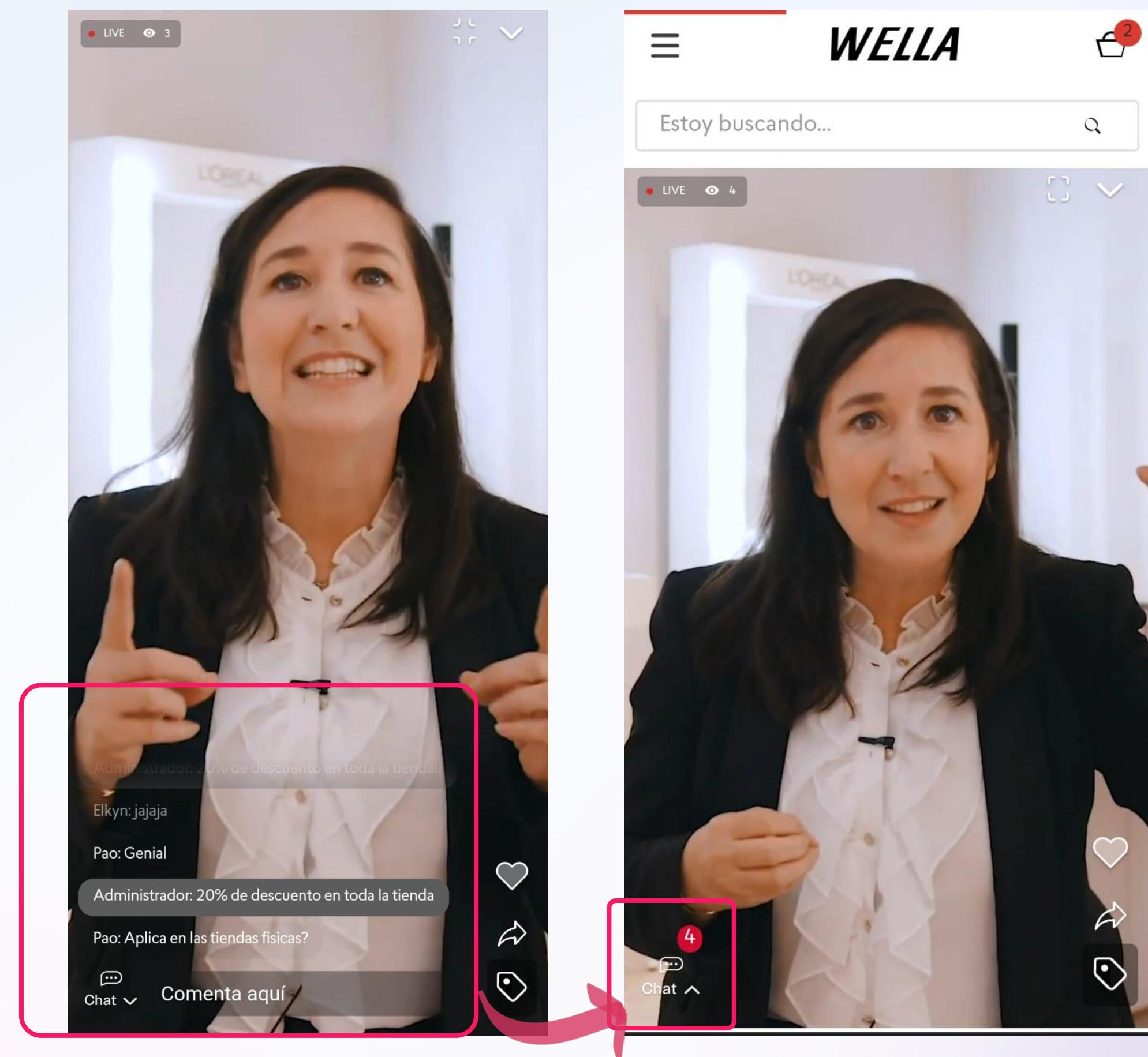
# LIVE

# SHOPPING

## Features

**Chat:** You can see the messages sent and replies by the administrator, and the messages received from the end user.

The chat can be hidden to clear the player's view and notifications are generated for unread messages.





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# Installation & Activation

# Installation

```
1  <!DOCTYPE html>
2  <html
3    xmlns="http://www.w3.org/1999/xhtml"
4    xmlns:vtex="http://www.vtex.com.br/2009/vtex-common"
5    xmlns:vtex.cmc="http://www.vtex.com.br/2009/vtex-commerce"
6  >
7  <head>
8    <title>Modelo Vtex</title>
9    <vtex:metaTags />
10   <vtex:template id="commonStyles" />
11   <meta name="viewport" content="width=device-width, initial-scale=1.0" />
12 </head>
13
14 <body id="home-page">
15   <div class="page">
16     <vtex:template id="Header" />
17
18     <!-- LIVE SHOPPING -->
19     <div id="nz-player"></div>
20
21     <vtex:template id="Footer" />
22   </div>
23
24 </body>
25
26   <script id="nz-player-script" type="module" src="https://cdn.nizza.com/player/>
27   <vtex:template id="commonScripts" />
28
29 </html>
```



The first thing is to perform the installation, here you will find the step by step:



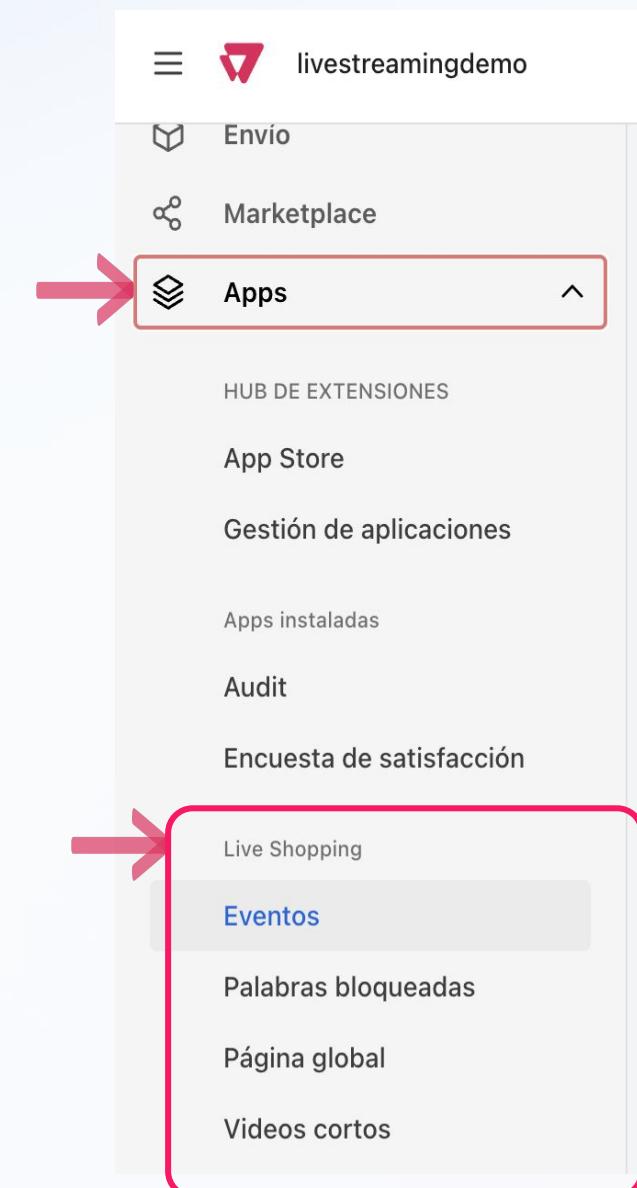
[Link](#)

## Prerequisites

It is necessary to have the CLI VTEX. Go to the next documentation for install it: [VTEX IO CLI](#)

# INSTALLATION VALIDATION

To verify that the application has been installed correctly, one can check the Admin section under Apps and confirm that Live Shopping, along with all its subsections, is visible



# INSTALLATION VALIDATION

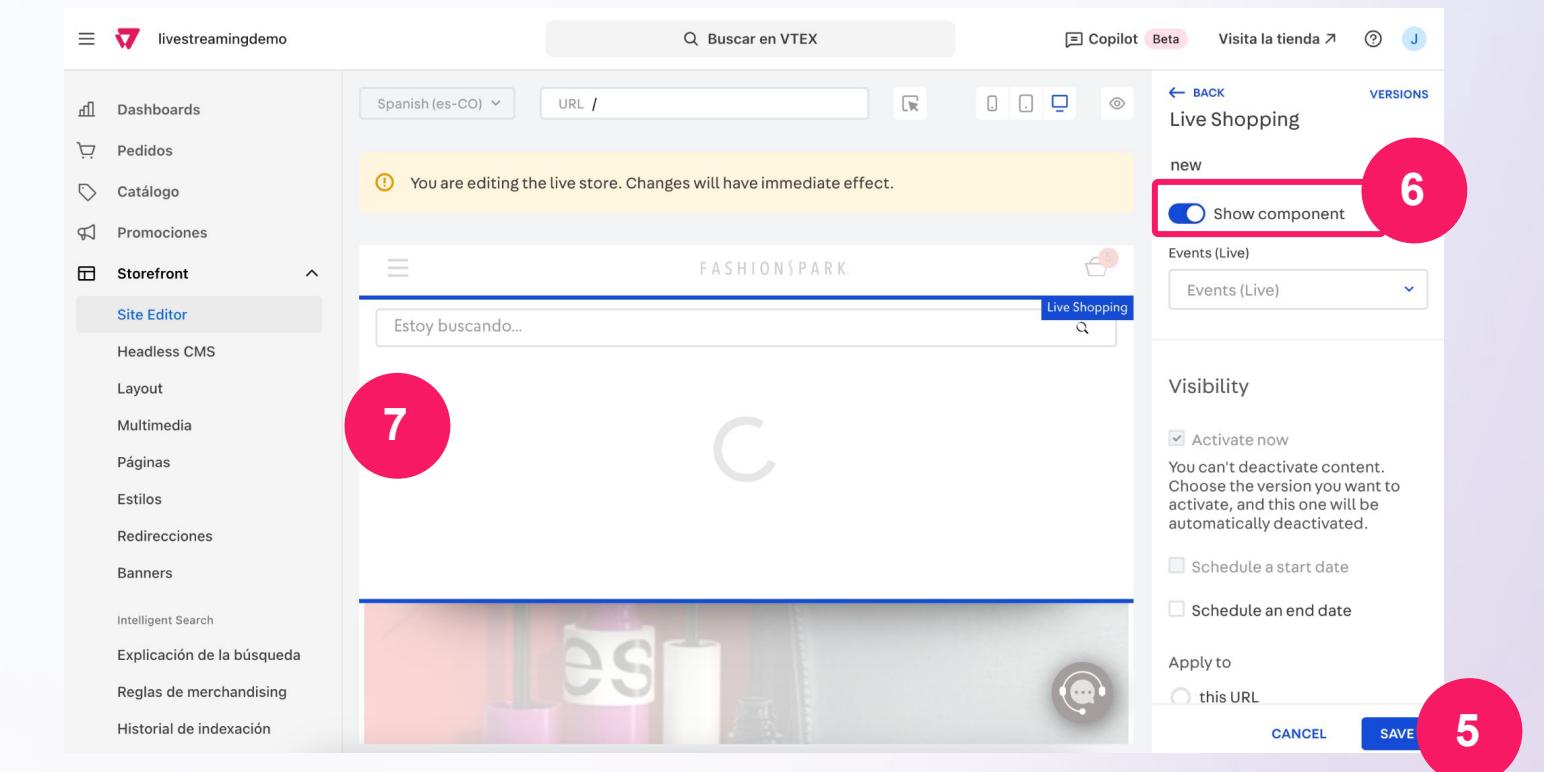
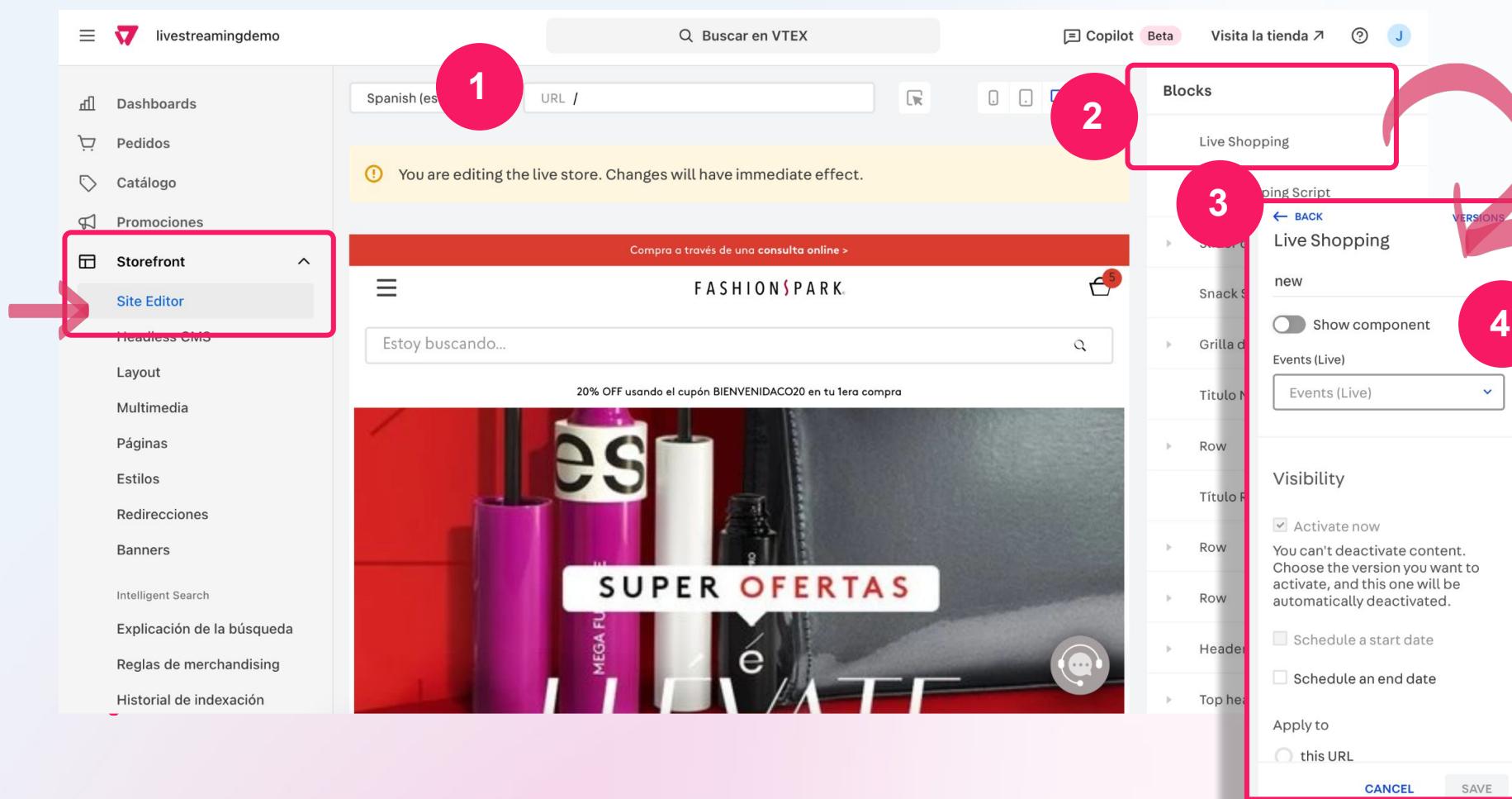
## Only Accounts VTEX IO (With Site Editor)

If the account is VTEX IO, an additional step to validate the installation is as follows: Go to the Site Editor.

1. Navigate to the location where the Live Shopping block was installed (Home, Landing, or Category Page).
2. Ensure the Live Shopping block is visible.
3. Click on the Live Shopping block.
4. Verify that the Show Component option and the Event drop-down are displayed

5. Without clicking the Save button
6. Turn on the Show Component switch.
7. Verify that the Live Shopping component is correctly rendered in the Site Editor, (*Without clicking the Save button*)

If the component is displayed correctly, it means the application has been successfully installed ✅



# WHAT SECTIONS DO FIND IN THE ADMINISTRATOR?

## Events:

- List of events on the account
- New button
- Usage: summary of the plan

Block words

Global page

Snack size videos

The screenshot shows the VTEX Admin interface with two main sections: 'Events' and 'Usage'.

**Events Section:**

- The title 'Events' is at the top.
- A table lists events with columns: Event Name, UTM Source, Date, Status, and Action.
- The table data includes:
 

Event Name	UTM Source	Date	Status	Action
testpao130624	testpao130624	2024-06-14	Finalized	<a href="#">View</a> <a href="#">Analytics</a>
LS Event 5	LS_Event_5	2024-06-13	Finalized	<a href="#">View</a> <a href="#">Analytics</a>
LS Event 4	LS_Event_4	2024-06-13	Finalized	<a href="#">View</a> <a href="#">Analytics</a>
LS Event 3	LS_Event_3	2024-06-13	Finalized	<a href="#">View</a> <a href="#">Analytics</a>
LS Event 2	LS_Event_2	2024-06-12	Finalized	<a href="#">View</a> <a href="#">Analytics</a>
- Navigation: Show rows (5), Page 1-5 of 941.

**Events Sidebar:**

- LIVE SHOPPING
- Events (highlighted with a red box)
- Block list of words
- Global page
- Snack Size Videos

**Usage Section:**

- The title 'Usage' is at the top.
- A card for 'Plan Pro livestreamingdemo' shows metrics:
  - Minutes consumed: 511 Availables (489 / 1000)
  - Downloaded video recordings: 15 Availables (0 / 15)
  - Number of viewers exceeded: 0

# TESTING THE TOOL

After finalizing installation we encourage you to create a short 5 mins live with your team, and all the people that will be using VTEX Live Shopping.

Test consist in the complete process of creating, configuring and host of an event, with real time interaction to ensure that all functionalities are installed correctly and work seamlessly with your account.

Make sure that for this exercise you create a landing page or workspaces to set the event and only share it with the people involved in the test.



Give the [checklist](#) to the team that will be using VTEX Live Shopping, and try to **create the event** to identify possible blockers or challenges beforehand.

The screenshot shows the VTEX Live Studio interface. On the left, there's a sidebar with icons for Banners, Overlay, Background, and Video. The main area displays a clothing rack with various shirts and pants, labeled 'TOPSPIN'. Below the image are several user icons and a video preview window for 'joseph.konrad'.



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# Creating the event

# Create Event

The screenshot shows the VTEX interface with the 'Events' section selected. The sidebar includes 'LIVE SHOPPING' with 'Events' (highlighted with a red box) and other options like 'Global page' and 'Snack Size Videos'. The main content area displays a table of events with columns: Event Name, UTM Source, Date, Status, and Action. A 'NEW' button is highlighted with a red box and arrow 1. A red arrow 2 points from the 'NEW' button to the 'New Event' modal. The modal has fields for Event Name (Required), UTM Source (Required), Collection ID (Optional), Event Time (Optional), and Event category (Fashion and Beauty).

Within the events section you can find:

## 1. New button -> New event

- A. Name: easier identification (internal)
- B. Product collection: items that will be shown in sidebar during the event (Up to 50 products)
- C. Event time & category: used to organize information in global page. (optional)

## 2. Event List

Event details: Live settings and moderation

Analytics: Real-time analytics

Edit event: Modify the collection or name of the Live (not available for finished events)

Once you have completed the data, click on save and the event will appear in the list of events with the status “**Created**”

# Turn on the Event

The screenshot shows the VTEX app interface with the following elements:

- Header:** Search bar with "Search VTEX", "Visit Store", and notifications.
- Sidebar:** "Events" tab is selected (highlighted with a red box).
- Events List:**

Event Name	UTM Source	Date	Status	Action
LS Event	318	2024-06-12	Starting	<b>3.</b>
testpao050624	testpao050624		Created	
- Event Information Detail:**

**Details**

Id	d68f1c63-d1fc-45fa-99bd-79502764385f
Event Name	LS Event 2
UTM Source	LS_Event_2
Minutes used	0

You can monitor the event statuses below:

  - Created**: The event is ready to be started
  - Starting**: The event will take approximately 3 minutes to turn on
  - Live**: The event is ready to broadcast
  - Finalized**: The event is not available

After the event has been **created**.

**3. Event details:** You will enter the event details where you will find all the event settings and moderation options.

**4. Turn on:** The event is created but not activated, so you can start the necessary settings for a Live. Activate the switch to turn on to turn on the event

- This process will take approximately 3 to 5 minutes. **Do not close the page**, as the entire infrastructure for the event is being created

# Turn on the Event

## Event Information

5

**Starting** ⓘ

You can monitor the event status below:

- Created**: The event is ready to be started
- Starting**: The event will take approximately 3 minutes to start (highlighted with a red box)
- Live**: The event is ready to broadcast
- Completed**: The event is not available anymore

**+ NEW**

Event Name	UTM Source	Date ⓘ	Status	Action
testpao2025	testpao2025	2025-03-03	<b>Live</b>	→ ⚠️ 📈
testpao03032525	testpao03032525	2025-03-03	<b>Live</b>	→ ⚠️ 📈
Testpao27feb25	Testpao27feb25	2025-02-27	<b>Completed</b>	→ 📈
testflexi2025	testflexi2025	2025-02-27	<b>Completed</b>	→ 📈
Demo Oster	Demo_Oster		<b>Created</b>	→ ⚠️ 📈

Show rows 5 ▾

1 - 5 of 1176 < >

**5. Starting event:** After clicking on turn on, the event is starting, this process will take approximately 3 to 5 minutes. **Do not close the page**, as all the infrastructure for the event is being created.

## Event Status

- Created**: Event created, first status
- Starting**: When you click "Turn on", the event is being activated
- Live**: The event is already turned on and we can:
  - Start the broadcast
  - Configure all functionalities
  - View the keys to broadcast in other broadcast studios or social networks
- Finalized**: Event finished, cannot be used to broadcast

# Turn on the Event

The screenshot shows the 'Details' section of an event configuration page. At the top right is a 'Turn Off' button with a red box around it. Below it is a timeline with four states: 'Created', 'Starting', 'Live', and 'Completed'. The 'Live' state is highlighted with a red box and contains the text 'The event is ready to broadcast'. To the left of the timeline, there's a table with event metadata.

Details	
ID	c65579cb-0291-416d-8865-11eca7eddca6
Event name	Testpao27feb25
UTM source	Testpao27feb25
Minutes used	0
Inbound server	rtmps://9ca93cda6d42.global-contribute.live-video.net:443/app/
Server key	sk_us-east-1_lis24V8GuFRI_GlUQMLJJHmrtvG5niFfNtcfhfv0Can

You can monitor the event status below:

- Created**: The event is ready to be started
- Starting**: The event will take approximately 3 minutes to start
- Live**: The event is ready to broadcast (highlighted with a red box)
- Completed**: The event is not available anymore

**6. Live event:** Once the event is turned on, all possible configurations for the event are enabled

## Event Configuration:

- Layout
- Style customization
- Visual Configuration
- Place to display (Activation in Site editor)
- Name of the administrator in the chat
- Blocked words

## Transmission Configuration:

- Configuration of graphic parts
- Transmission start
- More destinations

# Turn on the Event

The screenshot shows the 'Details' section of an event configuration. At the top right is a green 'Turn On' button with a checkmark. Below it are three blue square icons. The main area contains event details with numbered callouts:

- 1** ID: c65579cb-0291-416d-8865-11eca7eddca6
- 2** Event name: Testpao27feb25
- 3** UTM source: Testpao27feb25
- Minutes used: 0
- Inbound server: rtmps://9ca93cda6d42.global-contribute.live-video.net:443/app/
- Server key: sk\_us-east-1\_lis24V8GuFRI\_GlUQMLJJHmrtvG5niFfNtcfhfv0Can

You can monitor the event status below:

Created → Starting → Live → Completed

Below each status point is a description:

- Created: The event is ready to be started
- Starting: The event will take approximately 3 minutes to start
- Live: The event is ready to broadcast
- Completed: The event is not available anymore

When the event is activated, new information is displayed in the event details:

- Event ID:** Unique identifier for the event.
- Minutes used:** Transmission time, counted from the start of the broadcast, not from when the event was activated.
- Inbound Server & Server Key:** Keys used to connect to another broadcasting studio. For more details, refer to slide xx



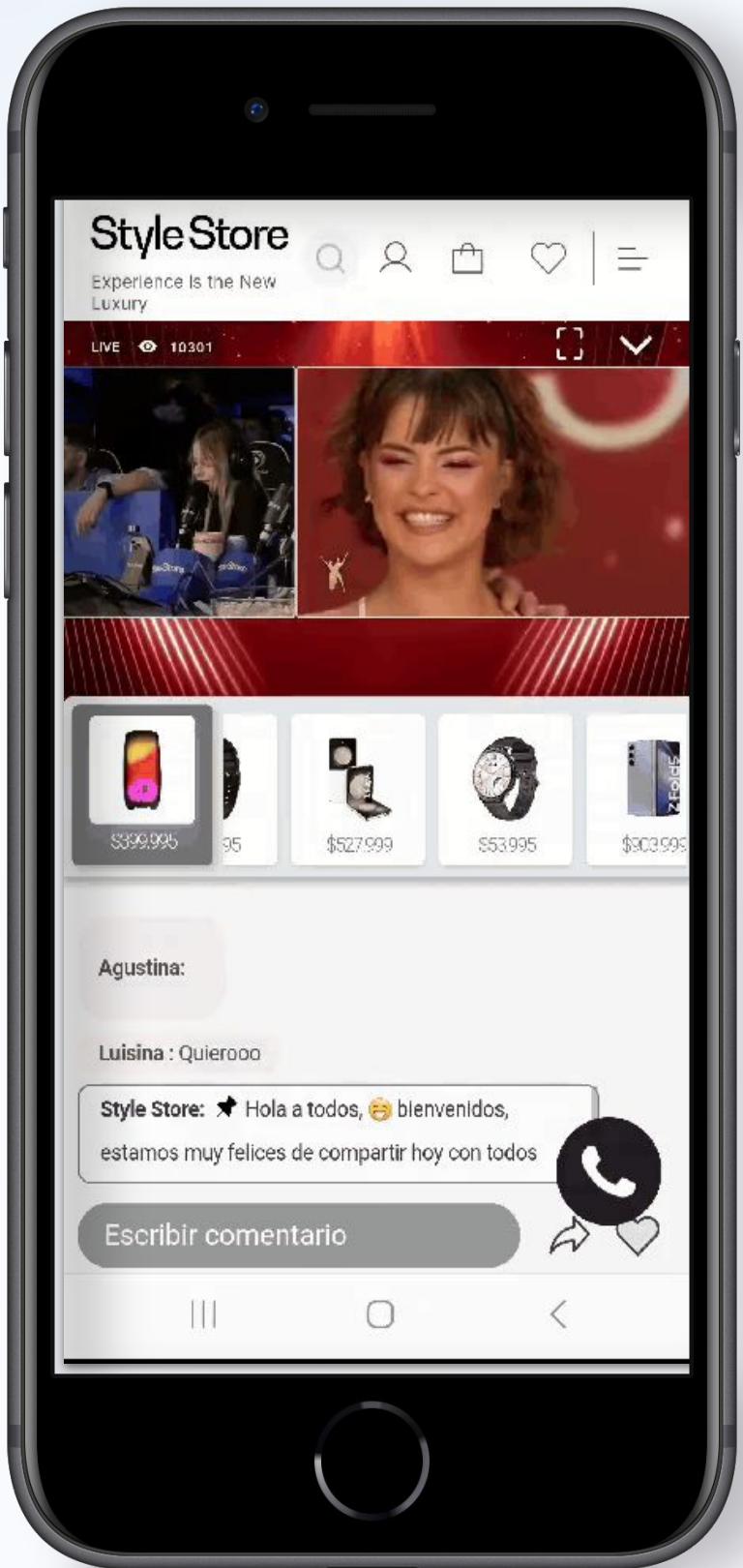
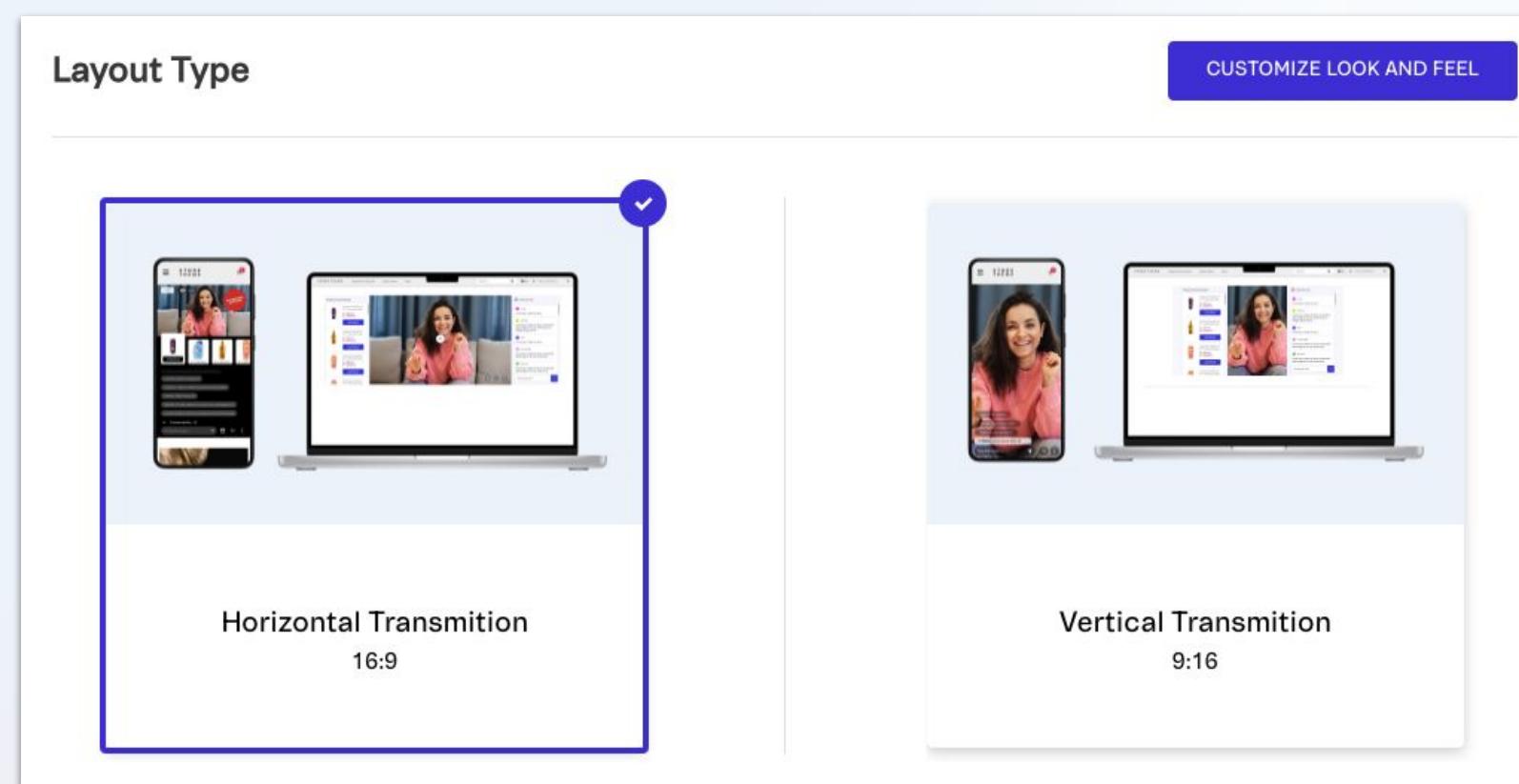
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# Event Setup

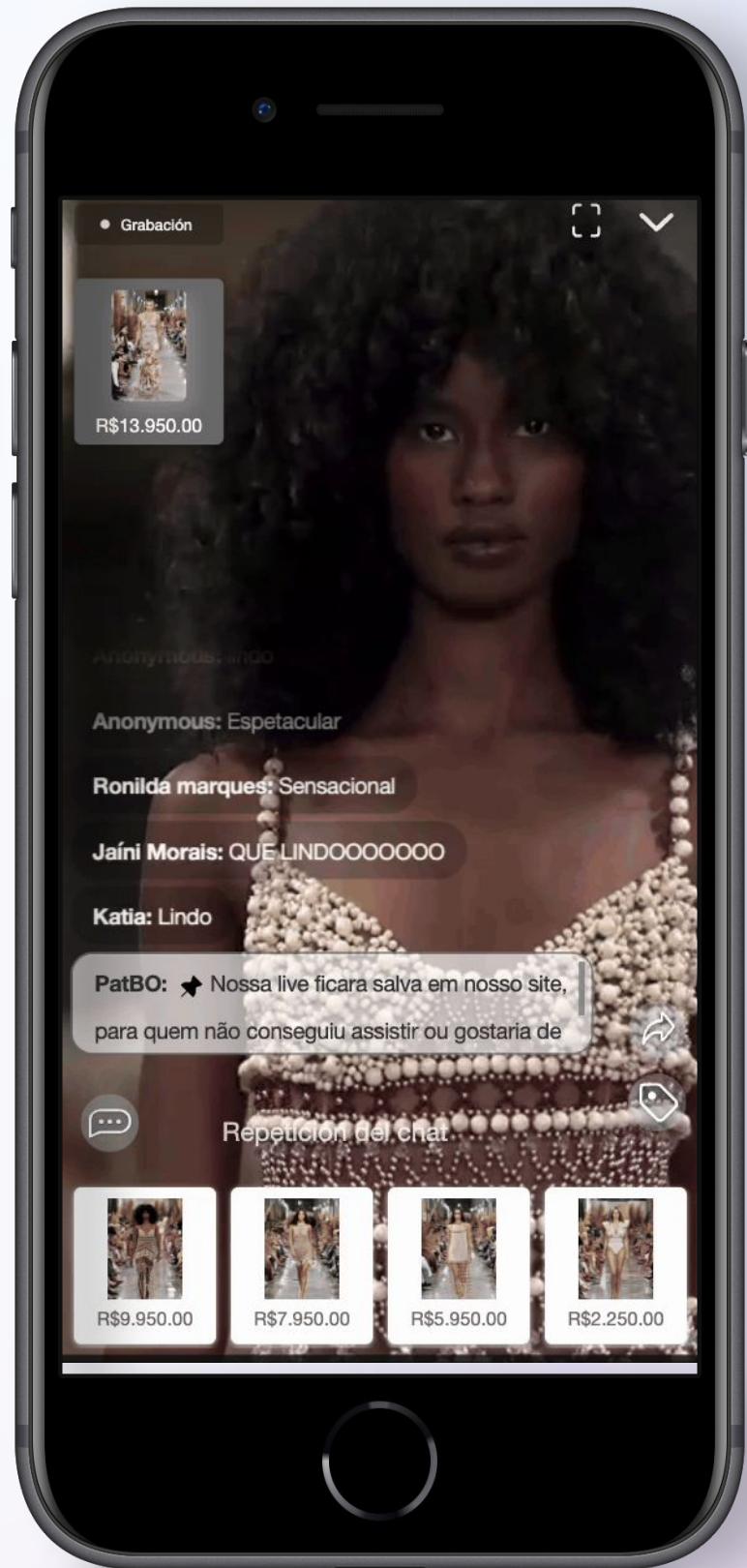
## 7. Layout configuration

**7. Layout selection:** It's an optional configuration, this will define how the final user will view the transmission, and it should be determined by the recording format. The default the layout is Horizontal, however you can select based on your preference, and they will be displayed as follows

**IMPORTANT:** The layout **must be set before entering the streaming studio**. The studio takes the layout of the first person who enters. Although it can be modified in the admin, it is not possible to change it within the streaming studio.



Horizontal



Vertical

## 8. Customize Styles

The screenshot shows the VTEX interface for customizing look and feel. On the left, there's a preview area with a smartphone and a laptop icon, and a dropdown menu showing 'Horizontal Tra... 16:9'. In the center, a message says: 'To preview the message sent as an administrator, an example must be written and sent from the administrator in the event detail.' Below this is a preview of a mobile message with a woman holding a product. On the right, there's a detailed configuration panel with tabs for 'Desktop' and 'Mobile'. Under 'Desktop', there are color swatches for 'Background' and 'Message'. Under 'Mobile', there are color swatches for 'Background layout horizontal', 'Message layout horizontal', 'Background layout vertical', and 'Message layout vertical'. At the bottom right of the panel is a 'Save' button.

**8. Customize styles:** This is not a mandatory setting, by default it has a neutral visual that does not affect the brand image, however you can adjust the following styles:

You can change all colors and texts for Desktop and Mobile:

- Cards for each product
- Price for each product
- Add to cart button
- Featured product
- Title of the product section and chat
- Send message button

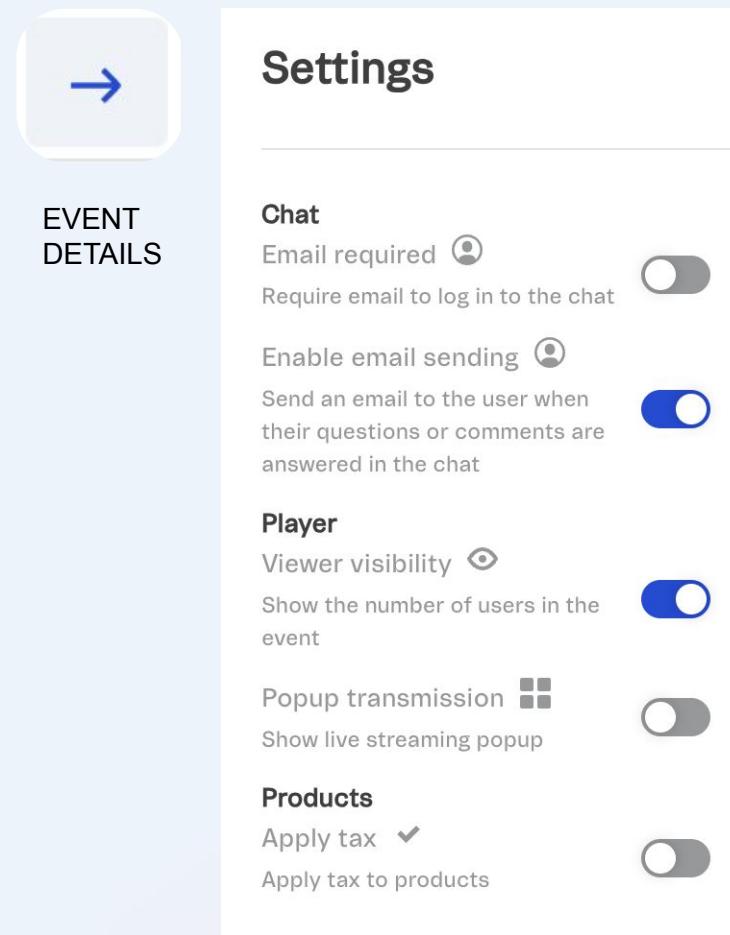
[More details: Anexo 1](#)

# 9. Enable or disable Features

## 9. Activate or deactivate functionalities, visually:

It's an optional configuration. On the event detail page, you need to scroll down a bit further product highlight functionality, and you'll find **Settings for the event**, where you can enable or disable visual elements & actions performed by the final users

### Chat:



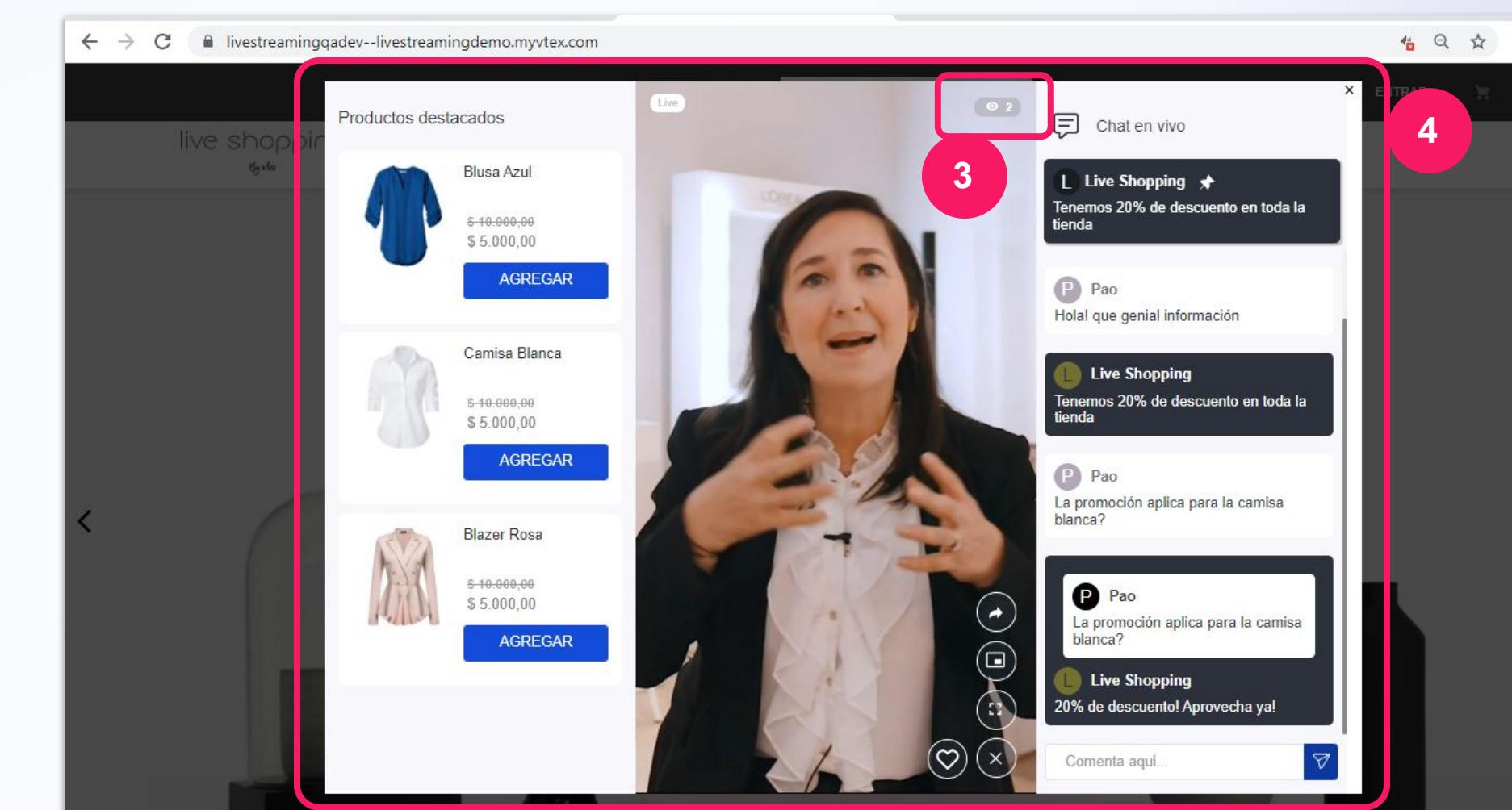
- Email Required:** By default, to allow the end user to chat, only their name is requested. When this feature is activated, in addition to the name, the user's email will also be requested.

- Enable Email Sending:** When the end user asks a question and the administrator responds in the chat, if this feature is enabled, an email will be sent to the user with the response to their question. This helps maintain interaction with the end user even outside the chat.

### Player:

- Player Viewer Visibility:** Allows you to enable or disable the display of the number of viewers currently watching the live stream. (This number is not cumulative).

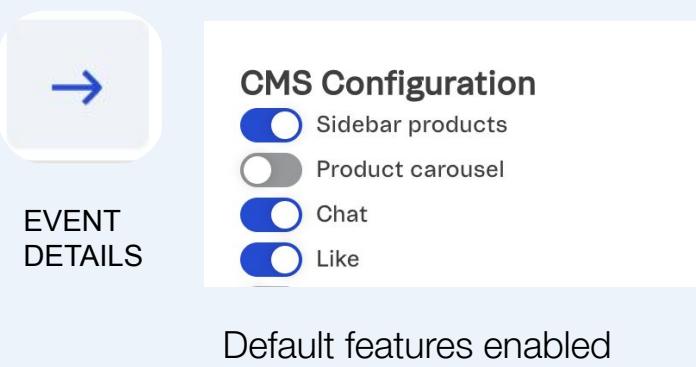
- Popup Transmission:** This feature enables the display of the entire Live Shopping component (Chat, player, and product sidebar) in a pop-up format, drawing the end user's full attention while they are watching the live stream, as shown in the image. Additionally, the user can close the pop-up window by clicking the "X" in the corner, which will return the view to the normal format.



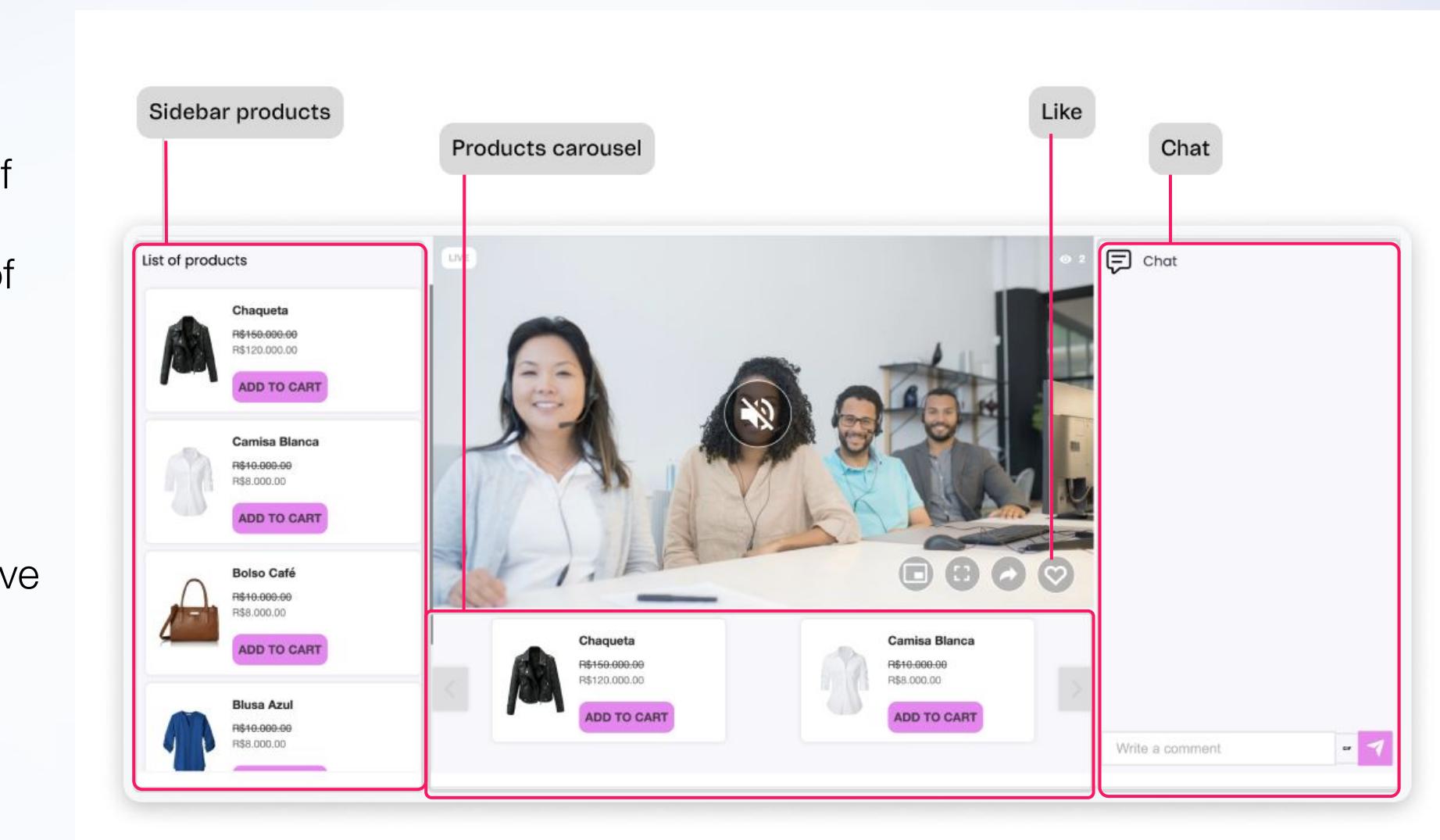
## 9. Enable or disable Features

### 9. Activate or deactivate functionalities, visually:

It's an optional configuration. On the event detail page, you need to scroll down a bit further product highlight functionality, and you'll find CMS Configuration, where you can enable or disable visual elements like as Sidebar products, Chat, Likes



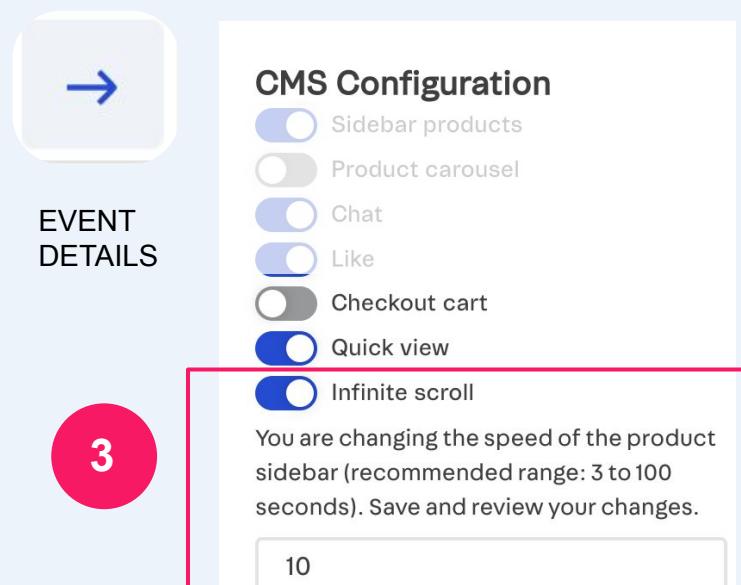
- 1. Product Sidebar:** Displays a collection of products vertically, located on the left side of the player.
- 2. Products Carousel:** Displays a collection of products horizontally, located below of the player.
- 3. Chat:** A component for users to interact via chat. It's important to note that if the chat is hidden, the question option will also be hidden, as this functionality is displayed above the chat.
- 4. Like:** An icon for users to "like".



# 9. Enable or disable Features

## 9. Activate or deactivate functionalities, visually:

It's an optional configuration. On the event detail page, you need to scroll down a bit further product highlight functionality, and you'll find CMS Configuration, where you can enable or disable visual elements like as Sidebar products, Chat, Likes



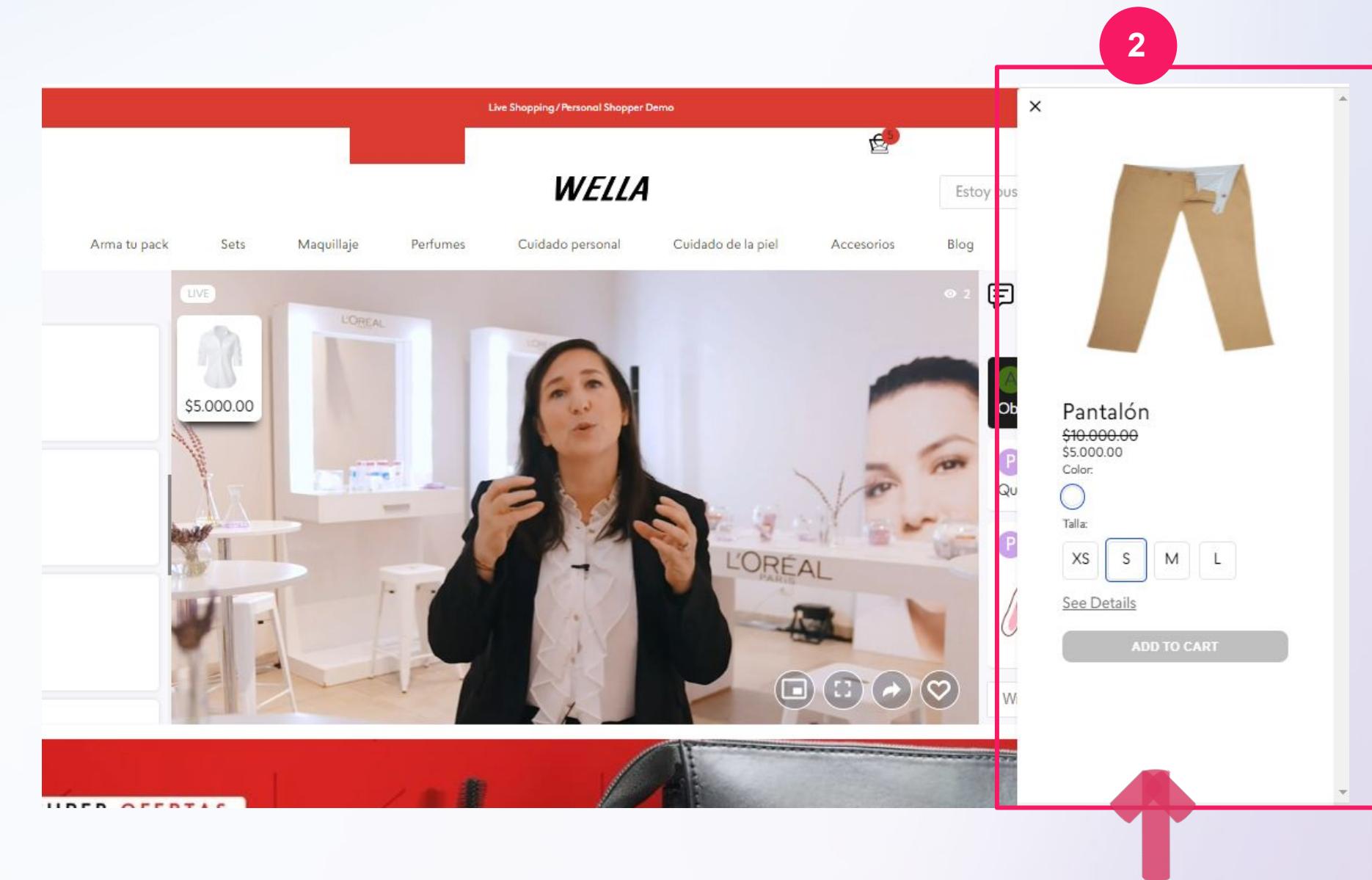
Default features enabled

**1. Checkout Cart:** When the end user clicks on "Add to Cart," a new tab will open, directed to the checkout page with the product already added. The PiP (Picture in Picture) mode will also be activated, allowing the user to continue watching the live stream while completing the purchase.

**2. Quick View:** If the product has variations, when the end user clicks on "Add to Cart," a quick view will open without hiding the live stream, allowing the user to select options such as size, color, and more, and add the product to the cart.

If this feature is disabled, when the user clicks "Add to Cart," a new tab will open on the PDP (Product Detail Page) and PiP mode will automatically be activated so can continue watching the live stream.

**3. Infinite Scroll:** Enables automatic scrolling for the product sidebar so that users can view all products without any additional action. In the box below, you can set the time interval in seconds to determine how frequently the automatic scroll will occur.



## 10. CONFIGURE BLOCKED WORDS

The screenshot shows the VTEX interface with the following details:

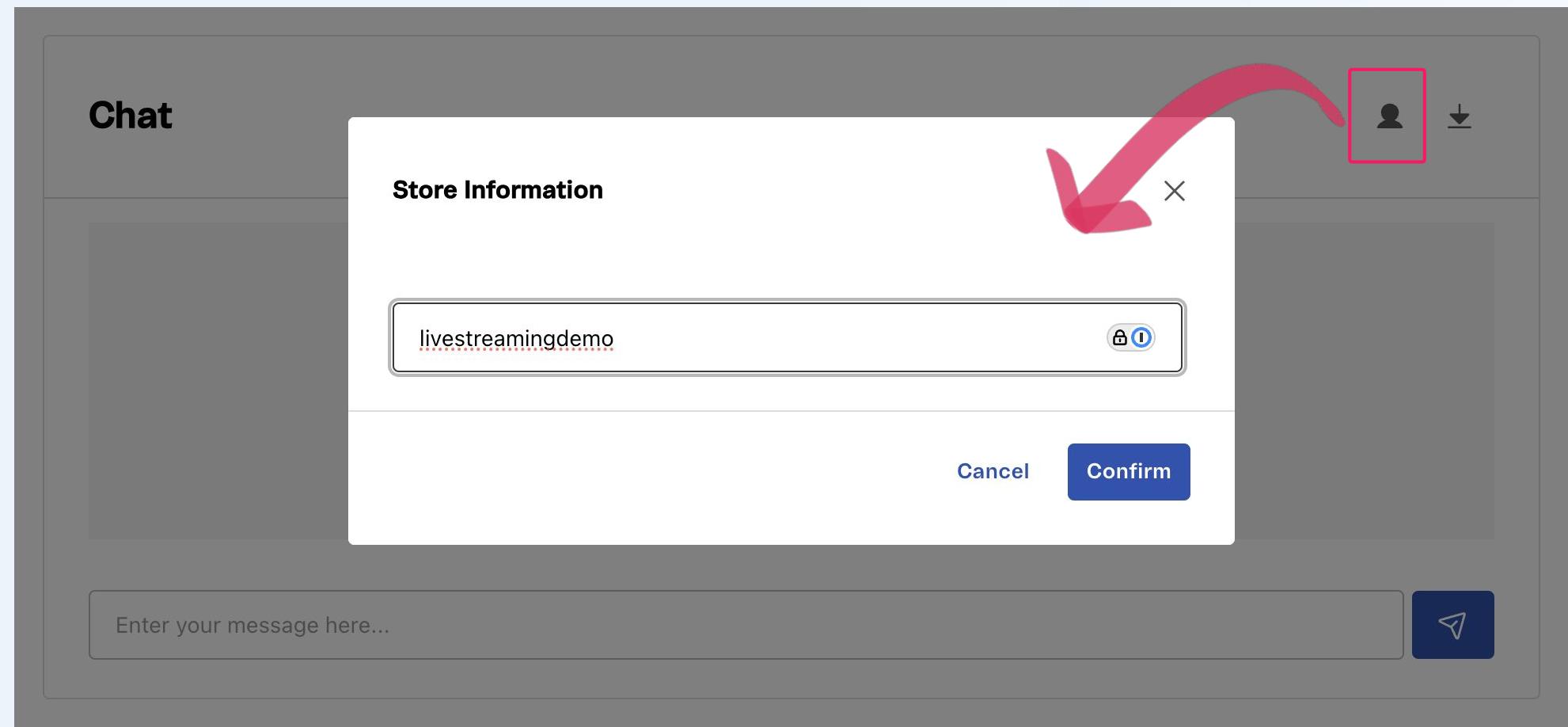
- Header:** Search bar with "Search VTEX" and a bell icon.
- Top Bar:** "livestreamingdemo" account name, "Visit Store" button.
- Left Sidebar:**
  - Shipping
  - Marketplace
  - Apps** (selected)
  - EXTENSIONS HUB**
    - App Store
    - App Management
  - INSTALLED APPS**
    - Audit
    - Satisfaction Survey
  - LIVE SHOPPING**
    - Events
    - Block list of words** (highlighted with a red box)
    - Global page
    - Snack Size Videos
  - PERSONAL SHOPPER**
    - Calls
    - Analytics
    - Settings
- Main Content:** "Block list of words" page with a table of blocked words.

Word	Actions
---	
arezzo	
banear	
Bastardo	
bastardos	
BOLUD	
boludo	
C4br0n	
C4bron	

**10.** Look on the side menu for the **Blocked words** option, and type all the terms you'd like to ban from your event

Comments that include these words will not be sent in the chat.

## 11. Setting the Chat Name



**11. Chat Name:** In the chat section, you will find the profile icon, where you can modify the name you wish to use when sending messages from the admin. By default, the account name is used

## 12. CONFIGURE BROADCAST STUDIO

With VTEX live shopping we offer a native streaming studio ([Bundle](#)) to broadcast your event, however, if you or your agency prefer to use another option, the live will function normally and **no functionality will be affected** during the event

### OPTIONS FOR TRANSMISSION STUDIOS

#### Bundle



Also integrable with



### Use another broadcast studio

To connect another Broadcast Studio, you must use these keys

↗ [+Details on the configuration](#) ←

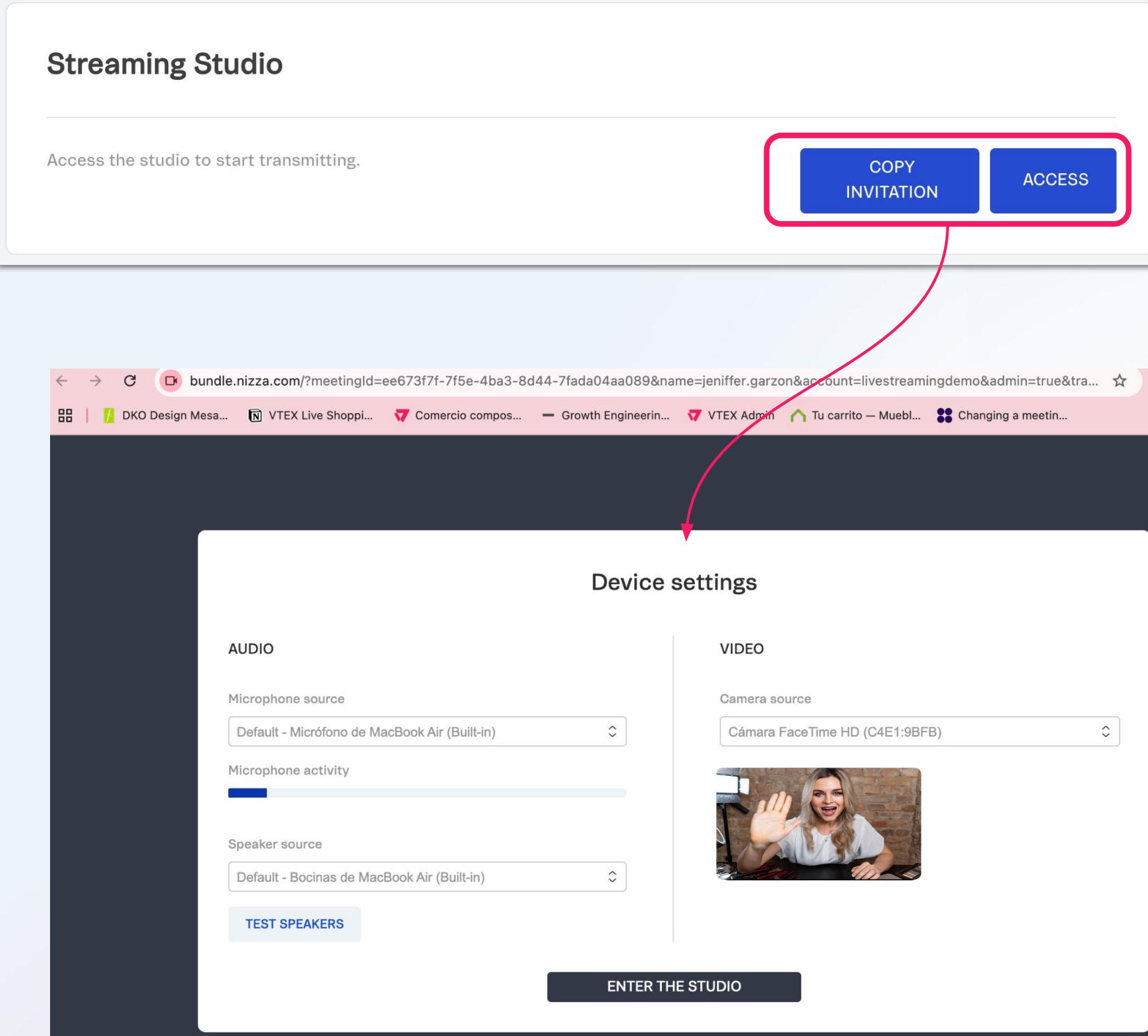
A screenshot of a software interface for connecting to a broadcast studio. It shows a 'Details' section with fields like Id, Event Name, UTM Source, Minutes used, and a 'Turn Off' button. Below this is an 'Inbound Server' section with a highlighted 'rtmps://9ca93cda6d42.global-contribute.live-video.net:443/app/' field and a 'Server Key' field containing 'sk\_us-east-1\_rJhd4vlviOPN\_YEwUaWqfgyeqAHD1vzJKwEon96fmFK'. Both fields have a red border around them.

**IMPORTANT:** If you're using another broadcast studio don't enter or start in our broadcast studio it should only be done from one location

Here are the correct data to consider in a transmission:

- **IngestVideoBitrate:** around 2,400,528\*\* bits || 2400.528\*\* kbps || 2.4 Mb/s
- **IngestAudioBitrate:** around 150.000 bits || 150 kbps
- **IngestFramerate:** around 30\*\* fps
- **KeyframeInterval:** around 2

## 12. CONFIGURE BROADCAST STUDIO



The screenshot shows the 'Streaming Studio' section of a web application. At the top, there is a button labeled 'COPY INVITATION' and another labeled 'ACCESS'. A red arrow points from the text 'Use our broadcast studio: BUNDLE' down to the 'COPY INVITATION' button. Below this, the 'Device settings' section is visible, containing 'AUDIO' and 'VIDEO' tabs. Under 'AUDIO', there are dropdown menus for 'Microphone source' (set to 'Default - Micrófono de MacBook Air (Built-in)') and 'Speaker source' (set to 'Default - Bocinas de MacBook Air (Built-in)'). There is also a 'TEST SPEAKERS' button. Under 'VIDEO', there is a dropdown menu for 'Camera source' (set to 'Cámara FaceTime HD (C4E1:9BFB)'). A small video preview window shows a woman waving. At the bottom of the screen, there is a large 'ENTER THE STUDIO' button.

### Use our broadcast studio: BUNDLE

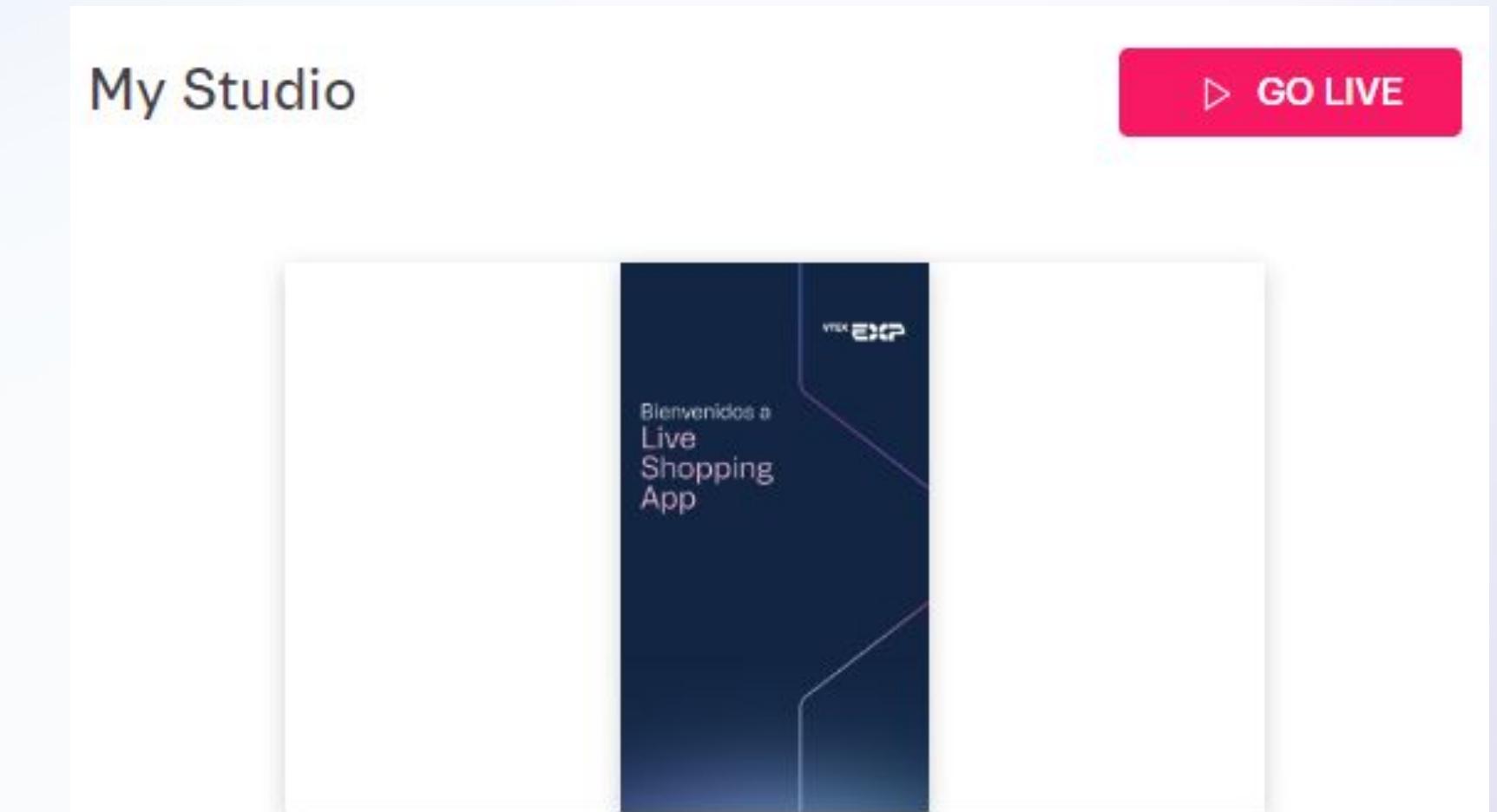
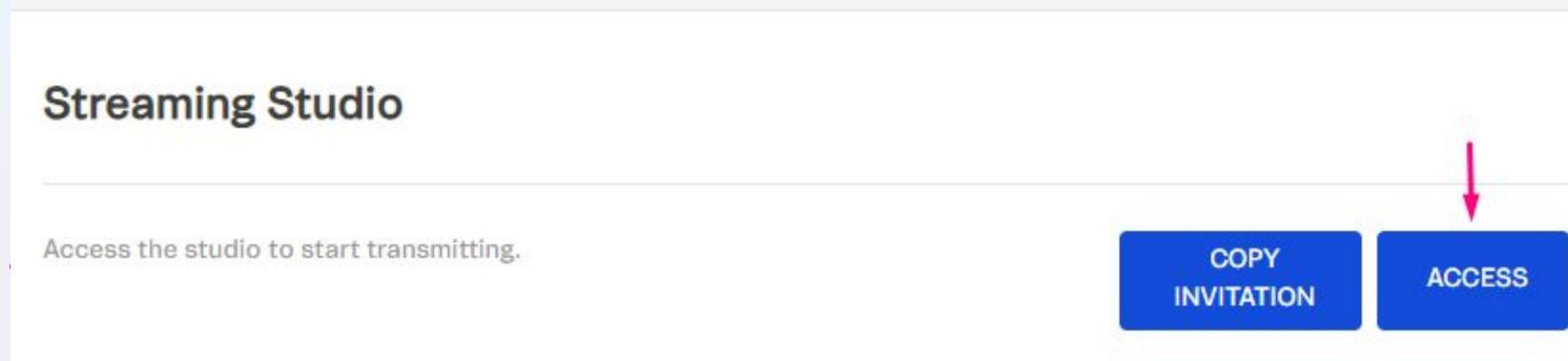
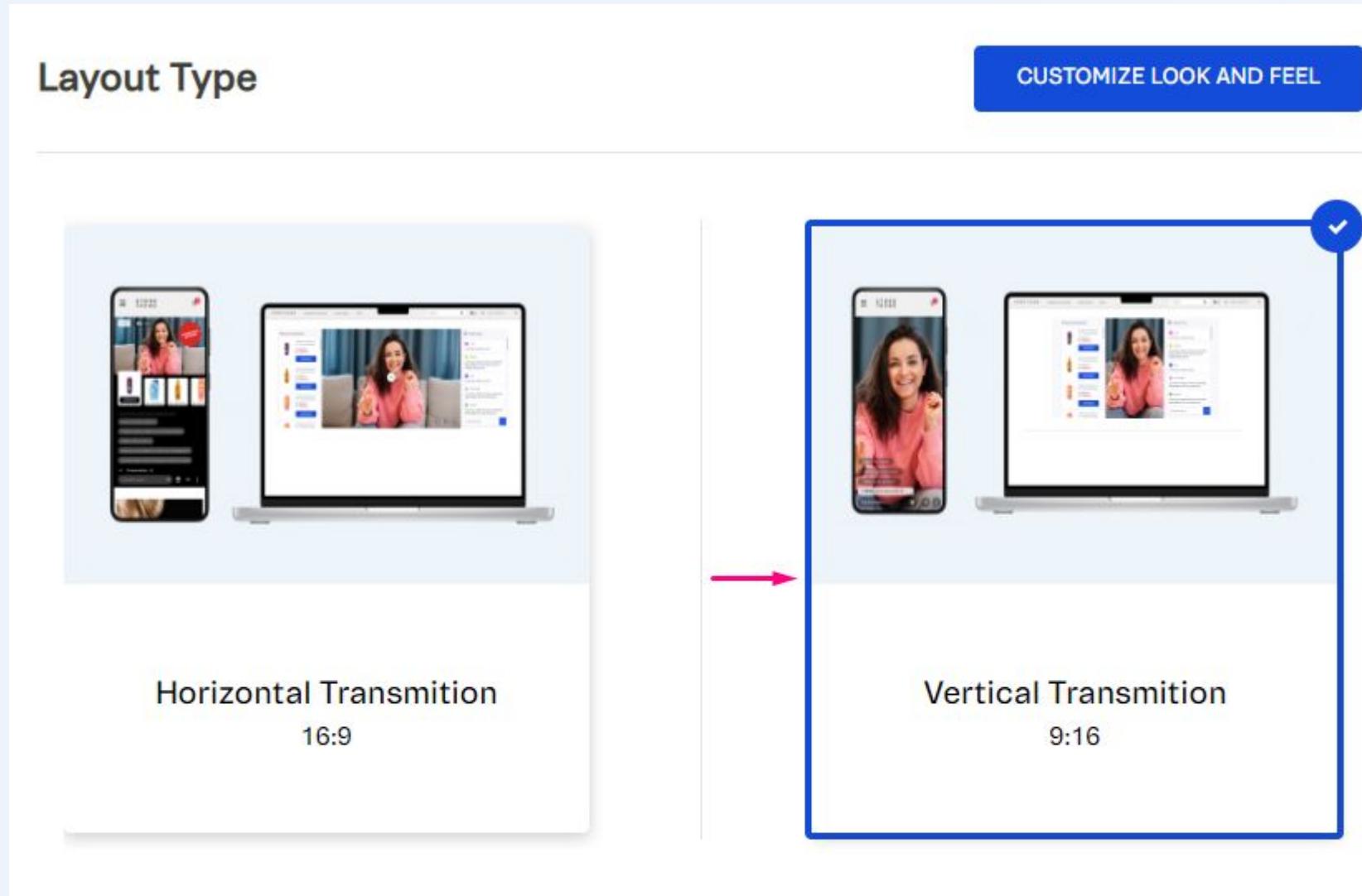
If you're going to use **our broadcast studio, called Bundle**, you will find a section named Broadcast Studio with two buttons:

- **Copy Invitation:** This generates a link that can be sent to influencers or hosts. By accessing this link, they will be able to turn their camera and microphone on or off, as well as view the chat within the studio. However, they will not have access to any other actions.
- **Access:** This button is for the broadcast studio administrator. From here, they can manage cameras, upload graphic assets, start and end the stream, and perform other functions.

When accessing through either of the two options, the link or the Access button, a screen will appear where you can select the camera and microphone you wish to use. You will also have the option to run tests to ensure they are working properly

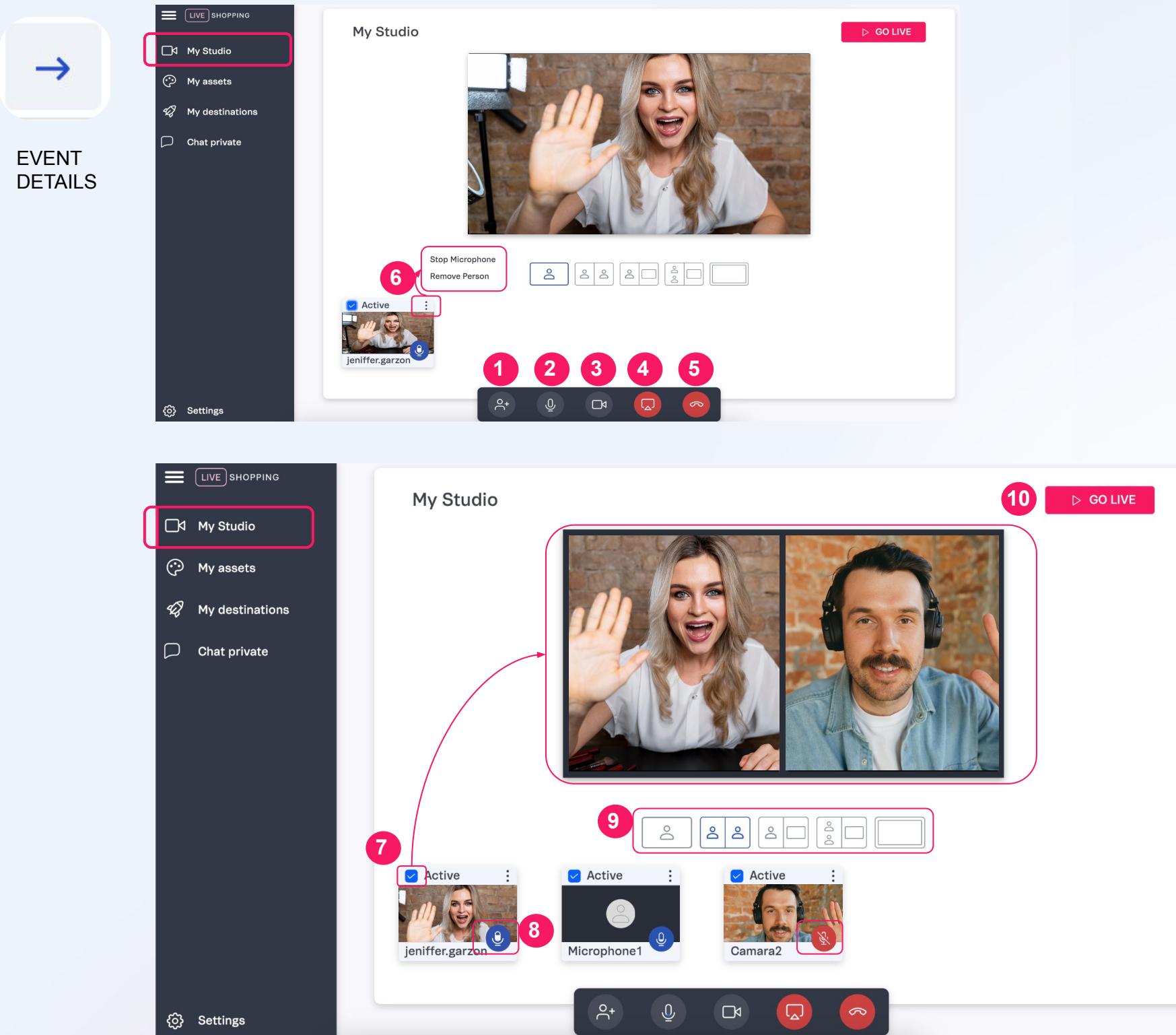
# Layout for the Broadcast Studio

**Important:** For Live Shopping, you must transmit from the Bundle, configure the layout type in advance in the details of the event in the administrative panel. Once inside the Bundle, the layout type cannot be altered for the Bundle. If you wish to alter it, it will be necessary to create a new event. Keep this in mind.



form

# 12. CONFIGURE BROADCAST STUDIO



## Use our Broadcast Studio: BUNDLE

When you log in, the first section you will see is “**My Studio**” with the following options:

### Controls:

- 1. Shareable link:** This is the same link generated by the administrator when clicking the Copy Invitation button, which you can share with influencers and hosts.
- 2. Activate or deactivate microphone:** Option to control your own microphone.
- 3. Activate or deactivate camera:** Option to control your own camera.
- 4. Share screen:** Allows the host to share their screen, choosing which window or screen to display.
- 5. End stream button:** Clicking this button will end the entire broadcast and remove all participants from the studio.

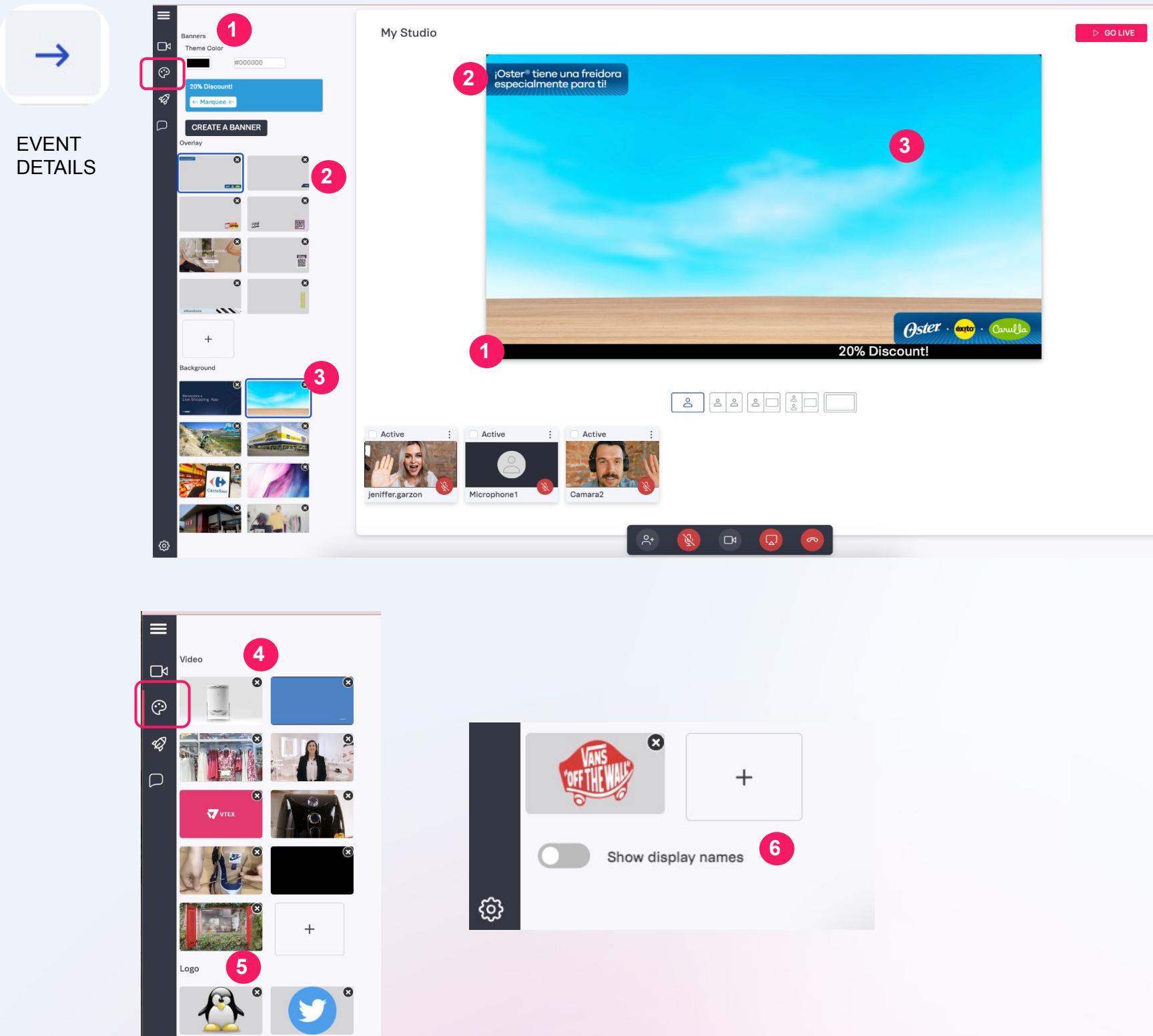
### Participants controls:

6. This button is only enabled for the administrator and allows them to remove or mute any connected person or device.
7. **Activate/deactivate connected devices/host:** Checkbox that, when activated, will allow the device or participant to be visible or audible in the mainstream.
8. **Microphone icon:** Indicates who has their microphone on and who does not.
9. **Layout:** Option to choose the distribution and arrangement of devices or participants in the stream, based on the number of people or devices.
10. **GO LIVE button:** Starts and stops the broadcast.

## 12. CONFIGURE BROADCAST STUDIO

CREATE AND CONFIGURE

### Use our Broadcast Studio: BUNDLE



The next section is called “**My Assets**”, where you can create, add, and remove graphic assets for the broadcast. To add any graphic asset, click the (+) icon, and to remove it, simply click the (x).

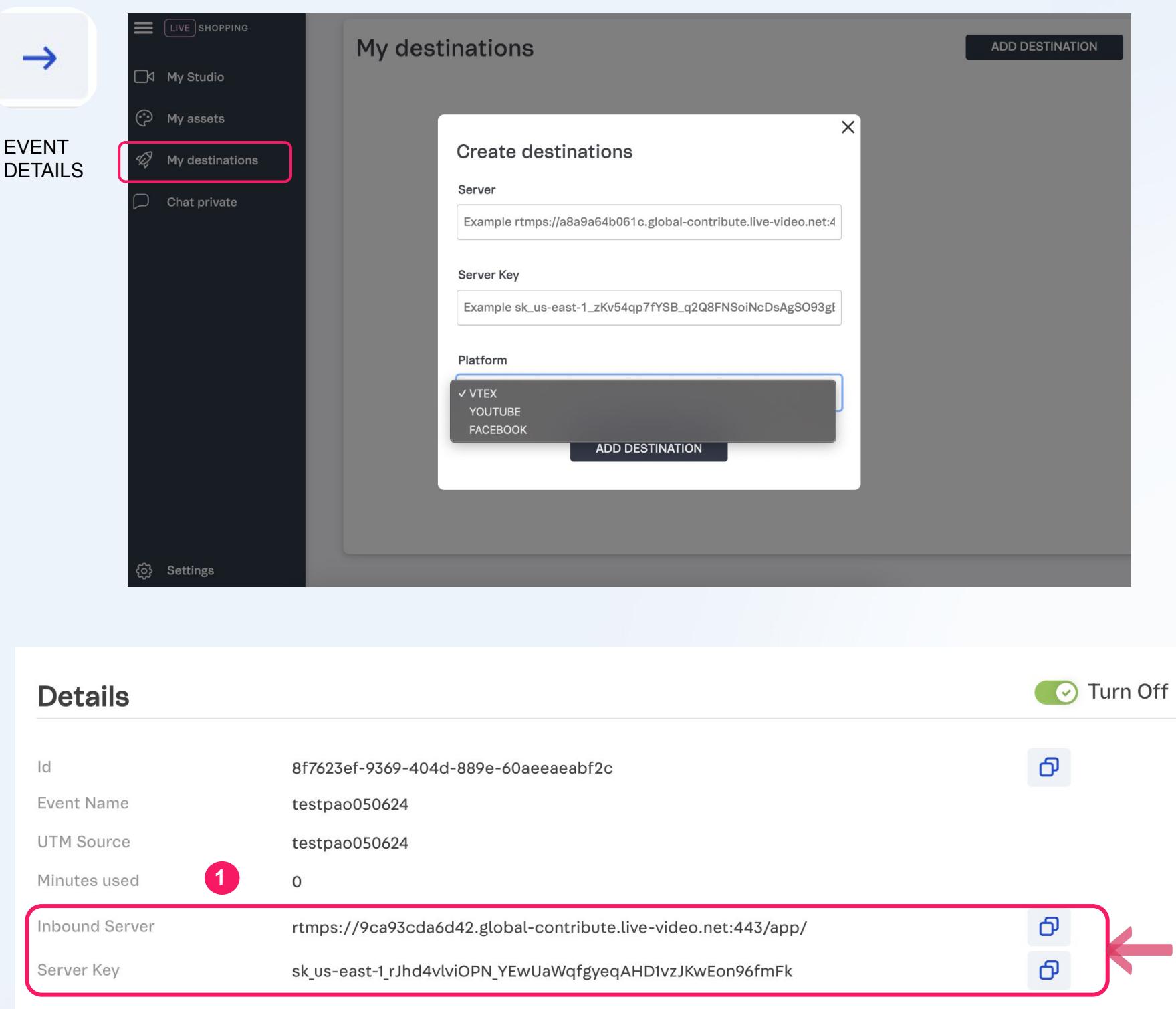
**Important:** All graphic assets you add will be saved for future lives; they will remain loaded and you'll be able to view them each time you enter the broadcast studio.

To activate any graphic asset, just click on it and it will automatically appear in the mainstream.

- 1. Banners:** You can create the text and choose the background color for the banner. This will always appear at the bottom of the stream. You can also choose whether you want it to move or remain fixed on screen.
- 2. Overlay:** PNG image that overlays on top of any camera or graphic asset (except for the video), allowing the background or host to remain visible.
- 3. Background:** Image that serves as the background for the broadcast.
- 4. Video:** A graphic asset in the form of a video that enhances the broadcast and overlays on top of any camera or graphic asset.
- 5. Logo:** PNG image placed in the top right corner, which overlays on top of any camera or graphic asset (except for the video).
- 6. Show Display Names:** Displays a label with the name of the host currently connected to the broadcast.

To know the measurements and sizes according to the layout type, follow these instructions: [Graphic material dimensions](#)

# 12. STREAM IN OTHER CHANNELS



The screenshot shows the 'Details' section of an event configuration page. The 'Inbound Server' field contains the URL `rtmps://9ca93cda6d42.global-contribute.live-video.net:443/app/`, and the 'Server Key' field contains the value `sk_us-east-1_rJhd4vlviOPN_YEwUaWqfgyeqAHD1vzJKwEon96fmFk`. Both fields are highlighted with a red border, and a red arrow points from the bottom right towards the copy icon next to the 'Server Key' field.

Details	Value
Id	8f7623ef-9369-404d-889e-60aeeeabf2c
Event Name	testpao050624
UTM Source	testpao050624
Minutes used	0
Inbound Server	<code>rtmps://9ca93cda6d42.global-contribute.live-video.net:443/app/</code>
Server Key	<code>sk_us-east-1_rJhd4vlviOPN_YEwUaWqfgyeqAHD1vzJKwEon96fmFk</code>



**IMPORTANT:** These destinations must be configured before "Go Live"

## Use our Broadcast Studio: BUNDLE

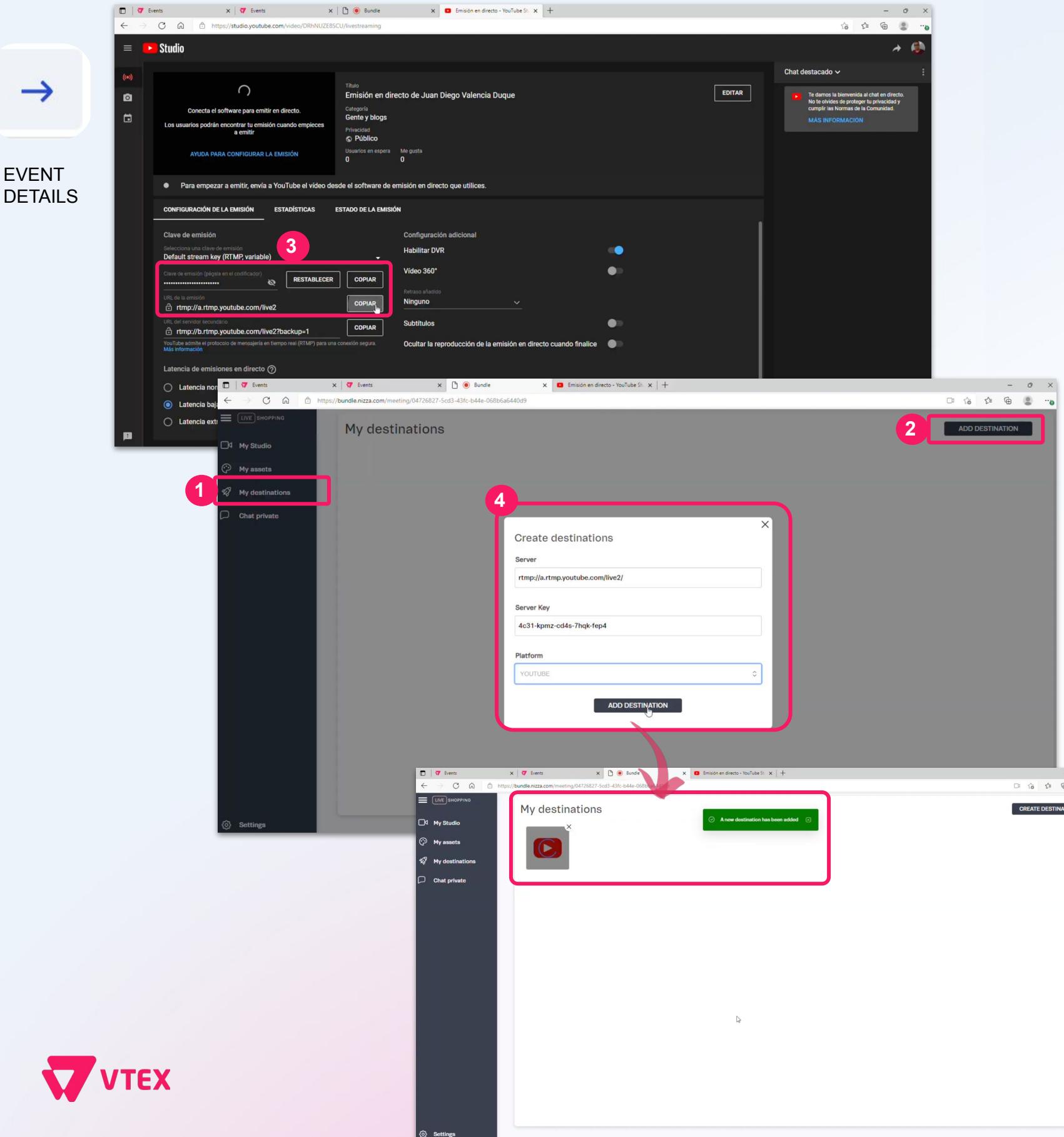
Next, you will find a section called "**My Destinations**", where you can integrate or connect other platforms to retransmit the same broadcast to various sources, such as:

- VTEX:** You can integrate an additional VTEX account using the keys generated in the event details.

### Step by Step

- Account 1:** Create the event and access to Bundle.
- Account 2:** Create and start the event.
- Account 1:** In Bundle, before clicking "Go Live": Enter to destinations → Create a new destination → Select VTEX → Enter the event keys from Account 2.
- This way, when the transmission starts in Bundle, it will be broadcast simultaneously on both accounts

# 12. STREAM IN OTHER CHANNELS



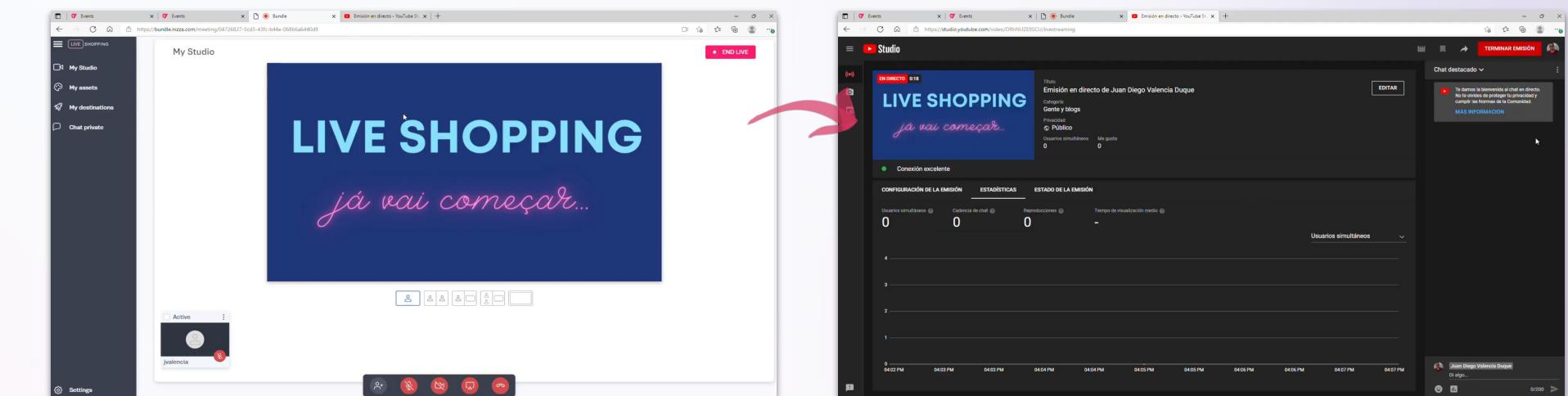
## Use our Broadcast Studio: BUNDLE

Next, you will find a section called "**My Destinations**", where you can integrate or connect other platforms to retransmit the same broadcast to various sources, such as:

### 2. YouTube:

- 1.** **Go to YouTube** and create a live event. This will enable the keys needed to connect with Bundle.
- 2.** **Then, go to Bundle** → Destinations → Add Destination. Enter the keys provided by YouTube and click Add Destination.
- 3.** Once set up, start the transmission. Whatever is broadcast on Bundle will automatically begin streaming on YouTube.

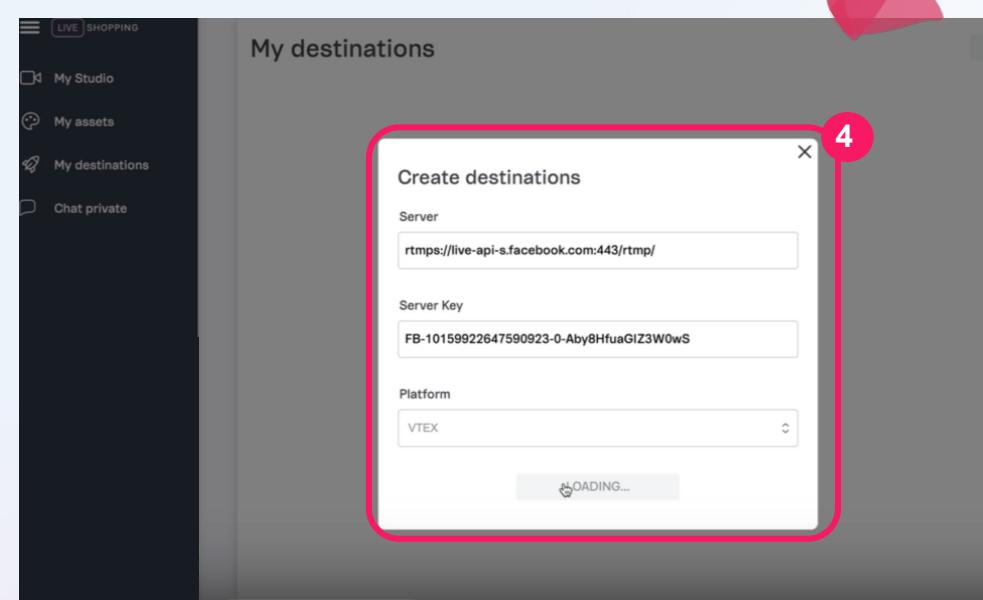
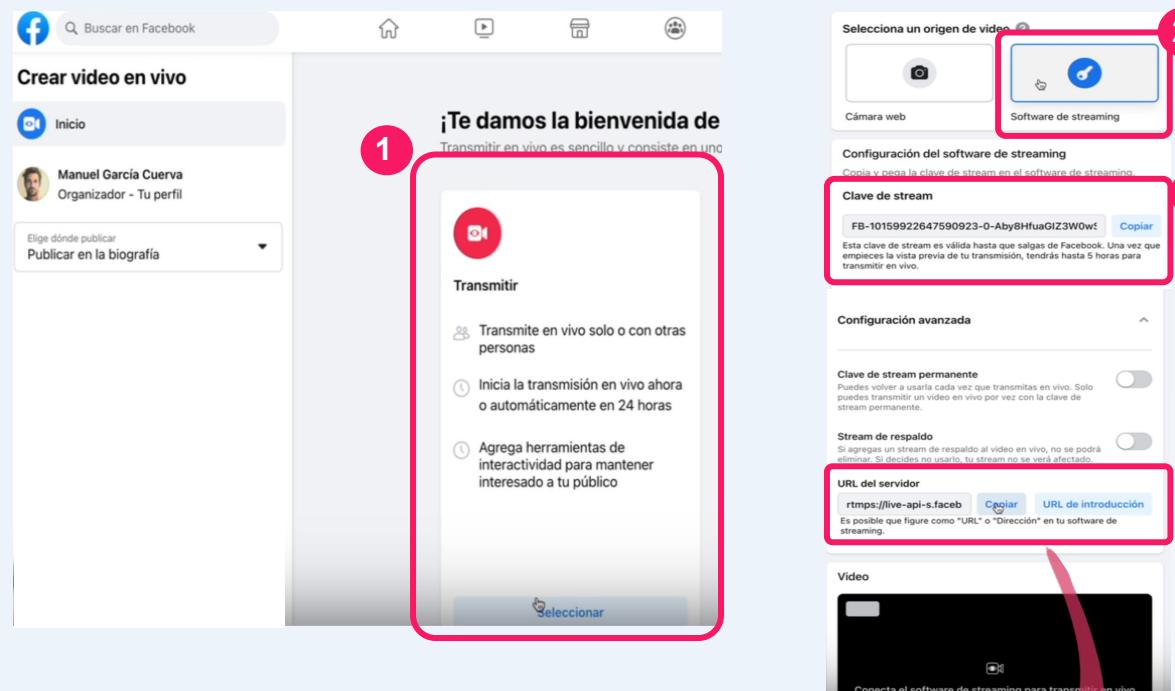
**IMPORTANT:** These destinations must be configured before "Go Live"



# 12. STREAM IN OTHER CHANNELS



EVENT DETAILS

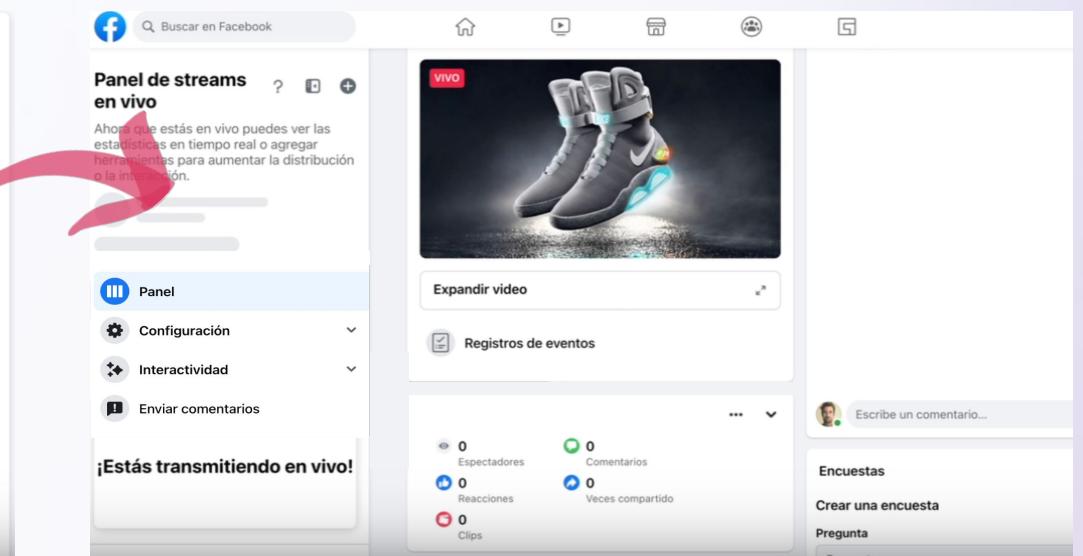
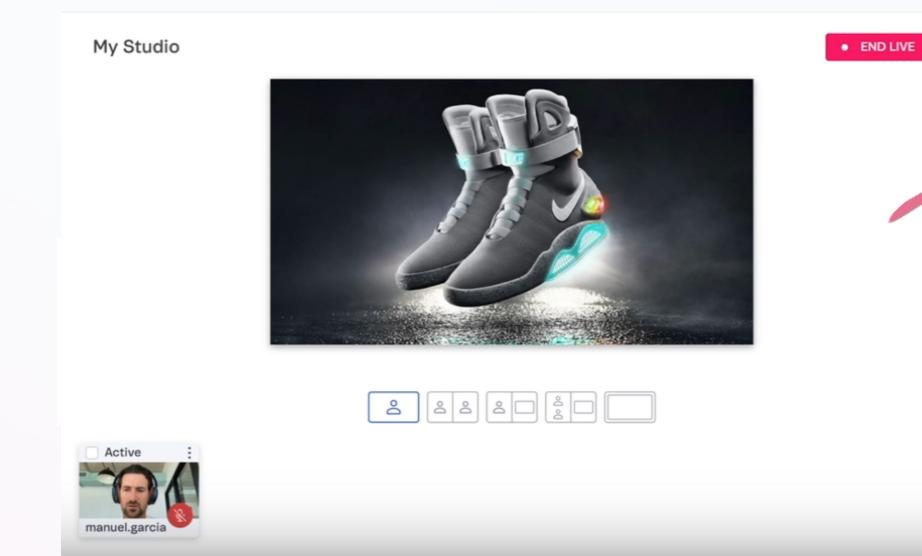


## Use our Broadcast studio: BUNDLE

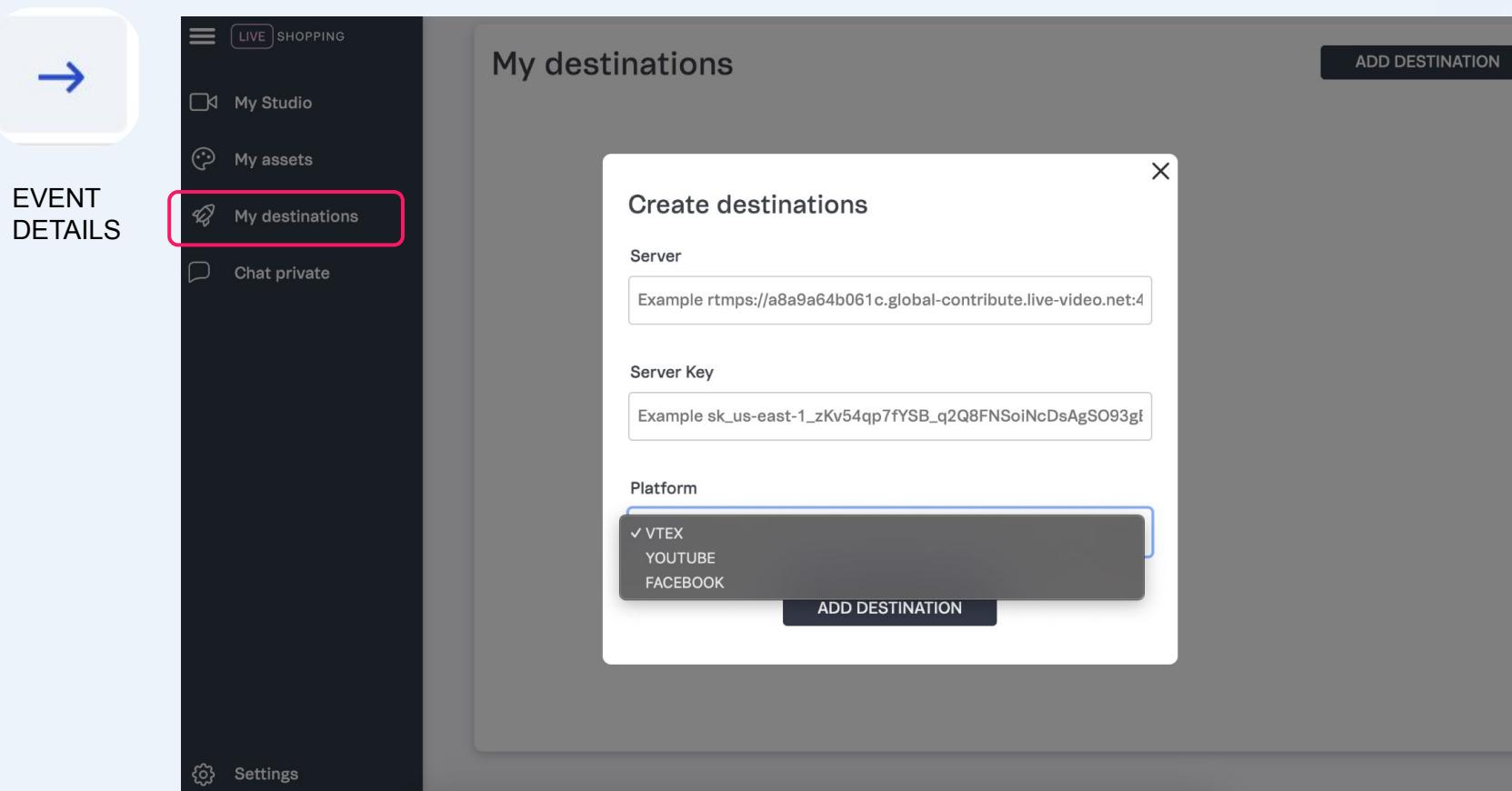
Next, you will find a section called "**My Destinations**", where you can integrate or connect other platforms to retransmit the same broadcast to various sources, such as:

### 3. Facebook:

- 1. Go to Facebook** and create a live event. This will enable the keys needed to connect with Bundle.
- 2. Then, go to Bundle** → Destinations → Add Destination. Enter the keys provided by Facebook and click Add Destination.
3. Once set up, start the transmission. Whatever is broadcast on Bundle will automatically begin streaming on Facebook.



## 12. STREAM IN OTHER CHANNELS



### Use our Broadcast studio: BUNDLE

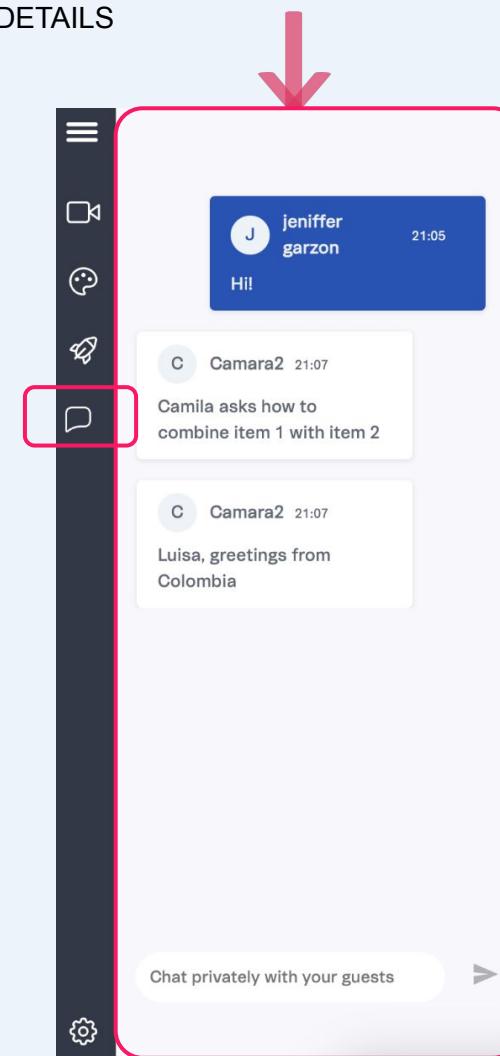
Next, you will find a section called "**My Destinations**", where you can integrate or connect other platforms to retransmit the same broadcast to various sources, such as:

- 4. Instagram:** Due to platform restrictions, streaming must be done through an app that masks the signal, as Instagram only allows lives to be streamed directly from its app. For more details, check out this video: [\[Link\]](#)
- 5. TikTok:** Share the server URL and key provided by the administrator to stream via RTMP. Below is a guide explaining how to do this: [\[Link\]](#)

# 12. CONFIGURE STREAMING STUDIO



EVENT DETAILS



## Use our Broadcast Studio: BUNDLE

Next, you will find a section called "**Private Chat**".

This tool allows internal communication between the influencer, the host, and the administrator. Through this chat, the host or influencer can receive real-time questions during the broadcast, enabling them to respond instantly and engage with the audience.

This option is particularly useful, as it allows the host or influencer to follow the interaction directly from the same window, in case they are unable to view the live on another screen

Define how the transmission will be displayed

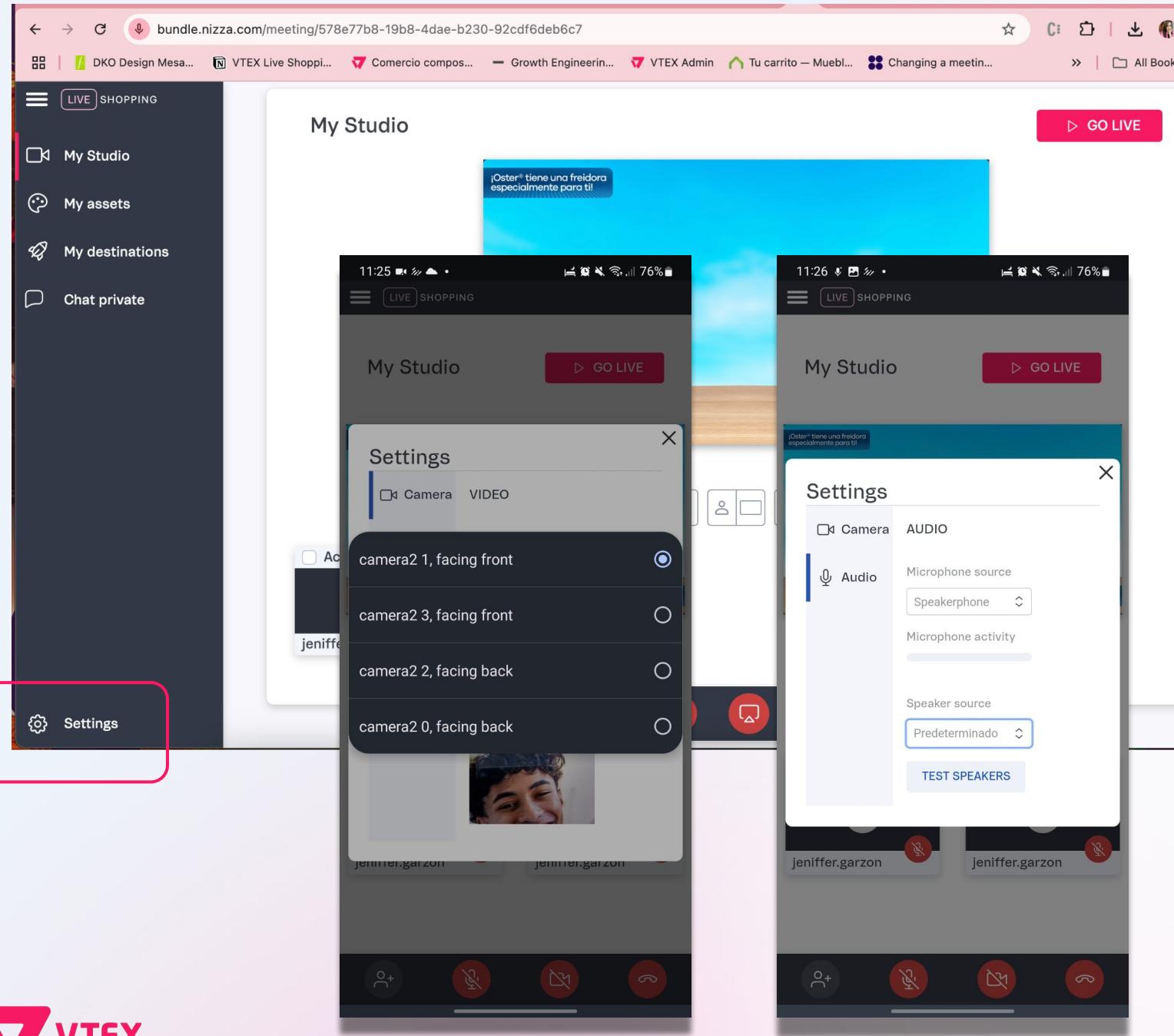
Activate, change cameras and deactivate participants

# 12. CONFIGURE STREAMING STUDIO

CREATE AND CONFIGURE



EVENT DETAILS



## Use our Broadcast studio: BUNDLE

Next, you will find a section called "**Configurations**".

Within the broadcast studio, you can adjust both the camera and the microphone. In the bottom-left corner, you'll find an option called Settings. By clicking on it, you can change the camera and microphone before and during the transmission.

This option is available for both the administrator and the influencers or hosts who join via the link.

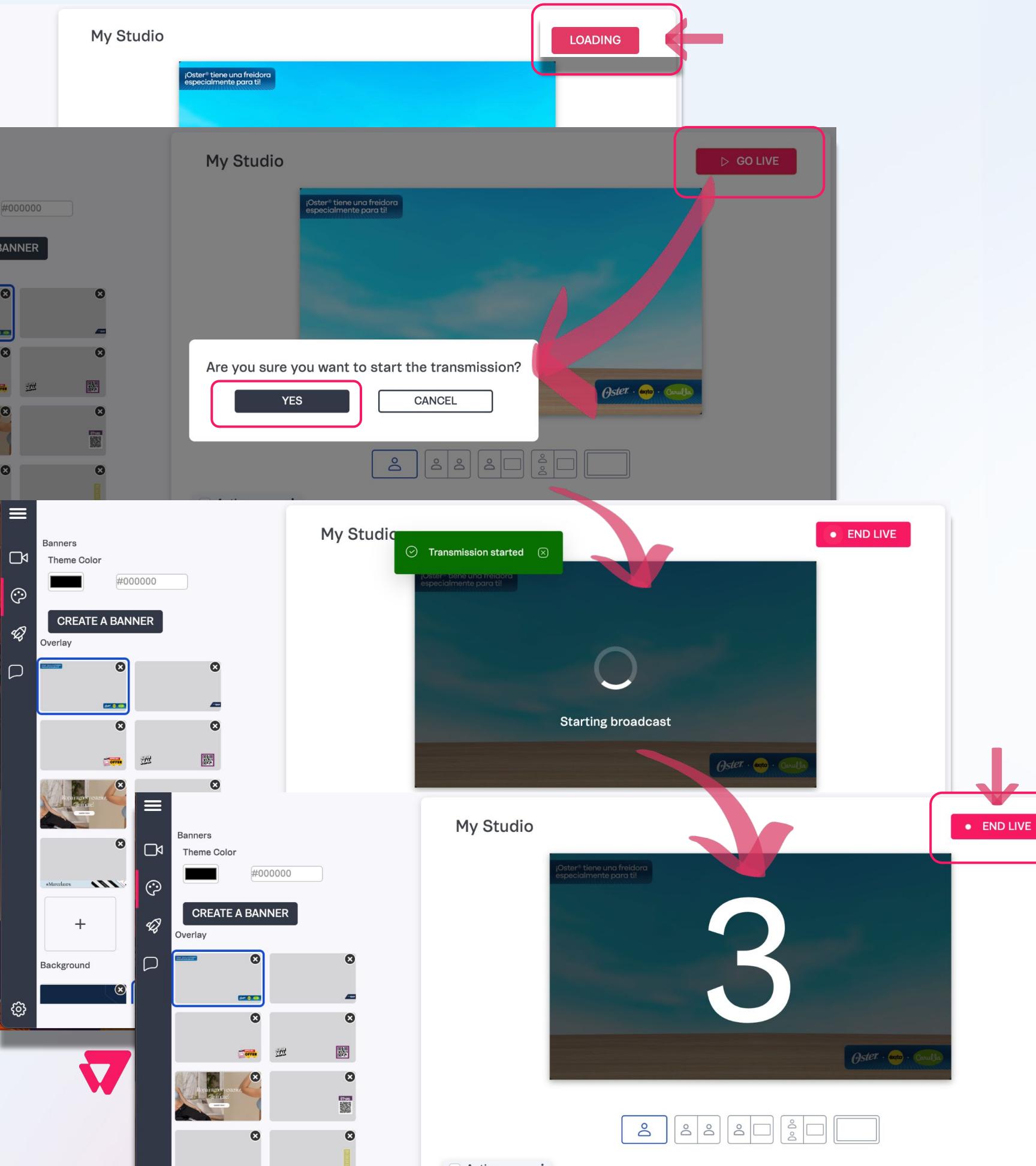


Live shopping | Onboarding

# Transmission Start and Viewing

# 13. TRANSMISSION START

## TRANSMISSION & MODERATION



## Use another broadcast studio

If you are using another broadcasting studio, you should start the transmission from that studio.

## Use our broadcast studio: BUNDLE

If you are using our broadcasting studio, the process to start the transmission is as follows: in the studio, the button statuses will be as follows:

**Loading:** This is the first state and can last up to 3 minutes while the necessary infrastructure for the transmission is being set up. During this time, you can configure the graphics, layout, and other settings for the broadcast. Once everything is ready, the system will automatically transition from the "Loading" state to the next one.

**Go Live:** While in this state you can continue configuring graphic pieces or other destinations.

You must click this button to start the broadcast. Once clicked, a 5-second countdown will begin, indicating the start of the transmission. After the countdown, everything visible in the broadcasting studio will begin to be streamed and displayed live.

**End Live:** In this state, the broadcast has already started and is being streamed live.

**IMPORTANT:** Place a placeholder image at the beginning of the broadcast to validate the transmission, so that viewers who start watching the broadcast will see this image while the stream is being set up or started.

# 14. CONFIGURE WHERE TO DISPLAY THE LIVE SHOPPING COMPONENT

TRANSMISSION & MODERATION

Configure the event and display the component on the home page or on a landing page

**VTEX IO:** You can configure it from the Site editor, from the Live Shopping component:

- Position yourself in the place where you placed the Live Shopping component.
- Activate the switch
- Select the event that you have on: Only events that are on or in Live will be displayed

The screenshot shows the VTEX IO Site Editor interface. On the left, there's a sidebar with 'Blocks' and 'Live Shopping' selected. The main area shows a preview of a website page with a video player and product list. A red box highlights the 'Live Shopping' component in the preview. Arrows labeled A, B, and C point to specific parts of the configuration screen: A points to the URL bar, B points to the 'Events (In live)' dropdown menu, and C points to the 'Layout' section where the 'Storefront' option is selected.

**IMPORTANT:** When the component is activated in the site editor, it may take between 5 and 10 minutes to appear on the website due to caching



**VTEX LEGACY/HEADLESS:** In the event details, At the bottom of the page. Find the script, at the bottom:

Copy and paste the code of the div and the script tag and paste it into any HTML page

The screenshot shows the VTEX Legacy/Headless event details. It includes a 'Script to add in Template' section with a large block of HTML code, a 'Cms template' radio button, and an 'External template' radio button with a red circle containing the number 1. Below this is a 'Layout' section with a 'Template' tab open, showing a template named 'Home'. The template XHTML code is displayed, containing a script tag for the live shopping player. A red arrow points from the 'External template' radio button down to the 'Template' section.

**IMPORTANT:** ① If the account is Headless, you will need to enable this option before copying the script

# → PREVIEW

## EVENT DETAILS

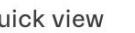
Product sidebar



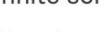
Chat



Like



Checkout cart



Quick view



Infinite scroll

are changing the speed of the product sidebar (recommended range: 3 to 100 seconds). Save and review your changes.

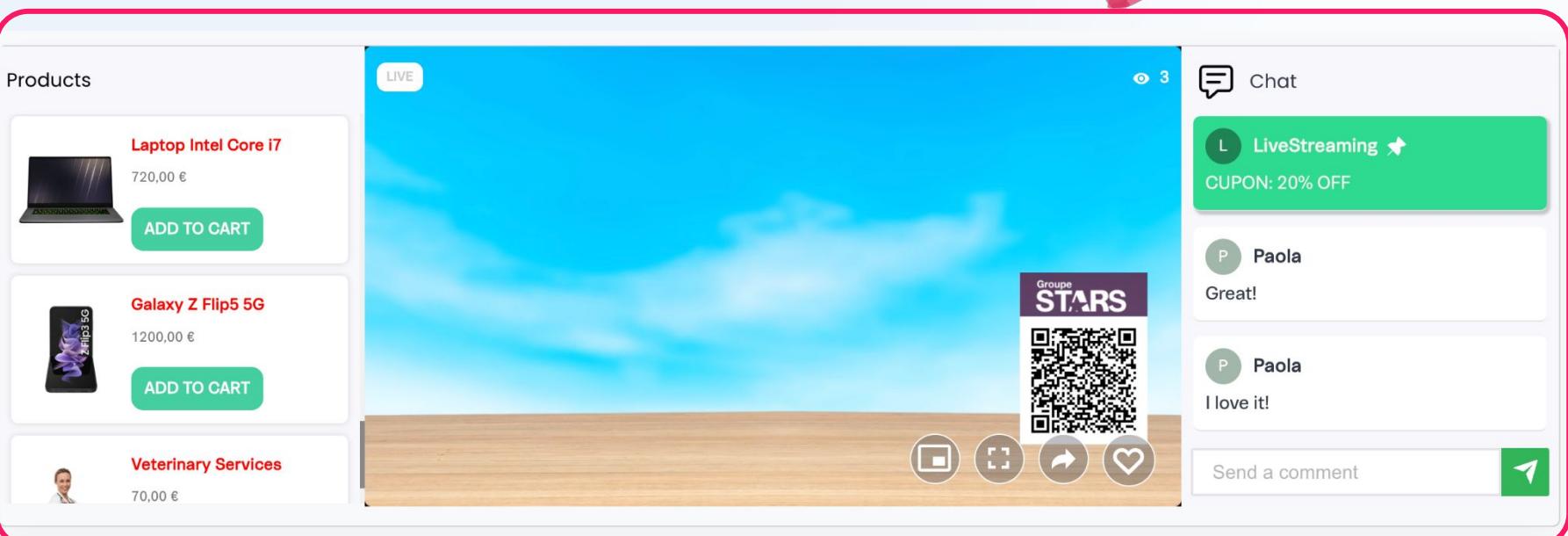
pt for template

```
div id="nz-player"></div>
```

```
script id="nz-player-script" type="module" src="https://cdn.nizza.com/player-script/prod/nz-ps-index.js?id=f454cdff-0a60-4824-e6c-52b2ad1ed58&#38;account=livestreamingdemo&#38;inactiveSidebarProducts=true&#38;inactiveProductsCarousel=false&#38;inactivat Chat=true&#38;inactivateLike=true&#38;inactivateViewers=true&#38;isInfinite=true&#38;time=10&#38;pdp=false&#38;kuikpay=false&#38;quickView=true"></script>
```

CMS template

External template



At the bottom of the details page, there is a button called "**Preview**". Clicking this button will open a new tab that allows you to view the complete Live Shopping component.

This preview helps validate the correct functionality and display of all elements:

- The chat
- The player
- The product sidebar
- Products highlights

It is important to note that this validation pertains solely to the Live Shopping component.

However, it is always recommended to perform additional checks on the entire website to ensure everything is working properly, without relying solely on the preview.



# ⚠️ Displaying Components to the Live Shopping App

## ✓ Para Live Shopping -> "nizza-player"

The screenshot shows a product listing with two items: 'Jean' and 'Camisa Blanca'. Below the products is a navigation bar with links like 'Elementos', 'Fuentes', 'Consola', 'Seguridad', 'Rendimiento', 'Memoria', 'Lighthouse', 'Estadísticas de rendimiento', and 'EditThisCookie'. The bottom of the screen displays the browser's developer tools, specifically the Element inspector. A red arrow points from the 'ADD TO CART' button of the 'Camisa Blanca' item to the 'nizza-player' element in the DOM tree. The DOM structure is as follows:

```
... <div id="nizza-player"> == $0
  <!-->
  <nz-player>
    #shadow-root (open)
      <!-->
      <div id="react-nz-player">
        <div class="_liveShoppingContainer_1n843_23" id="in-view-nizza-player">
          <div class="_livestreaming_1ymhc_13 false false">flex
            <div class="_livestreamingContainer_1ymhc_25 false">
              <div id="containerFullScreenMobile" class="_livestreamingContent_1ymhc_30 false false" style="width: auto; zoom: 100%;">
                <div class="_sliderProductContent_1ymhc_50 false" style="height: 560px;">
                  <div class="_verticalProductSliderContent_9vecs_1">
                    <div class="_verticalProductSliderTitle_9vecs_7">...</div> flex
                    <div class="_productList_9vecs_20" id="product-list" style="height: 502px;">...</div> flex
                  </div>
                <div class="_videoContainer_1ymhc_162 false" style="height: 100%;"></div>
                <div class="_chatContent_1ymhc_115 false false false false false false false" style="height: 560px;">...</div>
              </div>
            </div>
          </div>
        </div>
      </div>
    </#shadow-root>
  </nz-player>
</div>
```

The status bar at the bottom shows the following selected elements:

```
html.js-focus-visible body#home-page.home.pace-done div.page div#nizza-player
```

A red arrow also points to the 'nizza-player' element in the status bar.

For VTEX CMS accounts, one of the validations you can perform if the live shopping feature doesn't appear on the website is to verify that the div/component element and script have been added to the template. You can inspect the elements and look for the corresponding identifiers. If they don't appear, it means they weren't added to the template.



Live shopping | Onboarding

# Moderation

¿What you can do during the broadcast?

The screenshot shows the VTEX Admin interface with a sidebar on the left containing various navigation options: Analytics, Settings, My Checkout, Configuration, Links list, Statistics, Payments, Live Shopping, **Events** (which is highlighted with a red border), Blocked Words, Global Page, and Snack Size Videos.

The main content area is titled "Events" and displays a table of event data. The columns are: Event Name, UTM Source, Date, Status, and Action. The table contains the following data:

Event Name	UTM Source	Date	Status	Action
testpao2025	testpao2025	2025-03-03	Live	<a href="#">→</a> <a href="#">Analytics</a> <a href="#">Edit</a>
testpao03032525	testpao03032525	2025-03-03	Live	<a href="#">→</a> <a href="#">Analytics</a> <a href="#">Edit</a>
Testpao27feb25	Testpao27feb25	2025-02-27	Completed	<a href="#">→</a> <a href="#">Analytics</a>
testflexi2025	testflexi2025	2025-02-27	Completed	<a href="#">→</a> <a href="#">Analytics</a>
Demo Oster	Demo_Oster		Created	<a href="#">→</a> <a href="#">Analytics</a> <a href="#">Edit</a>

At the bottom of the table, there are buttons for "Show rows" (with a dropdown menu showing "5") and pagination controls indicating "1 - 5 of 1176".

Moderation plays a key role in transmission.

In the upcoming slides we will explain how to manage 5 functionalities that we placed **in the Admin. event details** to centralize activities and keep control.



# CHAT INTERACTION

MODERATE AND INTERACT

EVENT DETAILS

The screenshot shows the 'Event Information' section with various event details like ID, URL, and status. Below it is the 'Layout type' section with two chat windows. The top chat window is for 'FUNCHAL' and the bottom one is for 'Pao'. Numbered circles (1-4) highlight specific features: 1 points to the message input field at the bottom; 2 points to the pin icon in the top right of the FUNCHAL chat; 3 points to the reply icon in the Pao chat; and 4 points to the delete icon in the Pao chat.

Event Information

Details

Created: 2023-04-07 10:00:00 UTC

Last updated: 2023-04-07 10:00:00 UTC

Published: 0

URL: https://app.vtex.com.br/eventos/vtex-teste/ideas-teste/app

You can monitor the event's status below:

Created → Starting → Live → Completed

Layout type

Chat

FUNCHAL  
Coupon: VTEXLS

Pao  
What discounts do you have?  
20% discount with the Coupon: VTEXLS

FUNCHAL  
Coupon: VTEXLS

Pao  
I Love this product

FUNCHAL  
https://www.livestreaming.link/labial-hidracolor/p

Escribe tu mensaje aquí...

Moderate the event's chat, here you'll have more control and it allow your team to:

- 1. Send message:** The message has a limit of 160 characters.
- 2. Pin message:** Allows pinning a message in the user's chat, ensuring it remains visible regardless of the number of new messages. The message can be unpinned by simply clicking on the pin icon.
- 3. Reply message:** Reply to a message.
- 4. Delete message:** The message will be immediately removed from both the administrator's and the user's chat



# CHAT INTERACTION

EVENT DETAILS

MODERATE AND INTERACT

The screenshot shows the 'Event Information' tab with the 'Chat' section highlighted. A red bracket on the left groups the 'Chat' sections from both the main interface and a larger inset. The main 'Chat' section has a red circle with '6' over it highlighting the most recent message from 'Pao'. The inset 'Chat' section has a red circle with '5' over it highlighting the message containing a link. The top right of the inset has a red circle with '7' over it highlighting the download icon.

**Chat**

FUNCHAL  
Coupon: VTEXLS

Pao  
What discounts do you have?  
20% discount with the Coupon: VTEXLS

FUNCHAL  
Coupon: VTEXLS

Pao  
I Love this product

FUNCHAL  
<https://www.livestreaming.link/labial-hidracolor/p>

Escribe tu mensaje aquí...

**5. Block User:** Allows blocking users by their IP address, preventing them from sending further messages to the chat. Although the message is sent to the blocked user, it will not be visible to them, other users, or the administrator.

**6. Send Links:** The administrator can send fully clickable links such as normal message, which will open in a new tab for the end user, allowing direct access to the content.

**7. Download the Chat:** This feature allows downloading the chat history, where the date and time of each message, the message content, as well as the name and email of the person who sent the message, are displayed.



## EDIT COLLECTION

MODERATE AND INTERACT

EDIT  
EVENT

In the event list

→ Select the edit option of the event that is Created or Live

→ In the collection section: I deleted the previous collection and entered the ID of the new collection. Upon saving the changes, the new collection will be displayed automatically to the end user, without the need for them to refresh the page.

[← EVENTS LIST](#)

### Update event

Remember that when making the change of the UTM and the collection, this will affect the sales statistics. x

Event Name

UTM Source

Please type only number, letters, underscore or hyphen.

Collection ID  ↪

**UPDATE**

You can change the product collection during the broadcast

Change the collection in real time, it will be automatically changed for the user without having to refresh the page.

This feature can be used if you want to display more than the 50 products allowed in a collection associated with an event.

It's also helpful if, in the first few minutes, you want to talk about a specific product category, and then switch to another category in the following minutes



# ENGAGE WITH THE AUDIENCE

MODERATE AND INTERACT

EVENT DETAILS

**Questions**

Question	Type	Status	Time	Total votes	Actions
What color do you prefer?	Quiz	Created	5	0	

**New question**

Question: What color do you prefer? (25/100)

Time (seconds): 5

Type: Quiz

The viewer can only select one answer.

Answers:

- Red (3/20)
- Blue (4/20)

Gather insights from your audience and keep them engaged

- Quiz: One answer to choose from
- Poll: Multiple choice

What color do you prefer? 00:06

Red

Blue

FUNCHAL

www.livestreaming.link/labial-hidracolor/p

Escribe un comentario

You can send questions to end users in a trivia format. Here's the process:

1. **Create a question:** Click on 'New question', enter the question, and add the options. Then click 'Save question'.
2. **Manage the question:** While the question is created, you can view, edit, or delete.
3. **Send the question:** To send it, click on the **arrow icon**. A confirmation window will appear at the bottom of the entire page. Once confirmed, the question will be sent to the live chat, and users will be able to respond.

The number of votes for each option will be displayed, allowing real-time tracking of the answers



## ACTIVATE PROMOTION

MODERATE AND INTERACT

EVENT DETAILS

The screenshot shows the VTEX interface with the 'Promotions' section at the top. It lists two promotions: 'LS330Coupon40%2024' and 'LS331Coupon40%2024'. Below this is the 'Select' dialog box, which is highlighted with a red border. The dialog box contains the following steps:

1. Click on the '+SELECT' button.
2. Choose the promotion you've already created in the administrator's promotions section.
3. Select the variable you want to use to trigger the promotion: Likes, Viewers, Comments, or Orders.
4. Define the goal (the amount of the variable) required to activate the promotion. The goal counts only unique users (for example, one user giving multiple likes will count as one).
5. Put the message for the animation.
6. Then, select the animation you want to display when the goal is reached. This animation will appear in the player once the goal is achieved.

At the bottom of the dialog box are 'CANCEL' and 'SAVE' buttons.

You can activate dynamic promotions based on the number of:

- Views
- Likes
- Comments
- Orders

You can activate promotions based on live variables. Follow these steps:

1. Click on the '+Select' button.
2. Choose the promotion you've already created in the administrator's promotions section.
3. Select the variable you want to use to trigger the promotion: Likes, Viewers, Comments, or Orders.
4. Define the goal (the amount of the variable) required to activate the promotion. The goal counts only unique users (for example, one user giving multiple likes will count as one).
5. Put the message for the animation.
6. Then, select the animation you want to display when the goal is reached. This animation will appear in the player once the goal is achieved.

Note: Keep in mind that when promotions are activated, it may take 10 to 15 minutes for them to show up on pages like Home, Landing, or Category. However, on the checkout, the promotion will appear almost immediately.

Display time of the animation that communicates the activation of the promotion:

- Coupons: Immediate
- Other promotions: 5 minutes later



# PRODUCT HIGHLIGHT

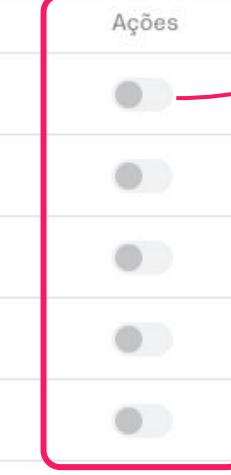
EVENT DETAILS

MODERATE AND INTERACT

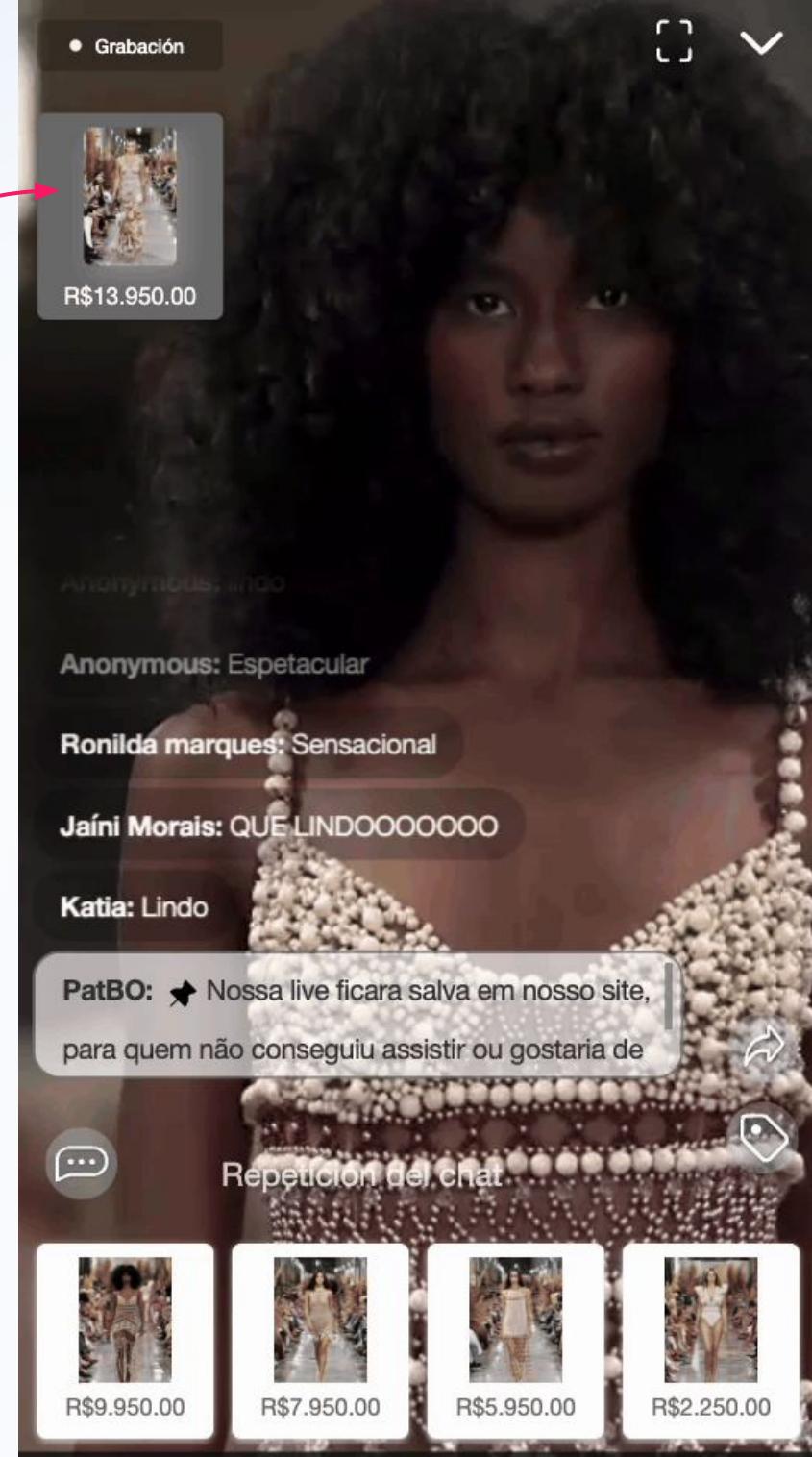
**Produtos na coleção DESFILE**  
Destaque até dois produtos simultaneamente

Pesquisar produto 

Foto	SKU	Nome	Marca
	167611	Vestido longo frente única tricoline 90's version off white	PatBO
	167617	Camisa recortes tricoline 90's version off white	PatBO
	167812	Saia midi recortes tricoline 90's version azul	PatBO
	167813	Camisa bordada tricoline 90's version off white	PatBO
	167814	Short recortes tricoline 90's version off white	PatBO

Ações 

Registros por página  1 - 5 de 13 < >



Anonymous: Lindo  
Anonymous: Espetacular  
Ronilda marques: Sensacional  
Jaíni Moraes: QUE LINDOOOOOOO  
Katia: Lindo  
PatBO: Nossa live ficara salva em nosso site, para quem não conseguiu assistir ou gostaria de

Repetición del chat

 R\$9.950,00     R\$7.950,00     R\$5.950,00     R\$2.250,00

Activate the products you want to display, allows you to simultaneously highlight up to 2 products at the same time



## PREVIEW

EVENT DETAILS

MODERATE AND INTERACT

Script to add in Template

```
<div id="nz-player"></div>  
  
<script id="nz-player-script" type="module" src="https://cdn.nizza.com/player-script/staging/nz-ps-index.js?id=704c97e5-c306-424a-8246-  
965ec269fc2e&#38;account=livestreamingdemo&#38;inactiveSidebarProducts=true&#38;inactiveProductsCarousel=false&#38;inactivateChat=true&#38;inac-  
tivateLike=true&#38;inactivateViewers=true&#38;isInfinite=true&#38;time=10&#38;pdp=false&#38;kuikpay=false&#38;quickView=true"></script>
```

- Cms template  
 External template

PREVIEW

At the bottom of the event detail page you will find a button called: “Preview” which will allow you to view the entire component (Player, Chat, Product Side Bar) in a new tab.

The screenshot shows a live streaming interface. On the left, there's a sidebar with three product cards:

- Electric microwave oven**: \$400.00, \$240.00. **ADD TO CART** button.
- Peanut butter**: \$38.00, \$22.80. **ADD TO CART** button.
- Tosh Oats**: \$10.00. **ADD TO CART** button.

In the center, there's a large blue video area labeled "LIVE". In the top right corner of the video area, there's a notification icon showing "1" and a "Chat" icon.

On the right side, there's a "Chat" sidebar with a message input field that says "a comment" and a "GIF" button.

A red curved arrow points from the "PREVIEW" button in the top-left corner of the image to the "Chat" sidebar on the right side of the live stream interface.



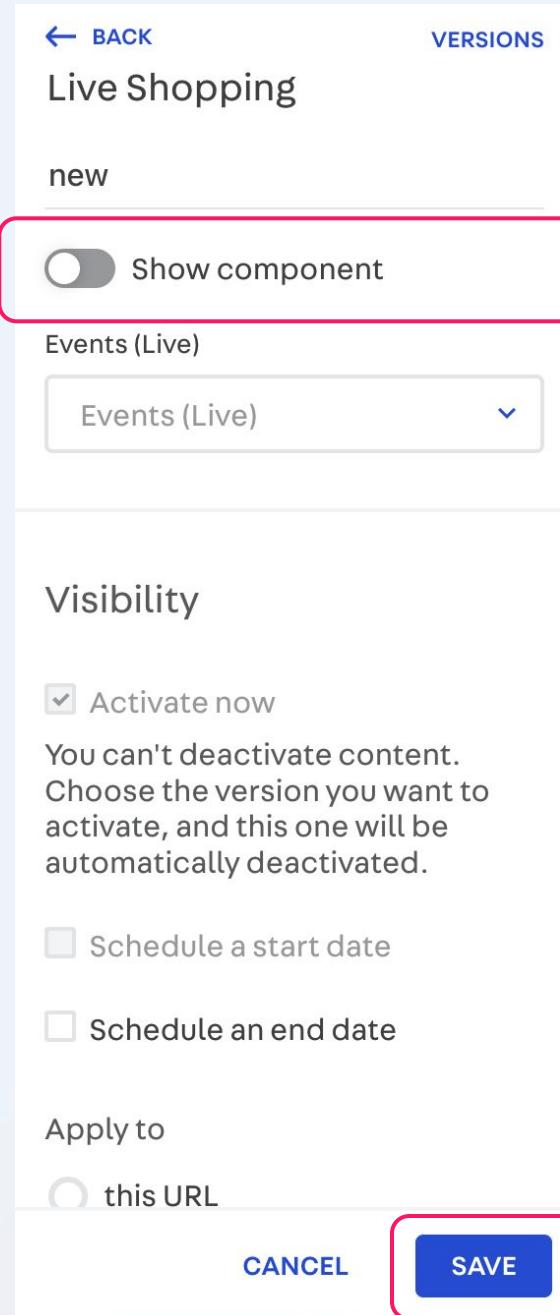
Live shopping | Onboarding

# Finalizing event

# 15. HIDE AND REMOVE THE LIVE SHOPPING COMPONENT

MODERATE AND INTERACT

Once the event has ended, the first step is to hide and remove the Live Shopping component so that it is no longer visible on the website. Ideally, a farewell image should be displayed while the cache updates and the component is hidden.



For VTEX IO, you need to go to the Site Editor, locate the Live Shopping block, deactivate the 'Show Component' option, and click 'Save'

For CMS and Headless accounts, the Live Shopping script should be deleted, and then click 'Save'. Once done, the component will be removed

```
<!DOCTYPE html>
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Modelo Vtex</title>
<vtex:metaTags />
<vtex:template id="commonStyles" />
<meta name="viewport" content="width=device-width, initial-scale=1.0" />
</head>
<body id="home-page">
<div class="page">
<vtex:template id="Header" />
<h2>LIVE SHOPPING!</h2>
<div id="nizza-player"></div>
<script id="nizza-player-script" type="module" src="https://cdn.nizza.com/player/prod/nz-index.es
<!-- PRUEBAS -->
<h2>SSV Playlist Jose Staging</h2>
```

# 16. END TRANSMISSION

## Use another broadcast studio

If you are using another broadcasting studio, you should end the transmission from that studio.

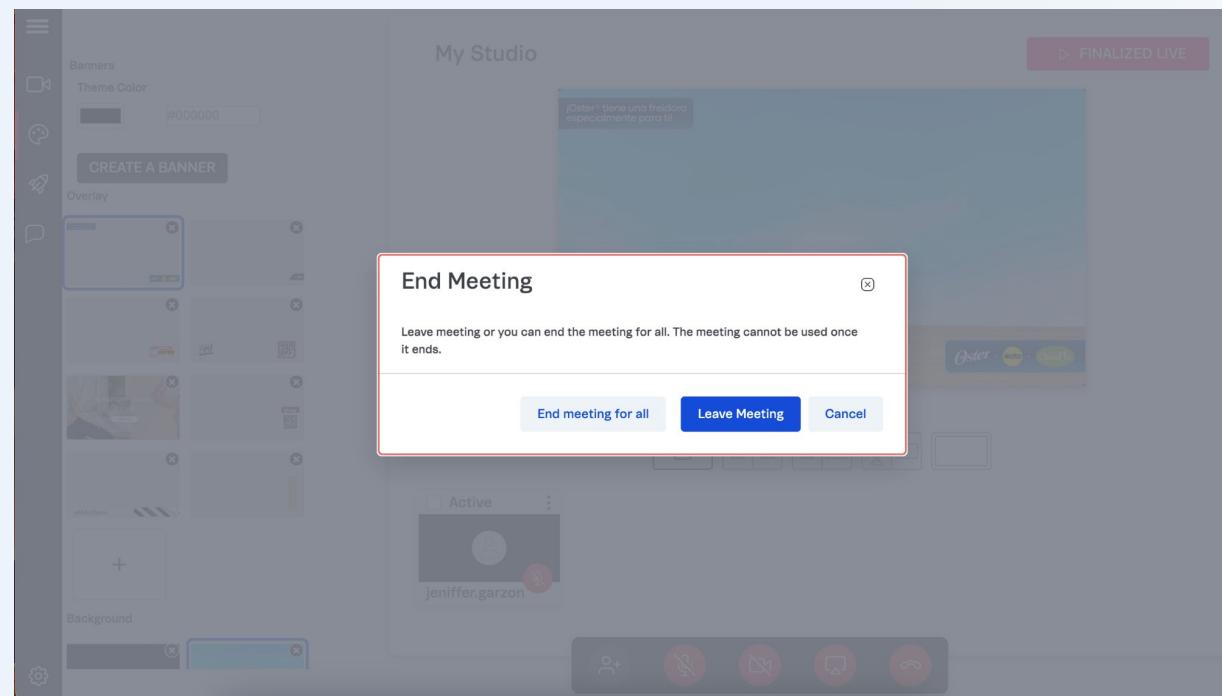
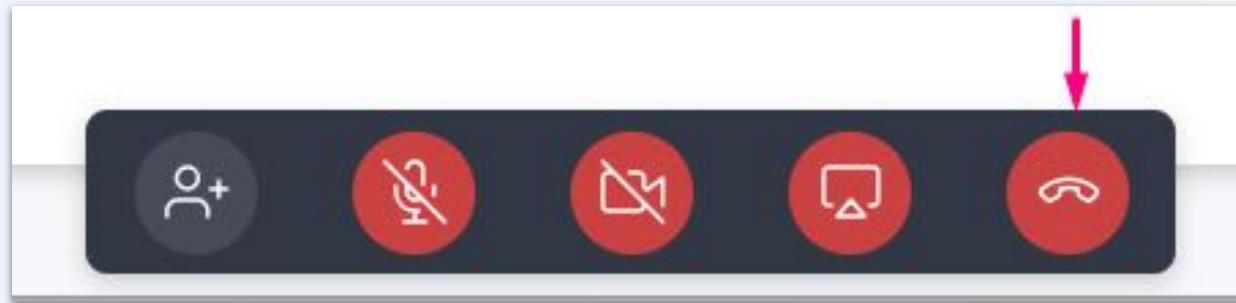
## Use our broadcast studio: BUNDLE

If you are using our broadcasting studio, the process to end the transmission is as follows:

1. Click on the 'End Live' button.
2. A confirmation modal will appear; click YES.
3. A confirmation modal will appear, asking if you wish to automatically finalize the event in the VTEX admin. If you confirm in the modal, the event will be automatically finalized in the admin. If you select 'Cancel' the event will not be finalized in the admin
4. After a few seconds, a message will appear indicating that the broadcast is complete, and the button will automatically change to 'Finalized Live'.
5. Once the broadcast is finished, the player will turn black for all users still viewing the component



# ⚠ How to properly exit the **Bundle** without ending the live stream



To exit the Bundle correctly, follow the steps based on what you want to do:

1. If you want to continue broadcasting and leave the Bundle, it's best to close the Bundle window or click on the hang-up button and then select 'End call'.
2. If you have finished the broadcast and want to exit completely, click on the hang-up button, and in the modal window, select the 'End for all' button. This will remove the Bundle.

**Important:** Be very careful. If the broadcast is active and you do not want to stop it, do not click on the 'End meeting for all' button, as this will not only remove other participants from the broadcast but also end the broadcast completely. If you decide to end it, you will not be able to resume it from the same Bundle; you will need to use another broadcasting app or create a new event and set it up again.



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# Analytics & downloads

# Quick view of your activity

CONTINUE MONETIZING

## Events

You will find a list of events in your account, sorted from most recent to oldest. With event name, date, status and details.

## Usage

Here is a summary of your plan and the consumption of the month, with the additional viewers to have a better control

The screenshot shows the VTEX Livestreaming dashboard interface. At the top, there is a header with the brand logo, a search bar labeled "Search VTEX", and user profile icons. Below the header, the main content area is divided into two main sections: "Events" and "Usage".

**Events Section:** This section displays a table of events. The columns include "Event Name", "UTM Source", "Date", "Status", and "Action". The "Action" column contains three buttons: a blue arrow, a red "Finalized" button, and a blue chart icon. A red box highlights the blue chart icon for the first event, and a red arrow points to it from the left side of the image. The table lists five events, all of which are marked as "Finalized".

Event Name	UTM Source	Date	Status	Action
testpao130624	testpao130624	2024-06-14	Finalized	[Blue Arrow] [Red Finalized] [Blue Chart]
LS Event 5	LS_Event_5	2024-06-13	Finalized	[Blue Arrow] [Red Finalized] [Blue Chart]
LS Event 4	LS_Event_4	2024-06-13	Finalized	[Blue Arrow] [Red Finalized] [Blue Chart]
LS Event 3	LS_Event_3	2024-06-13	Finalized	[Blue Arrow] [Red Finalized] [Blue Chart]
LS Event 2	LS_Event_2	2024-06-12	Finalized	[Blue Arrow] [Red Finalized] [Blue Chart]

**Usage Section:** This section provides a summary of usage for the "Plan Pro livestreamingdemo". It includes three metrics with progress bars:

- Minutes consumed:** 511 Availables / 489 / 1000
- Downloaded video recordings:** 15 Availables / 0 / 15
- Number of viewers exceeded:** 0

# EVENT SUMMARY

CONTINUE MONETIZING

## Engagement KPI

### Unique viewers

Number of total unique users classified by type of device and browser.  
Browser and Device with 5 seconds or more viewing on the live component.  
The metric ends at the end of the live broadcast.

### Total viewers

Total number of users that entered the live stream, counted by connections.  
User refreshes the page, counts as a new connection.  
User enters a new tab or in a different browser, each of these actions  
counts as a new connection.

### Average of viewers

Average time (minutes) that a viewer spends viewing the live page

### Unique likes

Number of total unique users classified by type of device (desktop or  
mobile) who liked the Live

### Total Likes

Number of likes on the live, adding up all the clicks of all the users on the  
live

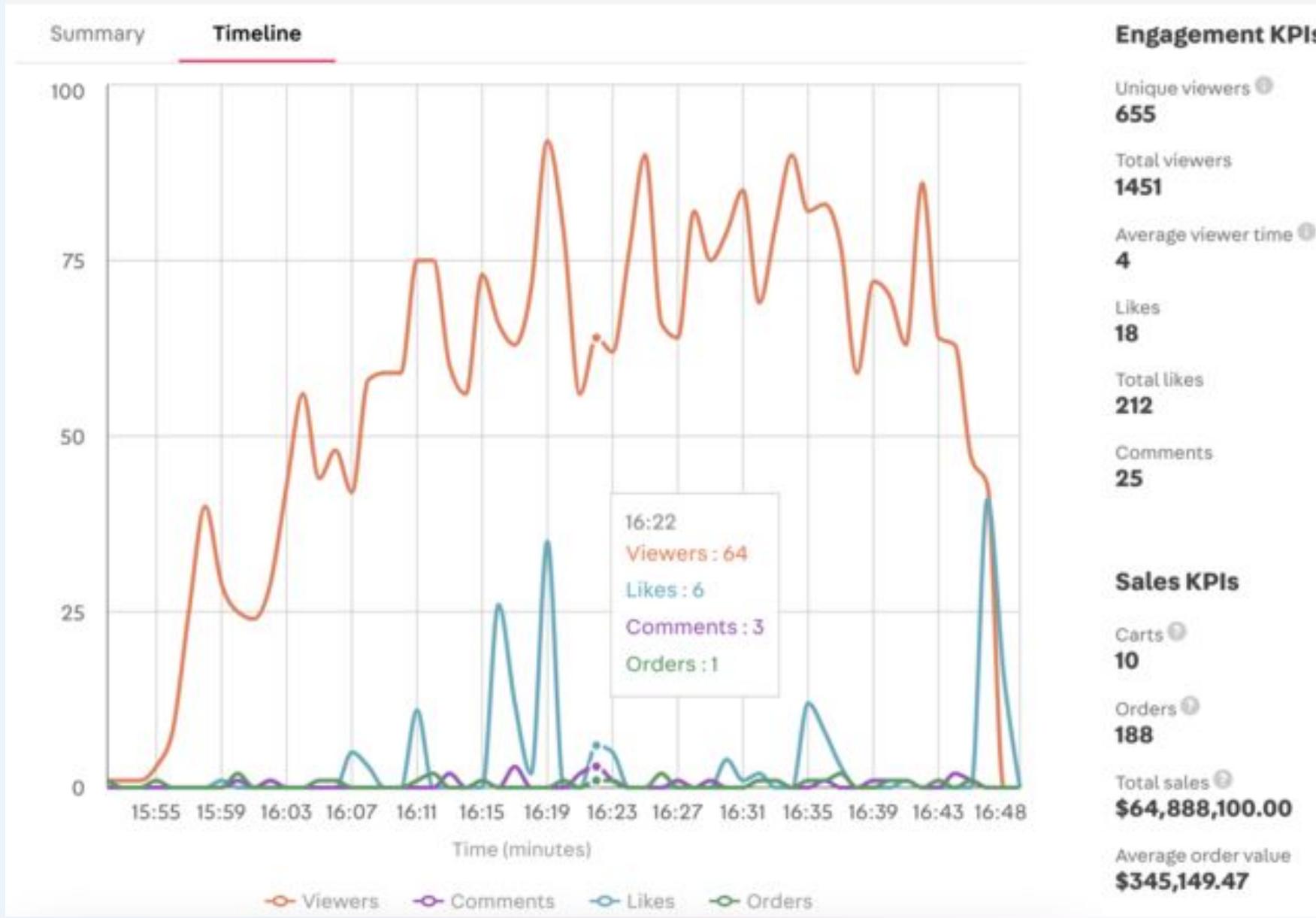
### Comments

Number of comments in the live chat, adding up all the comments of all the  
users in the live chat

We are able to track the event's performance over time and identify important aspects for the merchant.



# TIMELINE



## Sales KPIs

### Carts

Number of carts created from the “Add to cart” highlight, product sidebar and live carousel, one cart is created per user (browser and device)

### Orders

1. Live Shopping orders are defined by the range of specific dates between the beginning and the end of the live, adding 5 hours after the end of the live broadcast; containing at least one product of any of the collections used in it.
2. The filters we use are: "invoiced", "payment-approved", "ready-for-handling", "handling"

You can download the order IDs



### Total sales

Total order value in the store's current currency

### Average order value

Number of orders / Total value of orders

# FINALIZING EVENT

CONTINUE MONETIZING

Download the event recording, chat history

The screenshot shows the VTEX platform interface with the following components:

- Left Sidebar:** Includes sections for Shipping, Marketplace, Apps, EXTENSIONS HUB (App Store, App Management), INSTALLED APPS (Audit, Satisfaction Survey), PERSONAL SHOPPER (Calls, Analytics, Settings), and LIVE SHOPPING (Events). The **Events** button is highlighted with a red border.
- Header:** Shows the store name **livestreamingdemo**, a search bar, and navigation links for Visit Store, Notifications, Help, and Profile.
- Events Section:** Titled **Events**. It displays a table of events with columns: Event Name, UTM Source, Date, Status, and Action. The table contains the following data:

Event Name	UTM Source	Date	Status	Action
testpao130624	testpao130624	2024-06-14	Finalized	→
LS Event 5	LS_Event_5	2024-06-13	Finalized	→
LS Event 4	LS_Event_4	2024-06-13	Finalized	→
LS Event 3	LS_Event_3	2024-06-13	Finalized	→
LS Event 2	LS_Event_2	2024-06-12	Finalized	→

- Modals:** Three modals are shown:
  - Grabación del evento**: Shows a message "Grabación disponible, descárgala o recíbelas en tu correo electrónico." and a **DESCARGAR** button (highlighted with a red border).
  - Chat**: Shows a message from **FUNCHAL** with the coupon code **VTEXLS**.
  - A small modal in the top right corner shows a download icon and a user profile icon.

Red arrows point from the **Events** table to the **Grabación del evento** and **Chat** modals, indicating the flow of actions from the main list to these specific download and communication features.



Live shopping | Onboarding

# Additional functionalities Continue monetizing

# GLOBAL PAGE

CONTINUE MONETIZING

The screenshot shows the VTEX Admin interface for managing a global page. On the left, there's a sidebar with sections like 'livestreamingdemo', 'Global page' (selected), 'Settings', 'Sections' (with checkboxes for 'Live Events', 'Past Events', and 'Future Events'), 'Lives' (with filters for 'Active', 'Inactive', and 'All'), and 'LIVE SHOPPING' (with 'Events' and 'Block list of words' sections). A red arrow points to the 'Global page' section in the sidebar. On the right, there's a preview window showing a live stream from H-E-B. The stream features two women decorating a Christmas tree. The interface includes a product list on the left, a chat window on the right, and a 'Categorías' section with a 'Alimentos' category. Below the preview, there's a 'Transmisiones anteriores' (Previous transmissions) section with thumbnails for past live events. At the bottom, there's a table for managing past lives, with columns for 'Enabled', 'Thumbnail', 'Description', 'Category', and 'Action'. One row in the table has a checked 'Enabled' box and a checked 'Thumbnail' box.

It's a library where you could display past, present, and upcoming events associated with your account, enabling enhanced engagement and sales opportunities even after the events have concluded.

What actions can be done from the admin?

- Implementing the Global Page
- Edit & organize Categories (filter easier)
- Hide or Show Past Lives
- Trim Past Lives

[Documentation](#)

The screenshot shows the VTEX app interface. On the left, there's a sidebar with various icons and sections: HUB DE EXTENSIONES, APPS INSTALADAS, and a LIVE SHOPPING section containing Eventos, Palabras Bloqueadas, and Página global (which is highlighted with a red box and a number 2). Below these are Grabaciones and a gear icon. At the top right, there's a search bar (Buscar en VTEX), a 'Visita la tienda' button, and some notifications. The main content area is titled 'Página global'. It has a 'Sections:' section with checkboxes for Live Events, Past Events, and Future Events, all of which are checked. Below this is an 'Embed:' section with a callout bubble containing a numbered step 3. The bubble says 'Clic in the box to copy the embed code an use it in you website' and contains the following code:

```
1 <iframe  
src="https://platform.nizza.com/g10  
bal-page/grid0" title="Global Page  
grid0"></iframe>
```

## • Implementing the Global Page

To implement the global page on a landing, follow these steps:

1. Go to the section called 'Global'.
2. Find the corresponding iframe.
3. Embed the iframe in the landing at the desired location

# GLOBAL PAGE

- **Implementing the Global Page**

**Página global**

Sections:

- Live Events
- Past Events
- Future Events

Embed: Clic in the box to copy the embed code an use it in you website

```
<iframe src="https://platform.nizza.com/global-page/grid0" title="Global Page grid0"></iframe>
```

- ✓ For CMS and Headless VTEX accounts

```
<iframe id="LivePage" title="Live Page"
src="https://platform.nizza.com/global-page/{{account}}" width="1920"
height="1000"></iframe>
```

- ✓ For IO VTEX accounts

Take the iframe and add it as a block, example:

```
"iframe#live-page": {
  "props": {
    "src": "https://platform.nizza.com/global-page/{{account}}"
  },
  "width": "1920",
  "height": "1000",
  "title": "Live Page"
}
```

- This block should be added to the store, preferably on a landing page.

- ✓ {{account}} should be replaced with the name of the store

The screenshot shows the Global Page interface. On the left, there's a sidebar titled "Filters" with sections for "Category" (General, Baby, Electronics, Fashion and Beauty, Food), "Status" (Active, Past, Live, Future, Enabled), and checkboxes for "Active" and "Enabled". A red circle with the number "1" is on the "Category" section. A large red arrow points from the "Event category" dropdown in the "New Event" form below up to this sidebar. The main area lists recordings with columns for "Thumbnail", "Description", and "Category". The first recording is "Live Brastemp" (Category: General). The second is "Live Brastemp\_Band Oficial" (Category: General). The third is "Live Brastemp Oficial" (Category: General). The fourth is "Live Commerce 27II23" (Category: General).

- **Edit & organize Categories (filter easier)**

1. To filter past, future, or current events, you can use the following criteria:
  - Category: Filter events by category, which is assigned when the event is created and can be modified in this section (see next slide).
  - Status: Choose between the active, inactive, or all states.
2. To change the category, simply select the desired category next to each recording, and it will update automatically. This helps categorize the recordings on the Global Page landing

The screenshot shows the "New Event" form. It includes fields for "Event name" (Required), "UTM source" (Required), "Collection ID" (Optional), and "Event category" (General). A red arrow points from the "Event category" dropdown in this form down to the "Event category" dropdown in the "Global Page" list view below.

The screenshot shows the Global Page interface again. A red circle with the number "2" is on the "Category" column header. A large red arrow points from the "Event category" dropdown in the "New Event" form above down to this header. The list of recordings is identical to the one in the top screenshot, with the "Category" column now showing the selected categories for each recording.

The screenshot shows the VTEX Global Page interface. At the top, there's a navigation bar with tabs for 'Past', 'Live' (which is selected), and 'Future'. Below this is a table with columns for 'Enabled', 'Thumbnail', 'Description', 'Category', and 'Action'. A specific row is highlighted with a checkmark in the 'Enabled' column, a thumbnail image, the description 'Live Brastemp', the date '2025-03-12', the category 'General', and an 'Edit' button in the 'Action' column, which is enclosed in a red box. A large red arrow points from this 'Edit' button down to the editing interface below. The main area is titled 'Página global' and contains a video player showing a woman speaking. To the right of the video player are controls for 'Start' (00:00:00) and 'End' (01:08:52), also enclosed in a red box with a red number '3' above it. Below the video player is a timeline with several preview frames, with a blue control handle at the 01:08:52 mark, enclosed in a red box with a red number '4' above it. To the right of the timeline is a pair of scissors icon. At the bottom are 'Cancel' and 'Save' buttons.

## • Cut the recordings

You can trim live recordings, which allows you to view it properly on the landing page(Global Page) and also download it

To do so, follow these steps:

1. Click on the pencil icon to edit.
2. You will enter the editing module where you can trim the recording.
3. You can trim by specifying the exact minutes you want to cut
4. or Use the blue control to move and visualize the exact minute for trimming.
5. Once you've made the adjustments, click 'Save,' and you're done.

This way, you will have successfully trimmed the recording

# SNACK SIZE VIDEOS

CONTINUE MONETIZING

Reuse your content to create a more dynamic website, with this functionality you can edit your recordings and continue giving it exposure as short clips

What actions can be done from the admin?

- Create, configure and delete Snack Videos from an Event
- Create, configure and delete Home Reel Carousel
- Upload videos, edit and create snack videos for the page
- Assign to home page or PDP

📌 [more details](#)

The screenshot shows the VTEX Admin interface with the following elements:

- Top Bar:** Includes the VTEX logo, user profile, and navigation links like "Visit Store", "Search", and "Help".
- Left Sidebar:** Shows sections like "LIVE SHOPPING", "Events", "Block list of words", "Global page", and "Snack Size Videos" (which is highlighted with a red arrow).
- Main Content:** A table titled "Snack size video" listing short videos. The table includes columns for "Name", "Created date", and "Viewable in store". Each row shows a thumbnail, the video name, its creation date, and a status indicator (Active).

Name	Created date	Viewable in store
SuperDeal 331PromotionCoupon1	5/20/2024	Active
Spray N/A	5/9/2024	Active
Rubor N/A	5/9/2024	Active
Crema N/A		
Sombras metalicas N/A		
Recipiente de cocina N/A		
Iluminador N/A		
Chaqueta N/A		
Sombras N/A		
Como aplicar crema vtex-connect		
- Right Side:** A preview of a mobile device displaying a product page for "Zapatillas Nike Pegasus Trail 3". The page includes a search bar, navigation menu, product image, price, and a video player in the bottom right corner.

# SNACK SIZE VIDEOS (REELS)

## REQUIREMENTS

1

To display the Snack Size on the pdp, you must:

In the store-theme:

Find the block `store.product` and add a new children called `livestreaming-snack-size-videos`

2

The snack sizes will be created using recordings of past events carried out in live shopping, therefore you must have events created where a transmission has been carried out, so that these appear in the search for recordings (Slide 9)

**Note:** This must be done only once and allows the Snack Sizes Video to be displayed on the pdp automatically

```
"store.product": {  
  "children": [  
    // .....  
    "livestreaming-snack-size-videos",  
    // .....  
  ]  
}
```

# SNACK SIZE VIDEOS (REELS)



## DISPLAYING SNACK SIZES VIDEO

For VTEX CMS accounts, if Snack Size Videos applications do not appear in the store, validate that the div/component element and the script were added to the template. You can inspect the elements and look for the relevant IDs. If they do not appear, it means that they were not added to the template.

✓ Para Snack Size Videos -> <nz-ssv-legacy>

The screenshot shows the VTEX CMS Elementos panel with the code editor open. A red arrow points to the opening tag of a component, and another red arrow points to the closing tag of a script block. The code includes components like 'nizza-player' and 'personal-assistant', and scripts for tracking and thickbox functionality.

```
<!-- NIZZA -->
<div id="nizza-player"></div>
<!-- SNACK SIZE VIDEOS -->
...
<div id="nz-ssv-legacy" variant="carousel" playlist-id="01HTRAWSPW1AF8WYW6HPMMN71Q">...</div>
<!-- PERSONAL ASSISTANT -->
▶ <pa-widget-legacy>@@</pa-widget-legacy>
<!-- PERSONAL SHOPPER V1 -->
<!-- <div id="personal-shopper" /> -->
<div id="extra-footer-top"></div>
▶ <footer class="footer">@@</footer>
<div id="extra-footer-middle"></div>
▶ <div class="copy-right text-center">@@</div>
<div id="extra-footer-bottom"></div>
</div>
<script language="javascript" src="https://leidygiraldo.vteximg.com.br/scripts/track.js?v=1.0.0.0" ...
<script language="javascript" src="https://leidygiraldo.vteximg.com.br/scripts/thickbox.js?v=1.0.0.0" ...
<script language="javascript" src="https://leidygiraldo.vteximg.com.br/scripts/json2.js?v=1.0.0.0" ...
<script language="javascript" src="https://leidygiraldo.vteximg.com.br/scripts/vtex.viewpart.call...
<script language="javascript" src="https://leidygiraldo.vteximg.com.br/scripts/vtex.viewpart.ajax...
html.js-focus-visible body#home-page.home.page-done div.page nz-ssv-legacy
</div>
```

# SNACK SIZE VIDEOS (REELS)

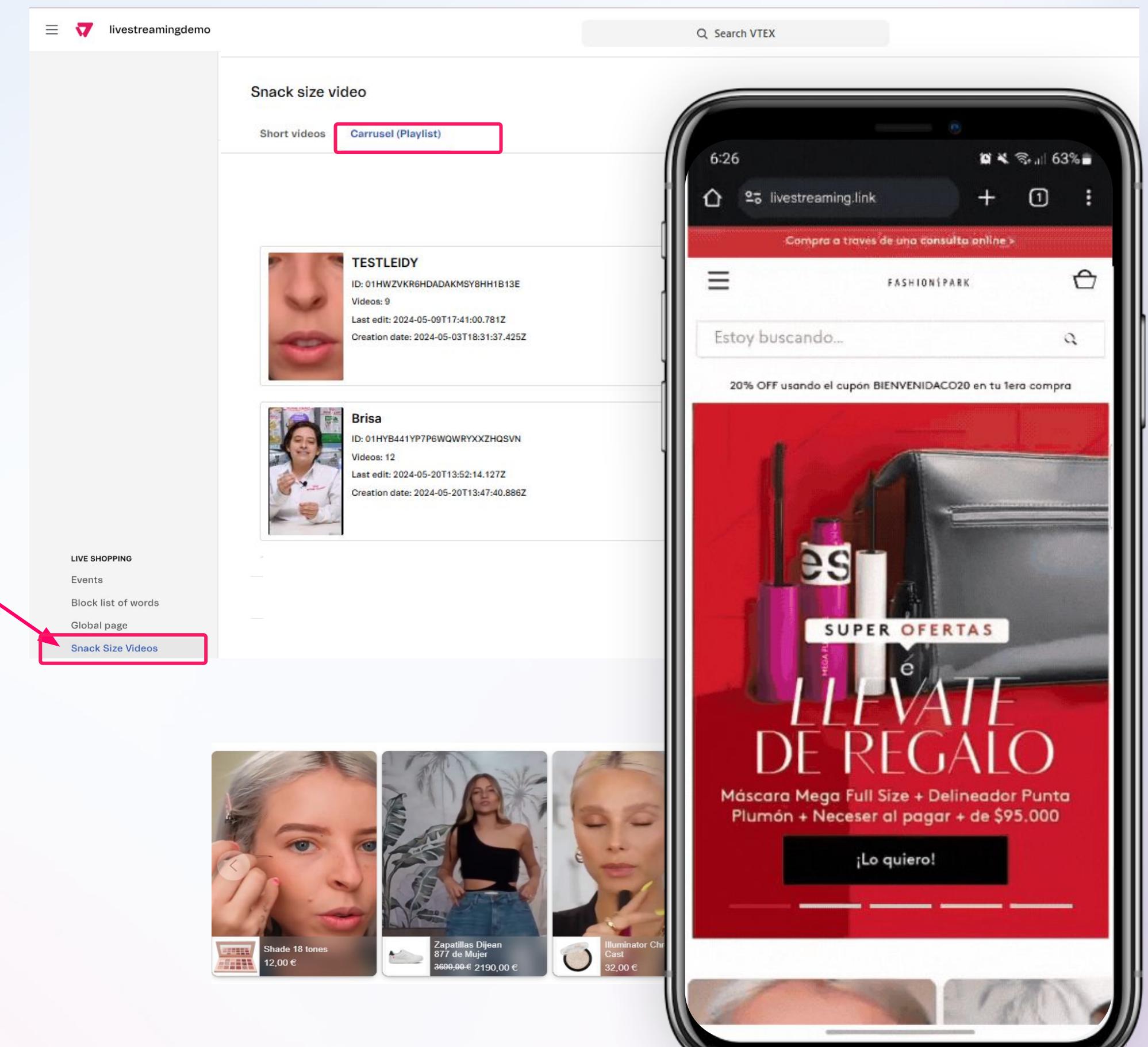
CONTINUE MONETIZING

## Homepage Carousel

Implement the preferred navigation method for consumers, create reels to present products organically and increases conversion

What actions can be done from the admin?

- Create, configure and delete Snack Videos from an Event
- Create, configure and delete Home Reel Carousel
- Upload videos, edit and create snack videos for the page
- Assign to home page or PDP



# SNACK SIZE VIDEOS (REELS)

## CAROUSEL IN HOME PAGE

### Updated feature

The Snack Size Video feature, initially as a `reel` view in the PDP, has now been enhanced to include a `carousel` view that can be used on the store home.

Configuration steps:

- 1 Locate the home block

Inside your store-theme, locate the `store.home` file where you will embed the Snack Size video block.

- 2 Insert the video block with a unique ID

Add the block `livestreaming-snack-size-videos` to your home page layout with a unique identifier (for example, `livestreaming-snack-size-videos#home`). This differentiates it from the PDP configuration.

- 3 Configure the block with the new variant

Configure the block with the new `carousel` variant as shown below:

```
"livestreaming-snack-size-videos#home": {  
  "props": {  
    "variant": "carousel"  
  }  
},
```

**Note:** This must be done only once and allows the Carousel to be displayed at home automatically

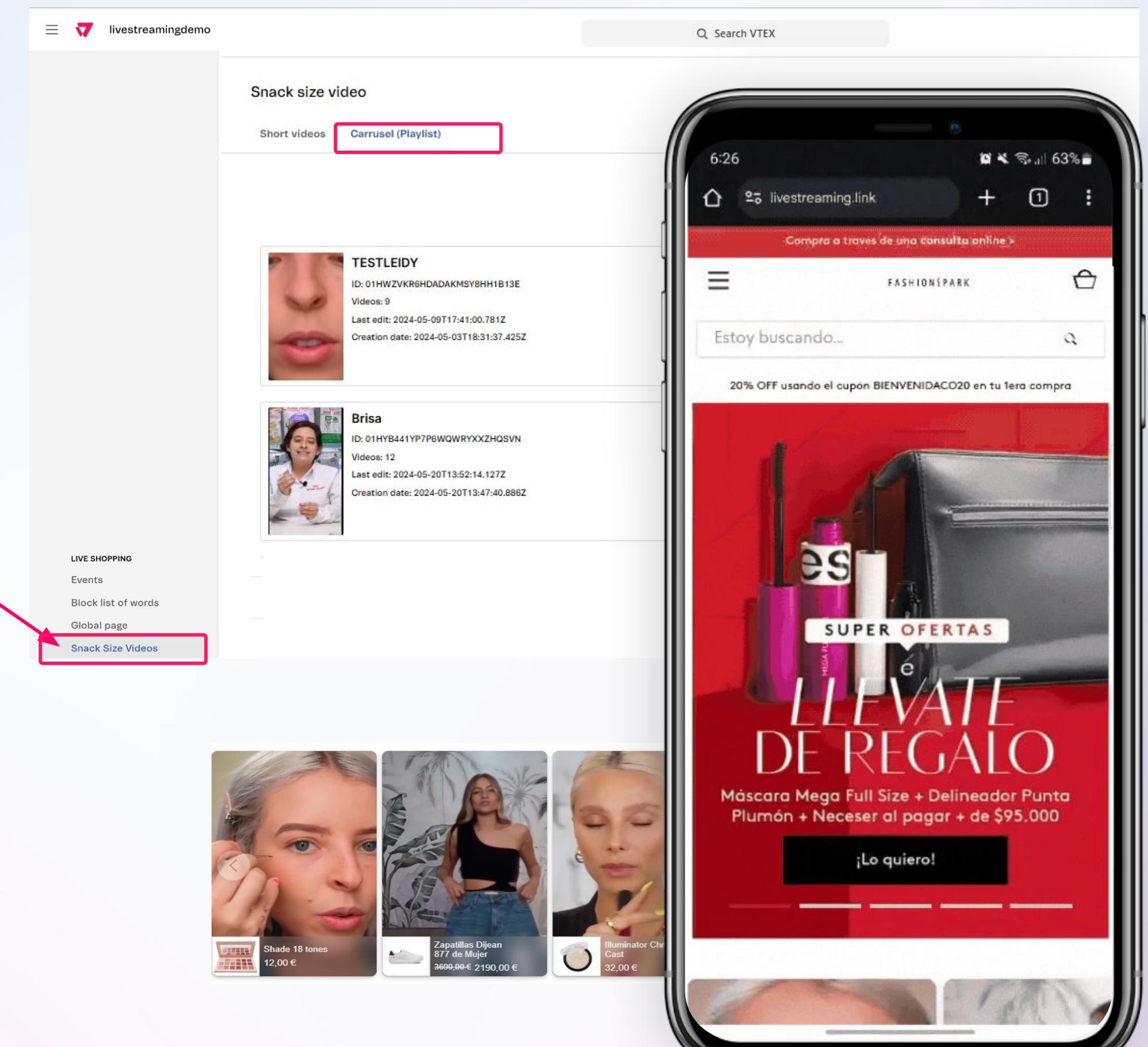
# SNACK SIZE VIDEOS (REELS) HOMEPAGE CARROUSEL

CONTINUE MONETIZING

Implement the preferred navigation method for consumers, create reels to present products organically and increases conversion

What actions can be done from the admin?

- Create, configure and delete Snack Videos from an Event
- Create, configure and delete Home Reel Carousel
- Upload videos, edit and create snack videos for the page
- Assign to home page or PDP

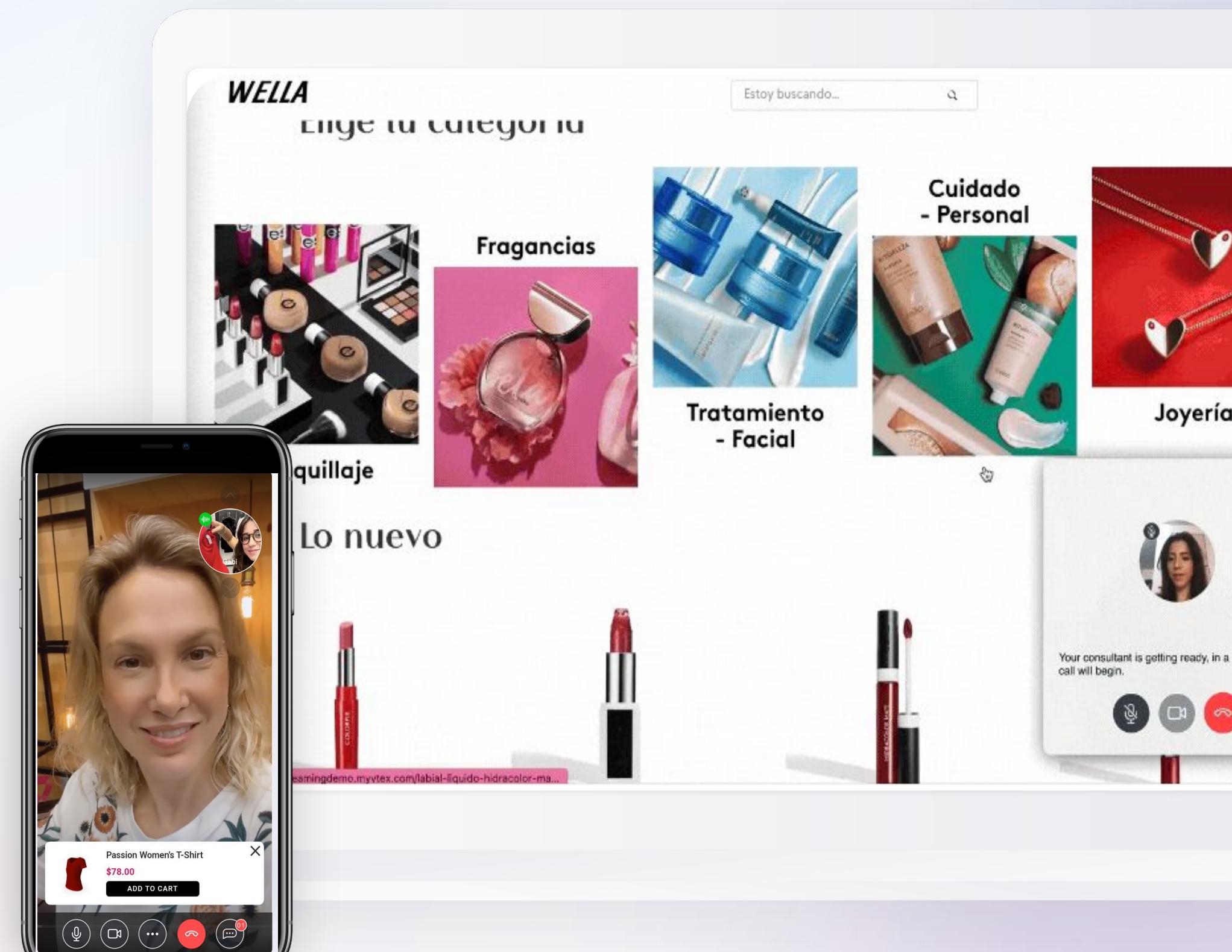


CONTINUE MONETIZING

## PERSONAL SHOPPER

Offer the personalized service your customers want through live video consultations with experts.

📌 [Documentation](#)





Live shopping | Onboarding

# FAQ

If you have more questions, drop them here



# These are some recurrent questions we have had for the usage of the tool

## BUNDLE

1. To make bundle adjustments, does the event have to be live? Does this take time?  
A: Yes, [The event must be on, meaning the status is "Live" in the event details](#), but not necessarily streaming., but this does not affect the minutes in your account.
2. When I enter Bundle, do the live minutes start counting?  
A: No, they start counting from the moment you click the "GO Live" button // start transmission. .
3. Can I end the stream and resume it later?  
A: No, after clicking "Go Live," the event starts, and once it ends, you cannot resume or restart it. You must create a new event.
4. Can we add more than one logo, or would it be better to create a specific overlay asset with the multiple logos we'd like to display?  
A: If you want to have several logos within the transmission it is better to make an overlay, a png-type graphic piece where you can place all the logos,
5. Microphone: We'll likely use two iPhones for filming, but we'll also be using one or two separate microphones. How can we connect an external microphone?  
A: Ensure the microphones are plugged into the computer that's running the transmission studio. It's crucial to check the transmission studio's settings and confirm it's recognizing the microphone.
6. Our brand has an international audience. Is it possible to have automatic subtitles in English overlaid on the live stream?  
A: No, VTEX's Live Shopping App does not have this functionality
7. Cameras: Is it possible to manage and how can we use more than two cameras during the session?  
A: Yes, you can create up to 10 users in our [transmission studio](#), and you can define them as you wish: 5 cameras and 5 microphones connected from different devices.

## ADMIN & CONFIGURATION

1. Can I change the collection during the broadcast?  
A: Yes, you can change it. During the broadcast, [go to the event's edit icon](#), which is currently active and is broadcasting.
2. Why isn't the product sidebar loading?  
A: It could be because the collection was modified hours before the broadcast started. It's extremely important that the creation and/or modification of the collection is done a day before
3. Can I change the layout of the event when it's live?  
A: [During the broadcast, you can change the layout, and it will automatically update on the website](#). However, if you want to change the layout in our streaming studio during the broadcast, it's not possible. You'll need to create a new event to do so.
4. Why isn't the featured product section loading from the admin?  
A: Due to inactivity, the section is blocked to prevent unintentional actions during the broadcast. Therefore, you just need to refresh the page or open it in a new tab and you'll be able to use it without any issues.

## POST EVENTO

1. How long does it take to download the live recording?  
A: It depends on the length of the live stream, but after 1 hour you can download normally.
2. What happens if I end the stream and don't remove the component?  
A: A black screen appears in the player, and the event recording will immediately start playing.



Live shopping | Onboarding

# Attachments

# Attachment #1

Customizing styles



EVENT DETAILS

## Customization

You are able to customize the elements of the application according to the brand image, in a **simple and quick way**.

We recommend that ideally the configuration and customization should be done before selecting the event in the site editor, starting the live and making it visible on the web site; because to visualize the changes on the user's side, the page where the transmission is being shown must be refreshed.

To access the module, enter the event detail and when the event is on the following button will be activated: "Customize look and feel". When clicked, you will enter the **customization module**

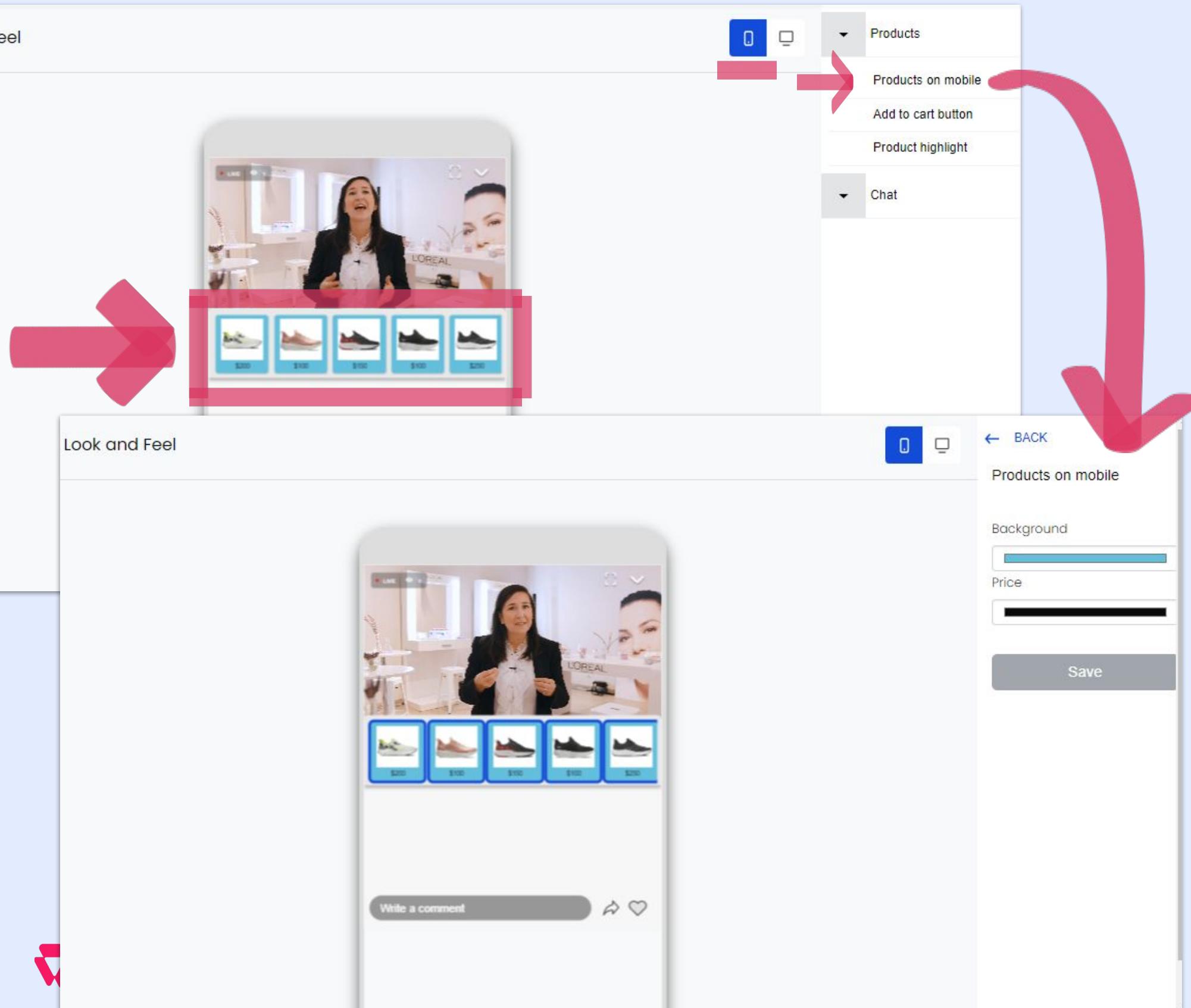


EVENT DETAILS

When entering **customization module** you will find two visuals: **Mobile** and **Desktop**; By selecting each of them you will be able to configure and customize the components of these views.

In each of these visuals you will be able to customize the **product** and **chat** sections

The screenshot shows the VTEX Live Shopping customization module interface. On the left, a sidebar lists various modules: Live Shopping (Events, Block list of words, Global page, Personal Shopper), MARKETPLACE (Sellers, Integrations, Marketplace Network), ACCOUNT SETTINGS (Account Management, Billing, Authentication, Satisfaction Survey, Apps). The main area is titled "Look and Feel" and displays a "List of products" section with a thumbnail of a white sneaker labeled "Tênis Olympikus Corre Vento Unissex" and a price range from \$400 to \$200, with an "ADD TO CART" button. To the right is a video feed of a woman speaking in a studio setting, with a "LIVE" indicator. Below the video are social sharing icons and a "Write a comment" input field. A red arrow points down to the "Mobile" view icon in the top right corner of the main content area. Another red arrow points left from the "Mobile" icon towards the "Chat" section header.

EVENT  
DETAILS

## Customization: Mobile

In the **Mobile** view in the **Products section**, you can edit:

- **Mobile Products:** You will be able to customize the background, i.e. the **background** of the cards of each product and the **color of the price of each product**.

**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized.

EVENT  
DETAILS

The screenshot shows a product page for a black leather jacket. On the left, there's a large image of the jacket, its price (\$2,000.00), and a color selection dropdown with 'Black' and 'Pink' options. Below that are size options 'XS', 'S', 'M', and 'L'. A 'BUY NOW' button is at the bottom. To the right, there's a mobile phone mockup showing a video call interface with a woman. The top navigation bar has 'Products' and 'Chat' sections. A red arrow points from the 'Products' section to a detailed configuration screen for the 'Add to cart button'. This configuration screen includes fields for 'Text inside the button' (set to 'EN Add to cart'), 'Background' (a blue bar), 'Text' (an empty input field), and a 'Save' button. Another red arrow points from the mobile phone mockup to the configuration screen.

## 3.2 Customization: Mobile

In the Mobile view in the Products section, you can edit:

- **Add to cart button:** You will be able to customize the text, the text color and the background of this button

It should be noted that this button in mobile, is displayed when the product has variation and is clicked on it

Please set the text in all languages; the language of the user's browser is taken



EVENT  
DETAILS

Look and Feel



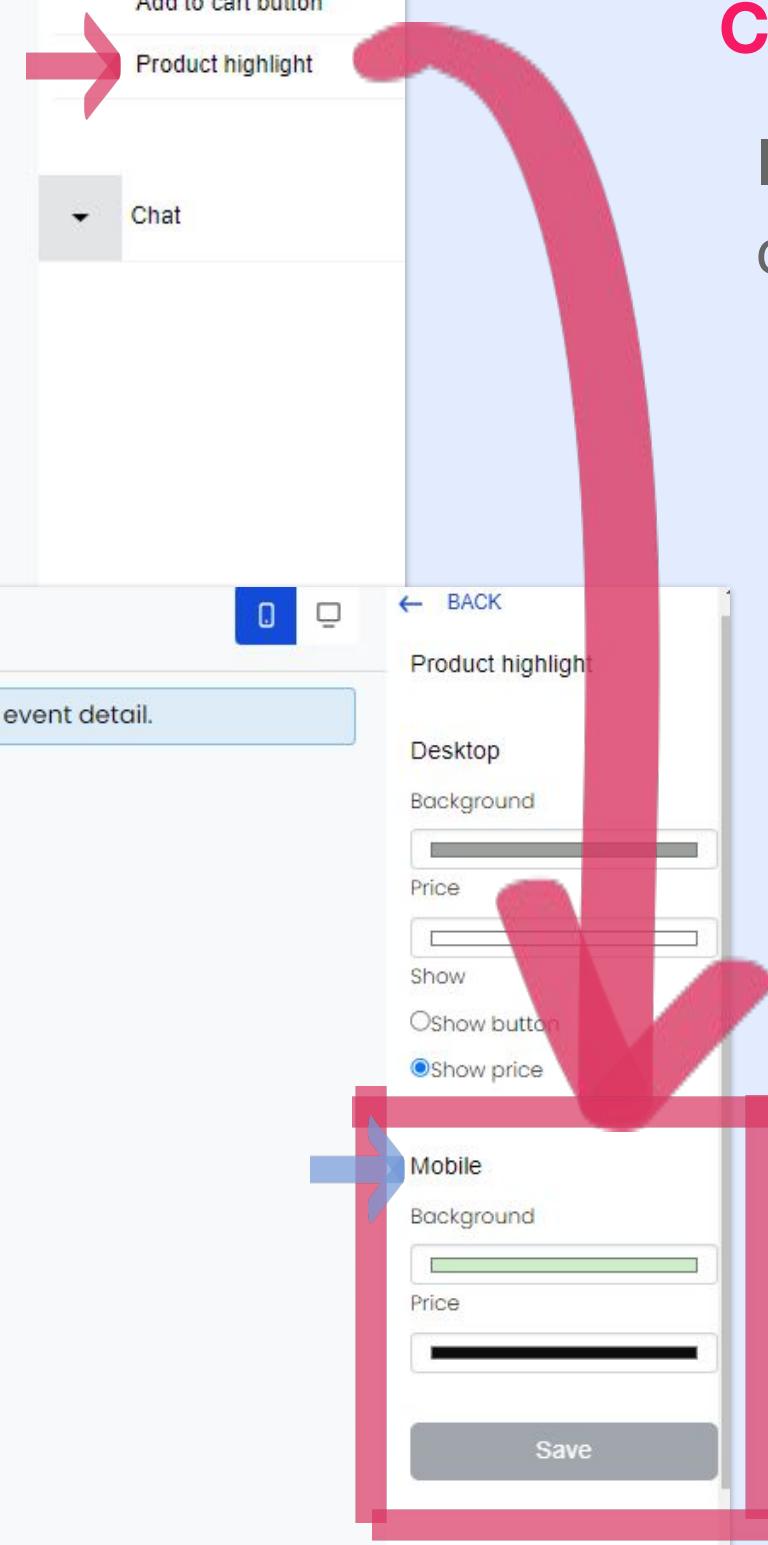
Products

Products on mobile

Add to cart button

Product highlight

Chat



## Customization: Mobile

In the Mobile view in the **Products section**, you can edit:

- **Product highlight:** At the bottom you will find the Mobile option; You will be able to customize the background i.e. the background of the highlighted product card and also the color of the text.

The highlighted product must be activated from the event detail, in the administrator, to display it in the customization module

**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized


**EVENT  
DETAILS**

The screenshot shows the VTEX event details interface. On the left, the "Live Chat" section displays a conversation between an administrator and a customer named Santiago. The administrator sends a welcome message and a discount offer. Below the messages, there's a video thumbnail of a live stream and a product catalog. On the right, the "Look and Feel" section allows customization of the event's appearance. It includes a preview of the mobile view where the administrator's message is displayed. A large red arrow points from the "Mobile" customization panel on the right towards the mobile preview on the left.

**Customization: Mobile**

In the Mobile view in the Chat section, you can edit:

- **Admin message:** at the bottom you will find the mobile version of this section, You will be able to customize the background color of the admin message and the text color of the admin message.

You will need to send a message from the administrator to be able to view the customization.

**VTEX** The Composable and Complete Commerce Platform


**EVENT  
DETAILS**

The screenshot shows the VTEX event details interface. On the left, the "Live Chat" section displays a conversation between an administrator and a customer named Santiago. The administrator sends a welcome message and a discount offer. Below the messages, there's a video thumbnail of a live stream and a product catalog. On the right, a sidebar titled "Products" has a "Chat" section open, showing "Admin message" and "Comment box" options. A large red arrow points from the "Admin message" option down to a customization dialog. This dialog, titled "Look and Feel", contains a note about previewing admin messages and shows a mobile phone preview where the administrator's message is displayed at the bottom. A red arrow points from the mobile phone preview to the "Mobile" customization section on the right. This section allows editing of background colors and message text colors for both horizontal and vertical layouts. A red arrow points from the "Mobile" section to a "Save" button at the bottom. The VTEX logo is visible in the bottom left corner.

## 3.2 Customization: Mobile

In the Mobile view in the **Chat** section, you can edit:

- **Admin message:** at the bottom you will find the mobile version of this section, You will be able to customize the background color of the admin message and the text color of the admin message.

You will need to send a message from the administrator to be able to view the customization.

## EVENT DETAILS

Look and Feel

The screenshot shows the VTEX event editor's 'Look and Feel' section for a mobile view of a live stream. On the left, a mobile device icon displays a live video feed of a woman speaking, with a small video player overlay. Below the video are five product cards. At the bottom of the mobile screen is a red-bordered 'Comment box' containing a message from 'Administrador' and a 'Write a comment' input field. On the right, a sidebar menu lists various customization options under 'Products' and 'Chat'. Under 'Chat', 'Comment box' is selected and highlighted in blue. A large red arrow points from this selection to the 'Comment box' on the mobile preview. Another red arrow points from the 'Comment now' button at the bottom of the mobile preview back to the 'Comment box' in the sidebar.

## Personalización: Mobile

In the Mobile view in the **Chat** section, you will be able to edit:

- **Message:** You will be able to customize the text that encourages user interaction in the chat.

Please set the text in all languages; the language of the user's browser is taken.

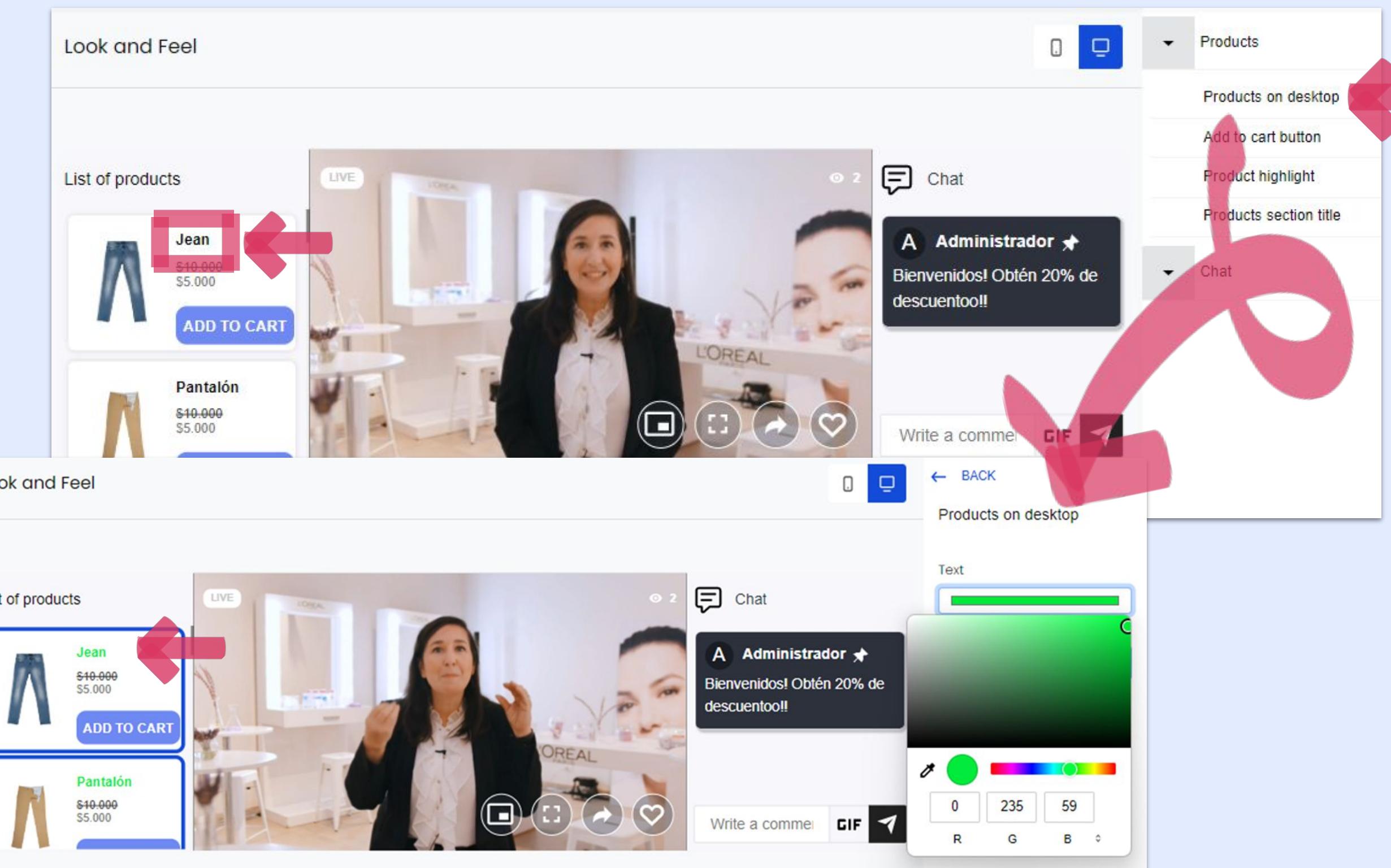
**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized.

## Customization: Desktop

In the Desktop view in the **Products** section, you will be able to edit:

- **Products on desktop:** You will be able to customize the text color of the products name

**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized.





EVENT  
DETAILS

### 3.2 Customization: Desktop

In the Desktop view in the **Products** section, you will be able to edit:

- **Add to cart button:** you will be able to customize the text, the text color and the background i.e. the background of this button. Please set the text in all languages; the language of the user's browser is taken.

**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized.

The screenshot shows the 'Look and Feel' configuration for a product list. On the left, there's a 'List of products' section with items like 'Jean' and 'Pantalón'. An 'ADD TO CART' button is visible. On the right, there's a video feed of a woman speaking, a 'Chat' section, and a 'Write a comment' input field. A large red arrow points from the text description to the 'ADD TO CART' button. Another red arrow points to the 'Background' and 'Text' customization settings on the right, which allow for language selection (EN) and color selection for the button.



EVENT  
DETAILS

## Customization: Desktop

In the Desktop view in the **Products** section, you will be able to edit:

- **Product Highlight:** At the top you will find the Desktop option. You can customize the background i.e. the **background** of the highlighted product, the **color of the price text**, and additionally you can determine whether **you want to see the price or the add to cart button**

**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized.

The screenshot shows the 'Look and Feel' configuration for the desktop view. In the sidebar, under 'Product highlight', the 'Background' setting is highlighted with a red box and a red arrow pointing to it. The 'Mobile' section is also visible. On the main screen, a product card for a shirt is shown with its price (\$5.000.00) and 'ADD TO CART' button highlighted in blue. The video player shows a woman speaking, and the overall interface is light-colored with blue and red accents.

This screenshot shows the same 'Look and Feel' configuration as the one above, but with a different product card highlighted. The 'ADD TO CART' button on the product card for the shirt is highlighted in blue, matching the one in the previous screenshot. The video player and sidebar are identical to the first screenshot.

EVENT  
DETAILS

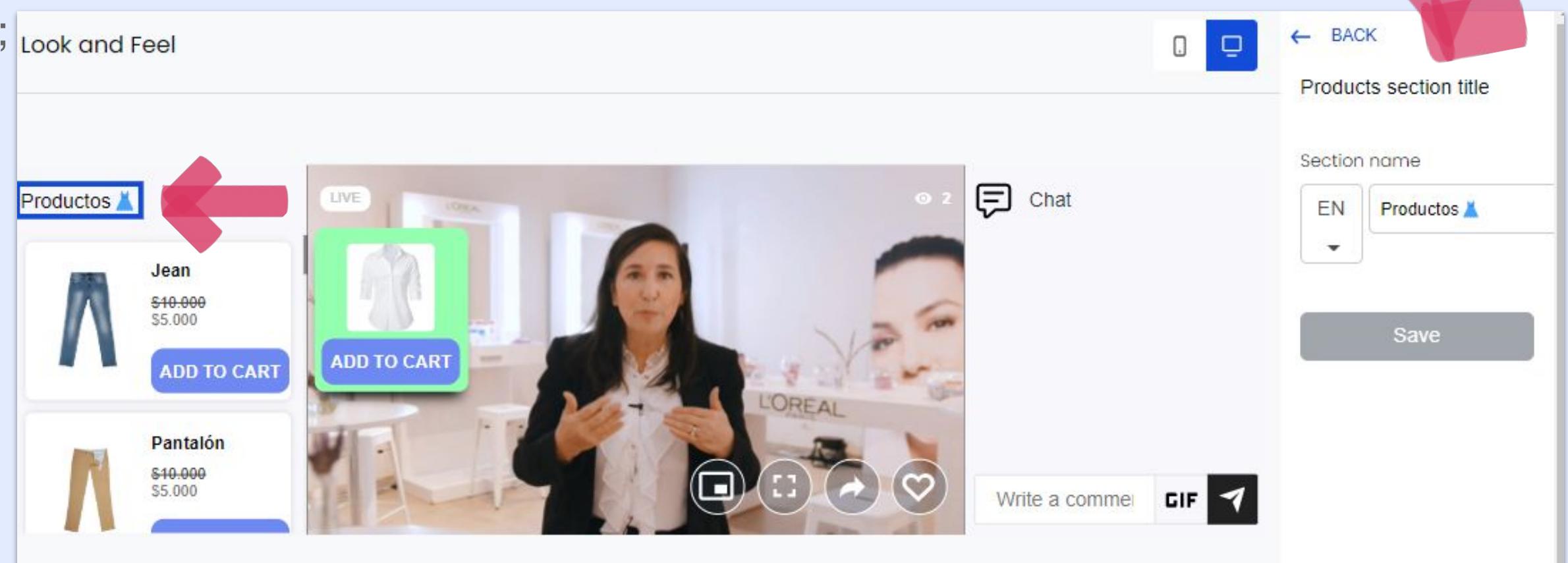
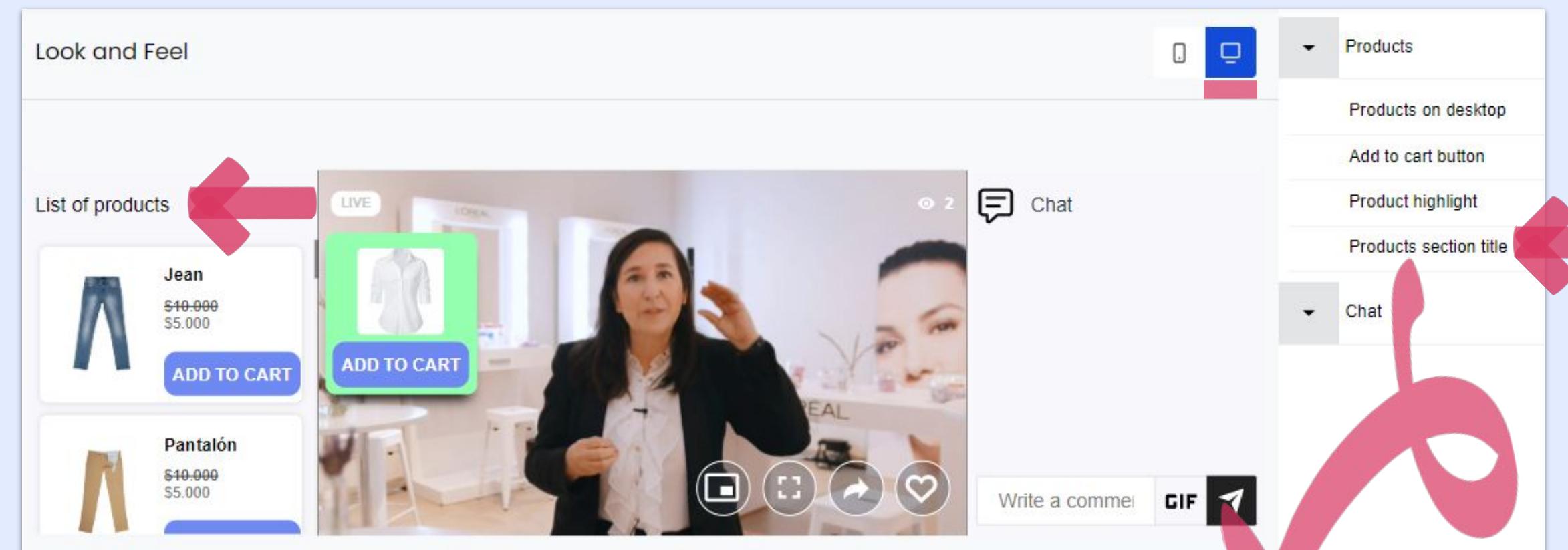
## Customization: Desktop

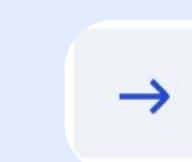
In the Desktop view in the **Products section**, you will be able to edit:

- **Products section title:** You will be able to customize the title text of the products section title i.e. of the products sidebar

Please set the text in all languages; the language of the user's browser is taken.

**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized.





EVENT  
DETAILS

**Look and Feel**

**Productos**

- Jean \$10.000 \$5.000 **ADD TO CART**
- Pantalón \$10.000 \$5.000

**Chat**

**A Administrador** Bienvenidos! Obtén 20% de descuento!!

**Look and Feel**

To preview the message sent as an administrator, an example must be written and sent from the administrator in the event detail.

**Productos**

- Jean \$10.000 \$5.000 **ADD TO CART**
- Pantalón \$10.000 \$5.000

**Chat**

**A Administrador** Bienvenidos! Obtén 20% de descuento!!

Write a comment **GIF** **→**

**Admin message**

**Desktop**

Background

Message

**Mobile**

Background layout horizontal

Message layout horizontal

Background layout vertical

Message layout vertical

**Save**

**Live Chat**

**Administrator** Bienvenidos! Obtén 20% de descuento!!

**santiago**

**Administrator** Bienvenidos! Obtén 20% de descuento!!

**Pao1** Que productos son los que tienen descuento?

**Pao1** Podemos utilizar la Jean?

Bienvenidos! Obtén 20% de descuento!!

## Customization: Desktop

In the Desktop view in the **Chat** section, you will be able to edit:

- **Admin message:** at the top you will find the desktop version of this section, You will be able to customize the background color of the admin message and the text color of the admin message.

You will need to send a message from the administrator to be able to view the customization



EVENT  
DETAILS

## Customization: Desktop

In the Desktop view in the **Chat** section, you will be able to edit:

- Section title:** You will be able to customize the text of the chat section title that appears on the right side of the player. Please set the text in all languages; the language of the user's browser is taken.

**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized.

The screenshot illustrates the customization options for the Chat section in a desktop view. On the left, a main interface shows a video player with a sidebar for products and a 'Chat' section. On the right, a detailed configuration panel allows users to edit various elements of the Chat section. A large red checkmark highlights the 'Chat section title' field in the modal, which is currently set to 'Interactua' with a yellow heart emoji. Other visible fields include 'Section name' (set to 'EN Interactua') and a 'Save' button.

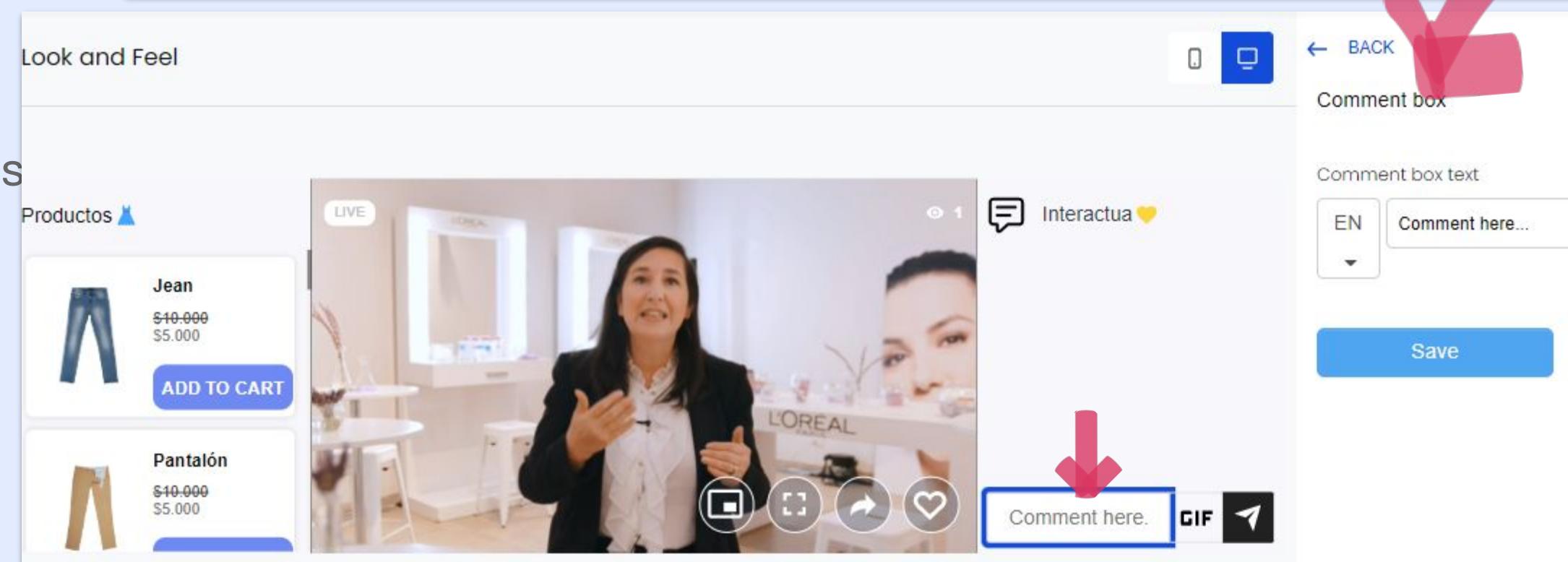
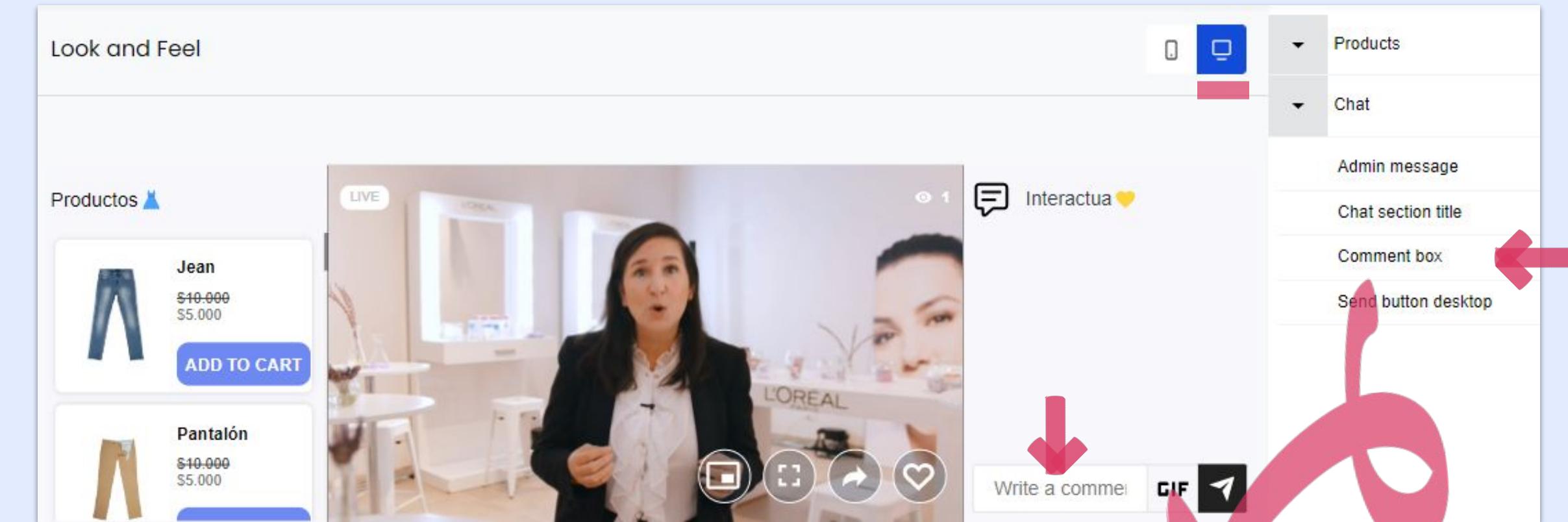
EVENT  
DETAILS

## Customization: Desktop

In the Desktop view in the **Chat** section, you will be able to edit:

- **Message:** You will be able to customize the text that encourages user interaction in the chat. Please set the text in all languages; the language of the user's browser is taken.

**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized.





EVENT  
DETAILS

## Customization: Desktop

In the Desktop view in the **Chat** section, you will be able to edit:

- Send message button:** You will be able to customize the **background color** of the icon and the **icon color**.

**\*Remember:** The component to be customized will be identified and highlighted in blue color, to better visualize the section to be customized.

Look and Feel

Productos

Jean \$10.000 \$5.000 ADD TO CART

Pantalón \$10.000 \$5.000

LIVE Interactua

Comment here. GIF

Products Chat Admin message Chat section title Comment box Send button desktop

Send button desktop

Background Icon Save

Commerce Platform

Comment here.
GIF
Send button desktop

Look and Feel

Productos

Jean \$10.000 \$5.000 ADD TO CART

Pantalón \$10.000 \$5.000

LIVE Interactua

Comment here. GIF

Send button desktop
Background
Icon
Save

Send button desktop
Background
Icon
Save



## Customization

Although customization is done in the detail of each event, these customization settings will be retained and saved automatically for your next lives

The screenshot illustrates a live shopping interface. At the top, there's a navigation bar with 'Look and Feel' and icons for 'Products' and 'Chat'. Below this, a video feed shows a person sitting at a desk with a laptop. A semi-transparent overlay on the video displays the word 'Digital |'. To the left of the video, there's a sidebar with product cards for 'Jean' and 'Pantalón', each with a price of '\$10.000' and a green 'ADD TO CART' button. The bottom part of the interface is a tablet displaying the same live shopping content, with a red lightning bolt-shaped arrow pointing from the top-left towards the bottom-right, indicating a connection or flow between the customization settings and the final live shopping experience.

# Attachment #2

Configuration in other Broadcast Studio

If you're planning to use a different broadcasting studio than ours, here's what you need to know

# Connect the transmission



The Composable and Complete Commerce Platform

# TRANSMISSION

With VTEX live shopping we offer a native streaming studio ([Bundle](#)) to broadcast your event, however, if you or your agency prefer to use another option, the live will function normally and **no functionality will be affected** during the event

## OPTIONS FOR TRANSMISSION STUDIOS

### Bundle



Also integrable with



## Use another broadcast studio

To connect another Broadcast Studio, you must use these keys in the detail events page.

Details	
<input checked="" type="checkbox"/> Turn Off	Turn Off
Id	8f7623ef-9369-404d-889e-60aeeeabf2c
Event Name	testpao050624
UTM Source	testpao050624
Minutes used	0
Inbound Server	rtmps://9ca93cda6d42.global-contribute.live-video.net:443/app/
Server Key	sk_us-east-1_rJhd4vlviOPN_YEwUaWqfgyeqAHD1vzJKwEon96fmFK

**IMPORTANT:** If you're using another broadcast studio don't enter or start in our broadcast studio it should only be done from one location

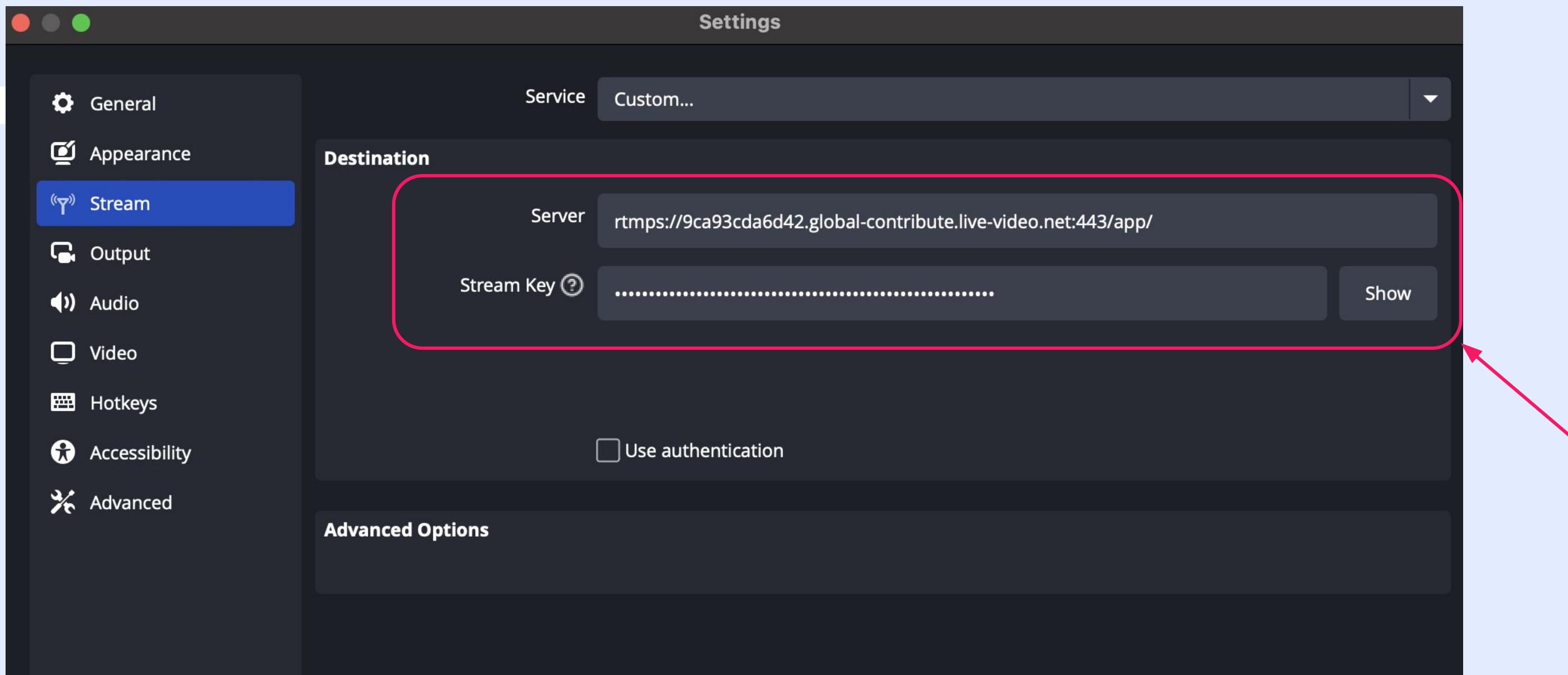
Here are the correct data to consider in a transmission:

- **IngestVideoBitrate:** around 2,400,528\*\* bits || 2400.528\*\* kbps || 2.4 Mb/s
- **IngestAudioBitrate:** around 150.000 bits || 150 kbps
- **IngestFramerate:** around 30\*\* fps
- **KeyframeInterval:** around 2

# CONFIGURATION

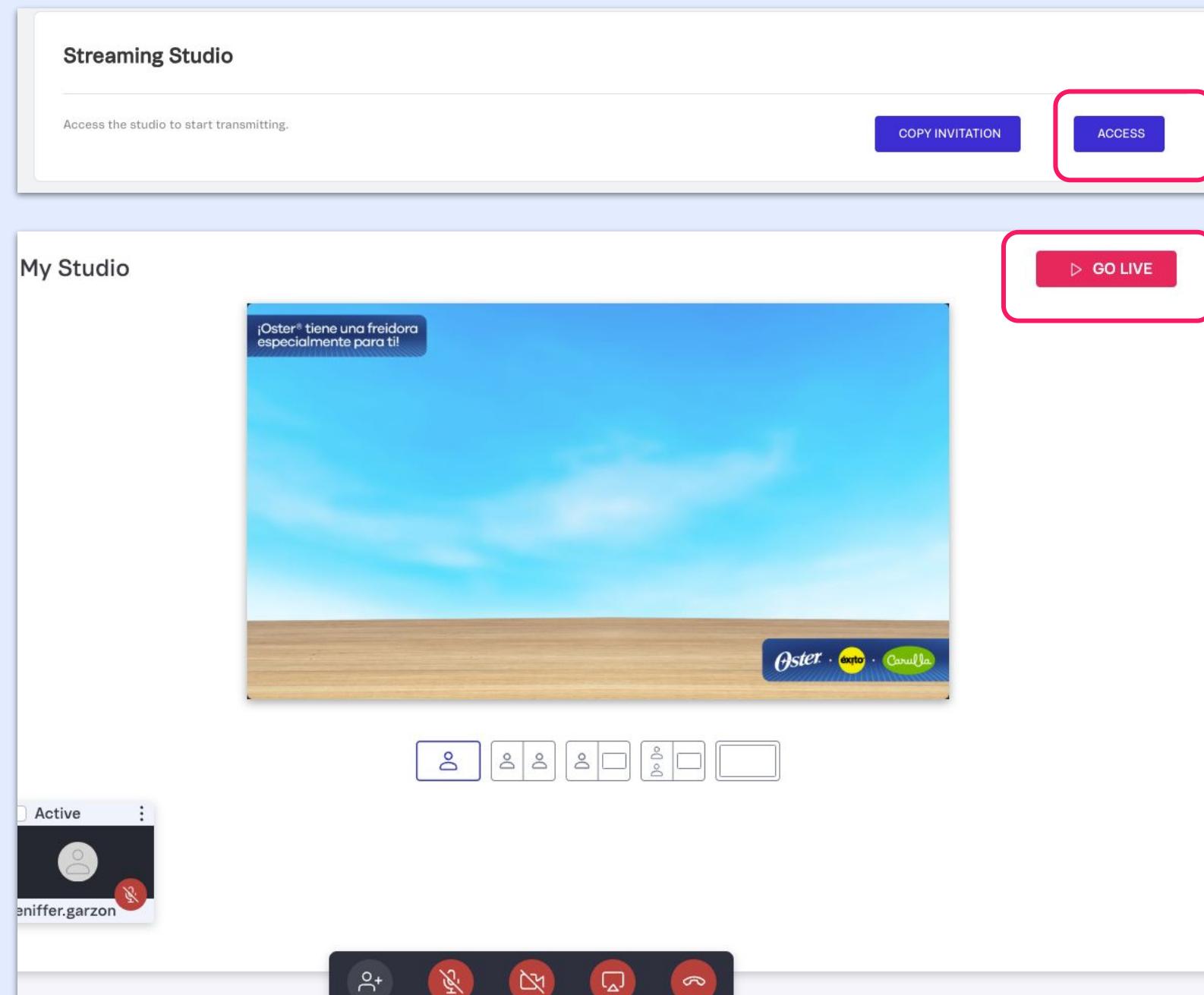
The key configuration is done here

EXAMPLE: OBS



# TRANSMISSION

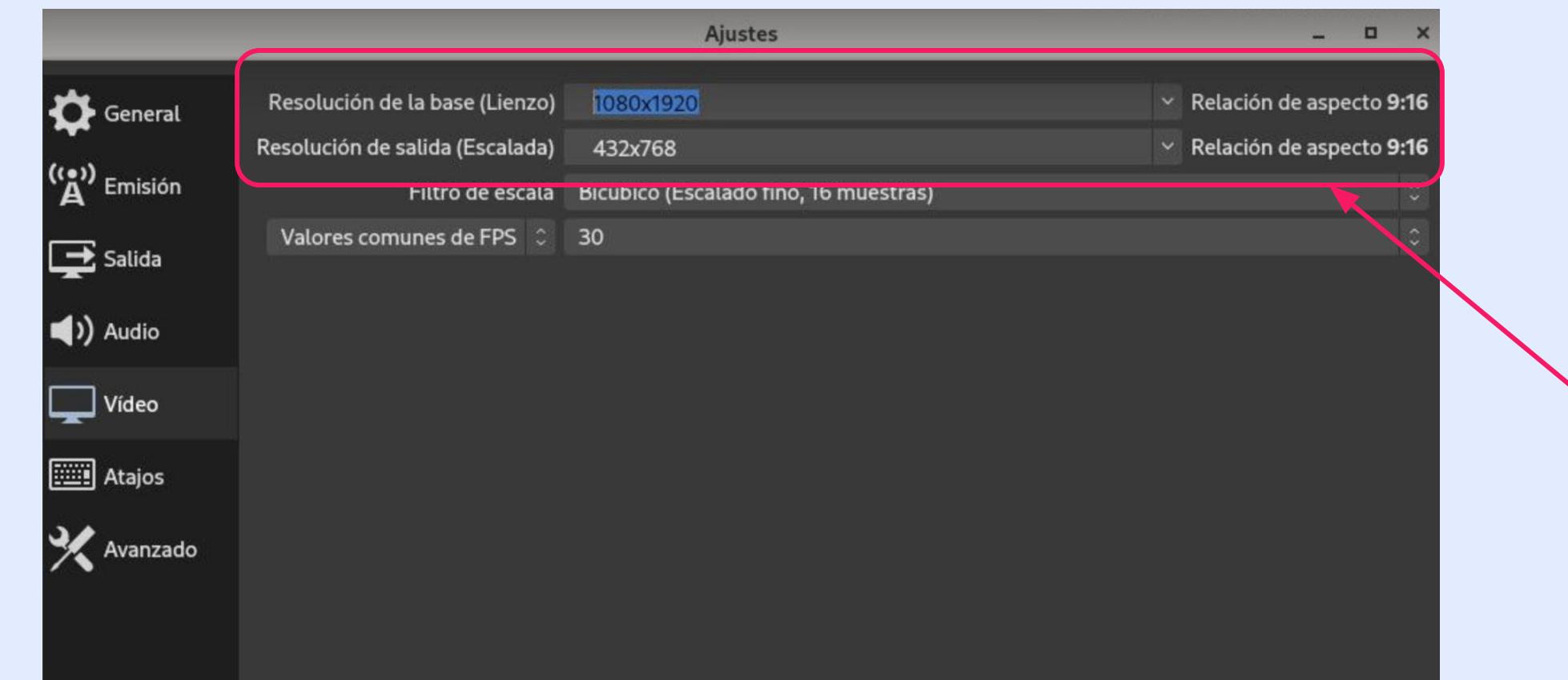
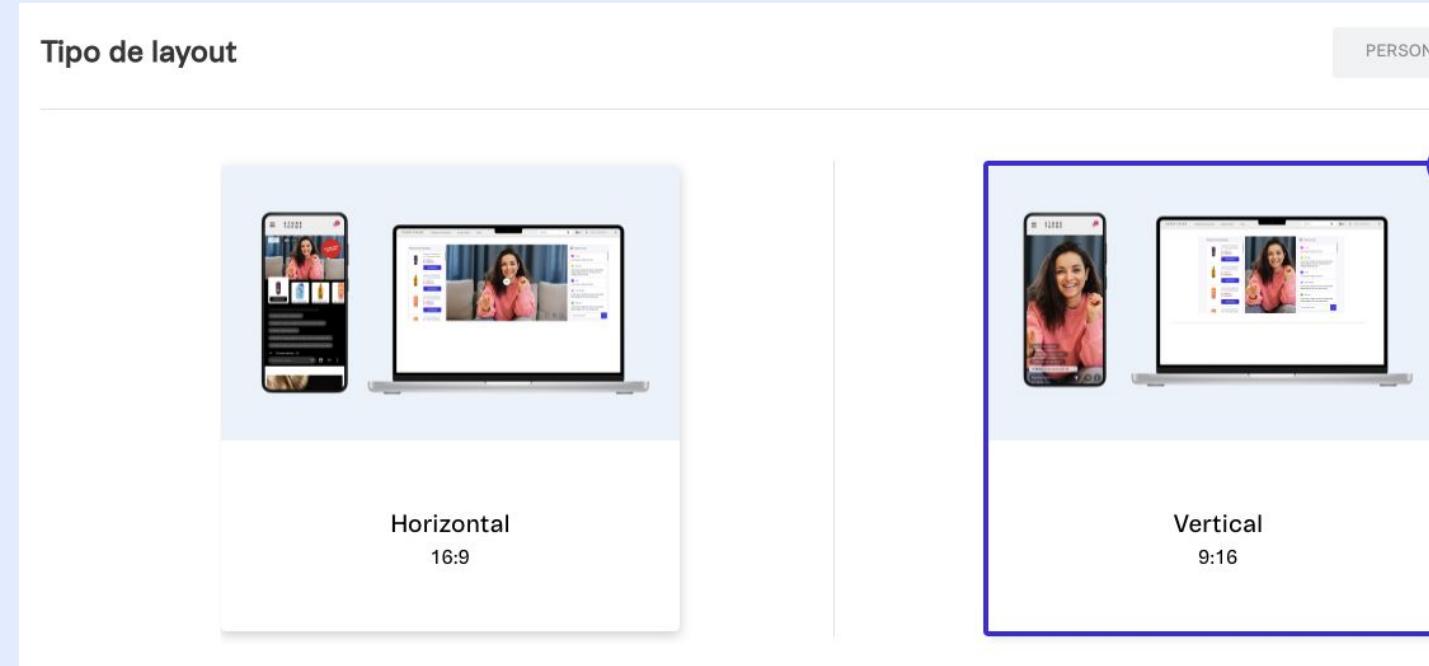
**Important:** If you are **using a different broadcasting studio** than ours, please **do not enter or start the stream in our studio**, as the broadcast should only be done from one location



# Layout settings

## VERTICAL LAYOUT

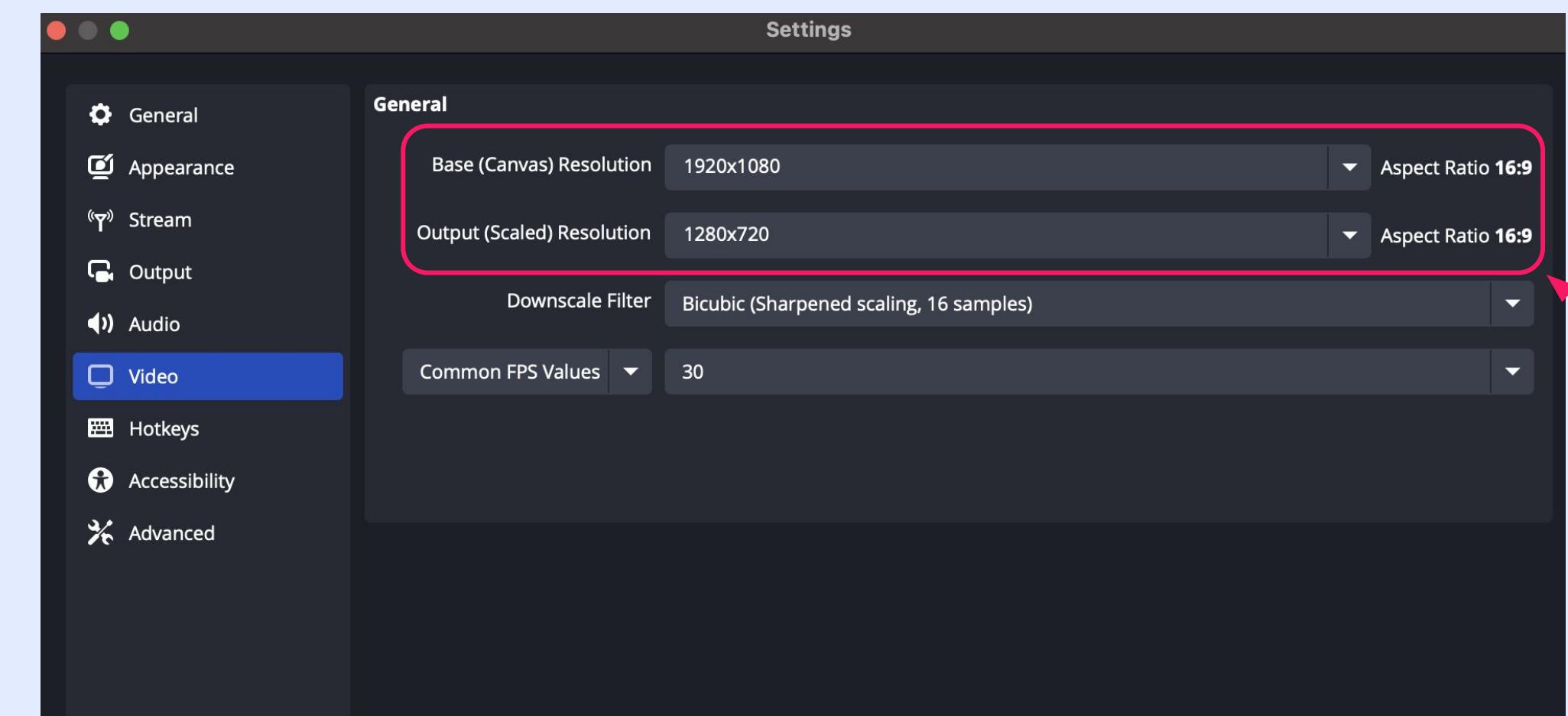
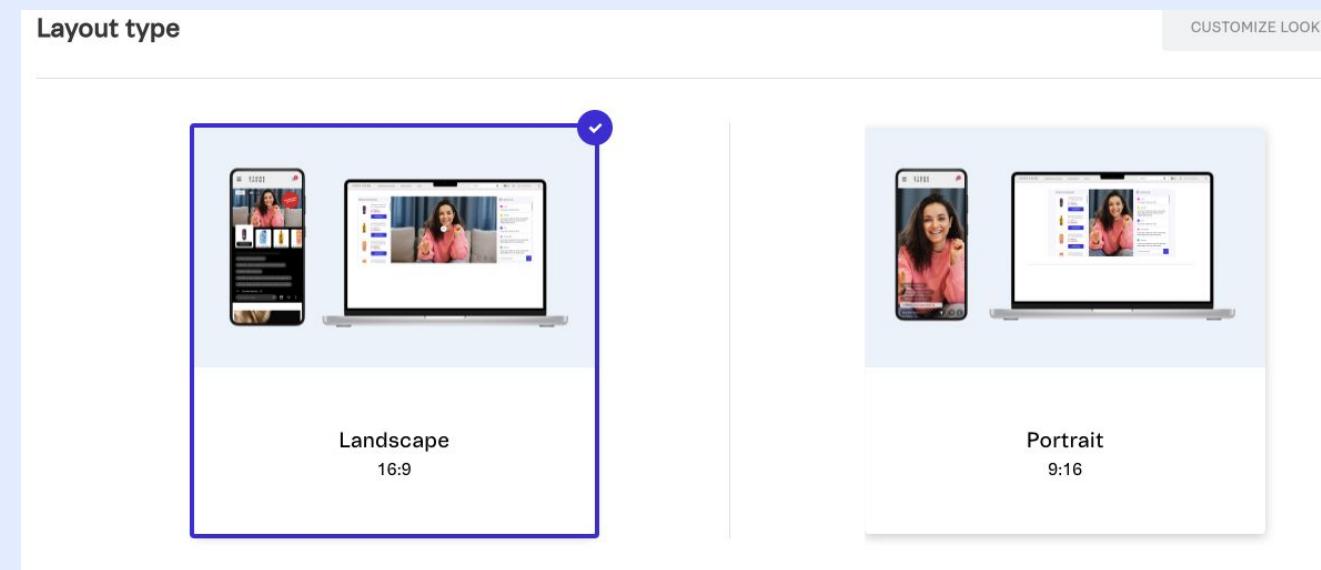
If the live will be done in a vertical layout, you should configure the broadcast studio like this:



EXAMPLE: OBS

## HORIZONTAL LAYOUT

If the live will be done in a horizontal layout, you should configure the broadcast studio like this:



## EXAMPLE: OBS

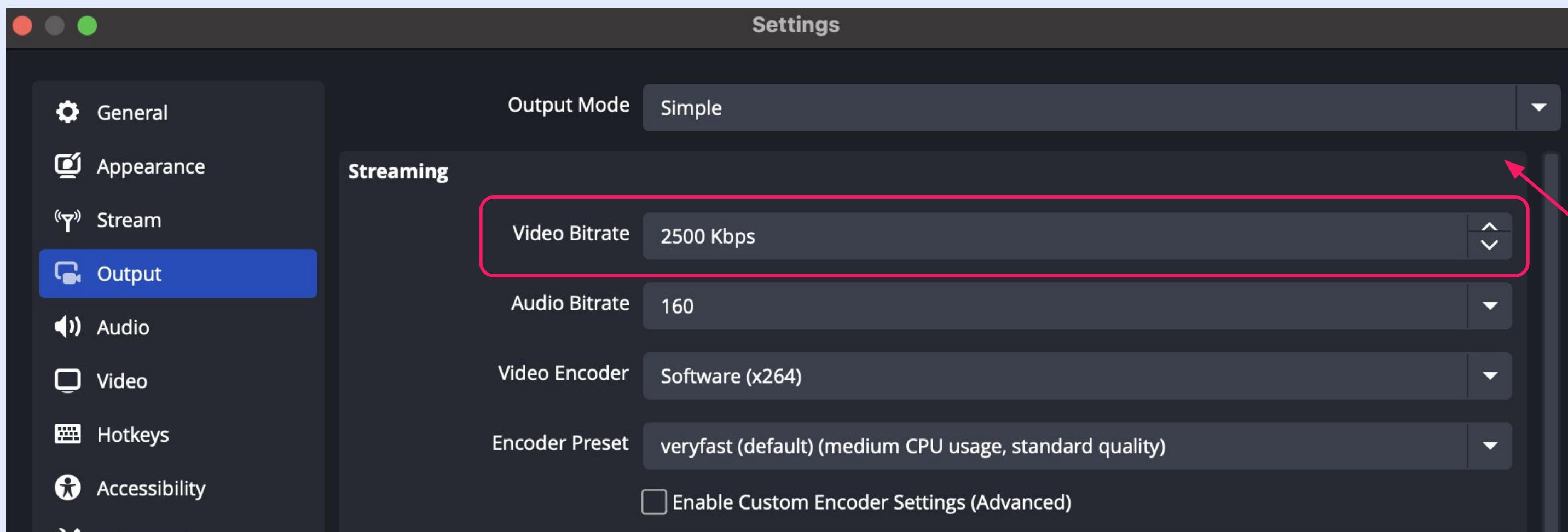
# Important parameters for quality transmission

# PARAMETERS FOR QUALITY TRANSMISSION

To broadcast, ensure the following metrics to have a stream viewable to all devices with limited or high internet and continuous visibility:

1. **IngestVideoBitrate:** around **2,400,528\*\* bits || 2400.528\*\* kbps || 2.4 Mb/s**

Example: OBS

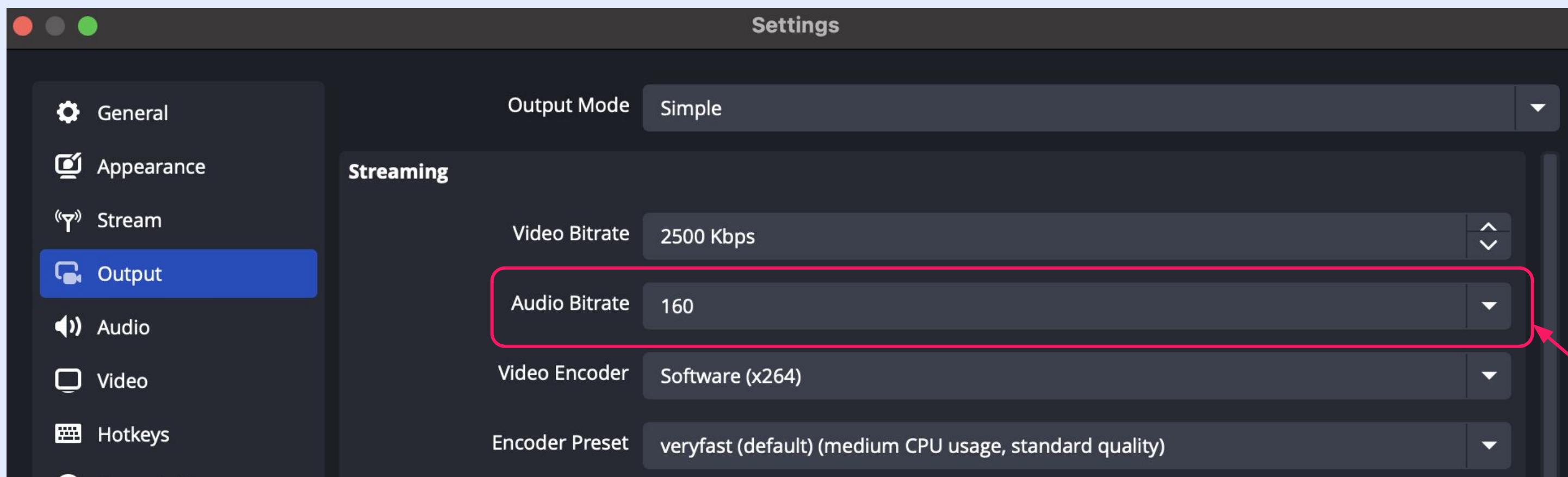


## PARAMETERS FOR QUALITY TRANSMISSION

To broadcast, ensure the following metrics to have a stream viewable to all devices with limited or high internet and continuous visibility:

### 2. IngestAudioBitrate: around 150.000 bits || 150 kbps

Example: OBS

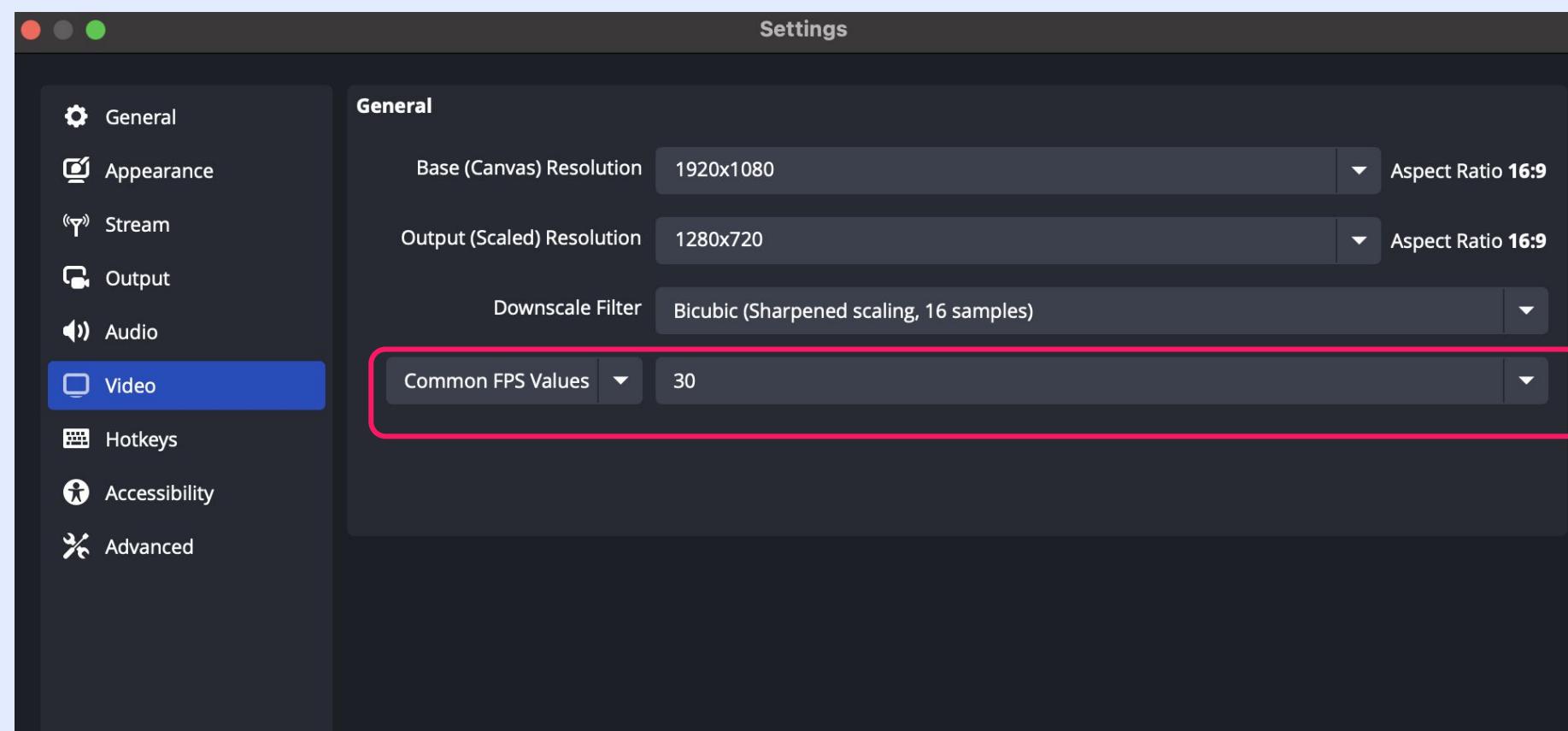


## PARAMETERS FOR QUALITY TRANSMISSION

To broadcast, ensure the following metrics to have a stream viewable to all devices with limited or high internet and continuous visibility:

### 3. IngestFramerate: around 30\*\* fps

Example: OBS

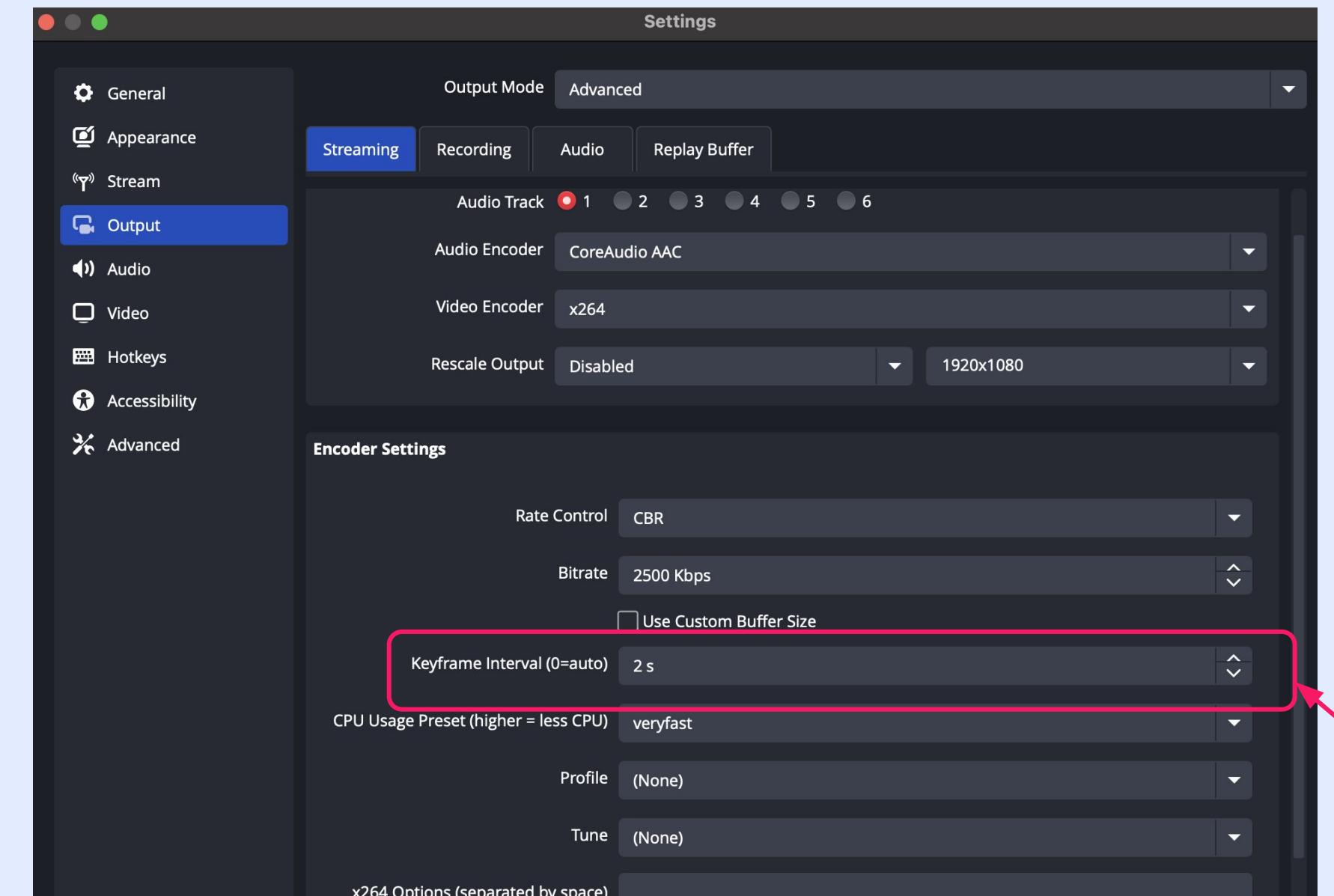


# PARAMETERS FOR QUALITY TRANSMISSION

To broadcast, ensure the following metrics to have a stream viewable to all devices with limited or high internet and continuous visibility:

## 4. KeyframeInterval: around 2

Example: OBS



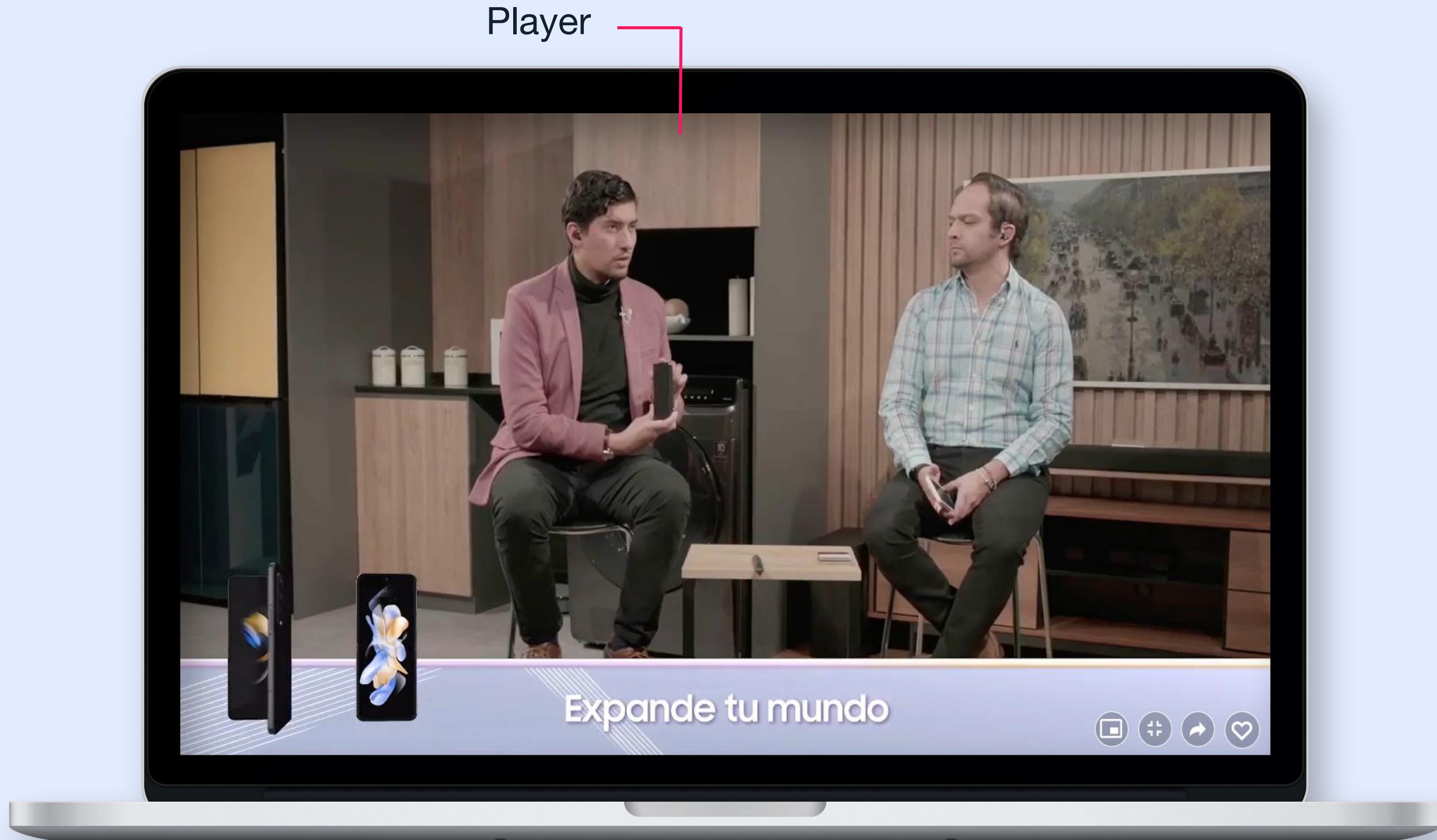
# Attachment #3

Bundle dimensions

# Bundle dimensions

## Horizontal

# WEB/MOBILE



## Banners

Can be configured:

- **Banner color**
- **Banner text**
- **Checkbox to define:** Fixed or scrolling banner

The screenshot shows a 'Banners' configuration panel. At the top, it says 'Theme Color' with a color swatch (#000000) and an 'X' button. Below it is a color picker with a gradient from black to red. To the right is a hex code input field (#000000). A color wheel and sliders for R (0), G (0), and B (0) are also present. A large blue arrow points from the 'Theme Color' section towards the 'My Studio' preview area.

**CREATE A BANNER**

The screenshot shows a 'My Studio' interface. On the left, there's a sidebar with icons for video, audio, rocket, and message. The main area has a 'Banners' section with a theme color set to #c60c0c. It displays a banner with the text 'Obtén 40% de Descuento en referencias seleccionadas.' A 'CREATE A BANNER' button is visible. Below it is an 'Overlay' section with several small preview cards. A large pink arrow points from the 'Theme Color' area in the previous screenshot to the 'My Studio' preview area. The preview shows a blue sky background with a banner at the bottom. The banner text is '¡Oster® tiene una freidora especialmente para ti!' and includes logos for Oster, exata, and Casallla. A 'GO LIVE' button is in the top right corner.

## Overlay

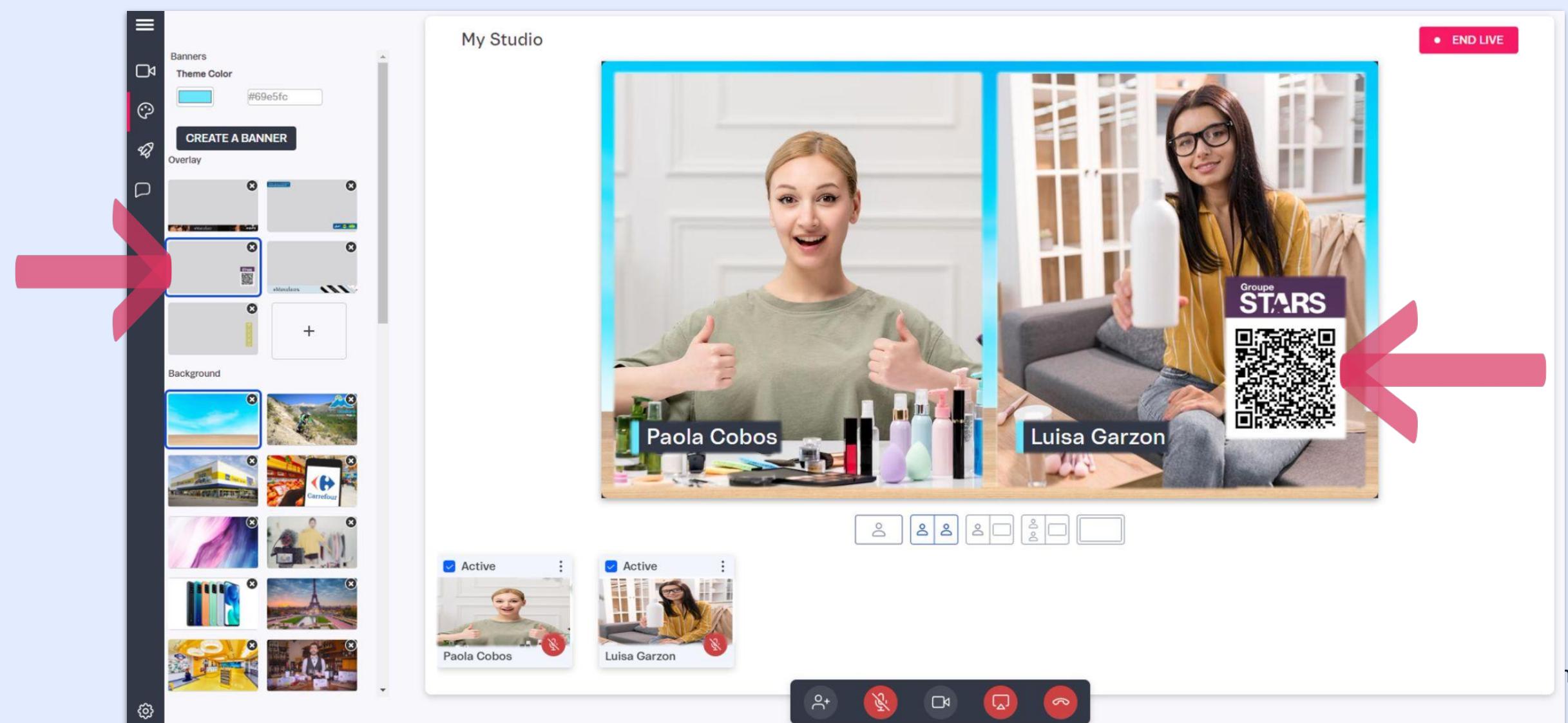
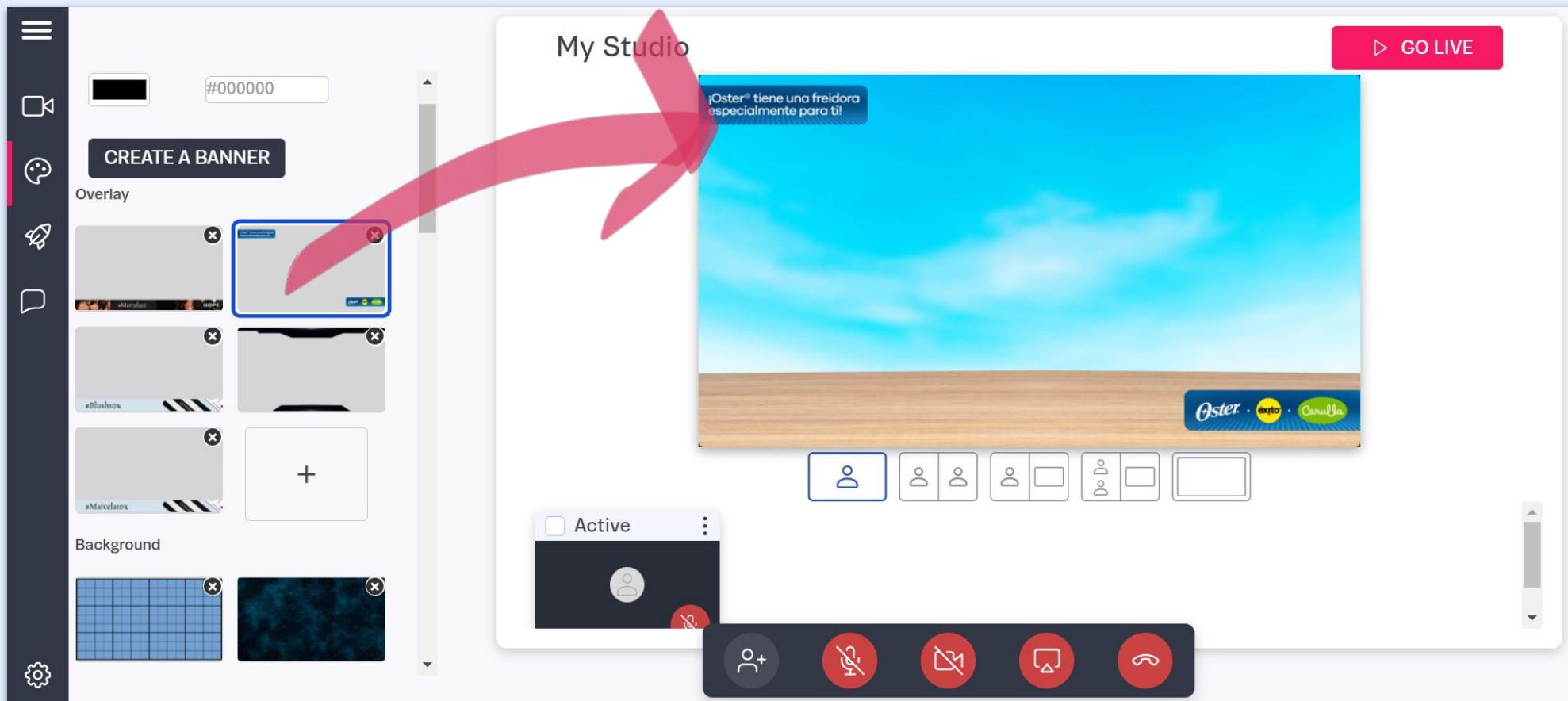
These are custom graphics in the player. Use a PNG with a transparent background to communicate what you want throughout the event without interrupting the broadcast

→ **Recommended size:**

Horizontal: 1280 x 720,  
maintaining 16:9 ratio

→ **Maximum weight:** 20 MB

→ **Image type:** png



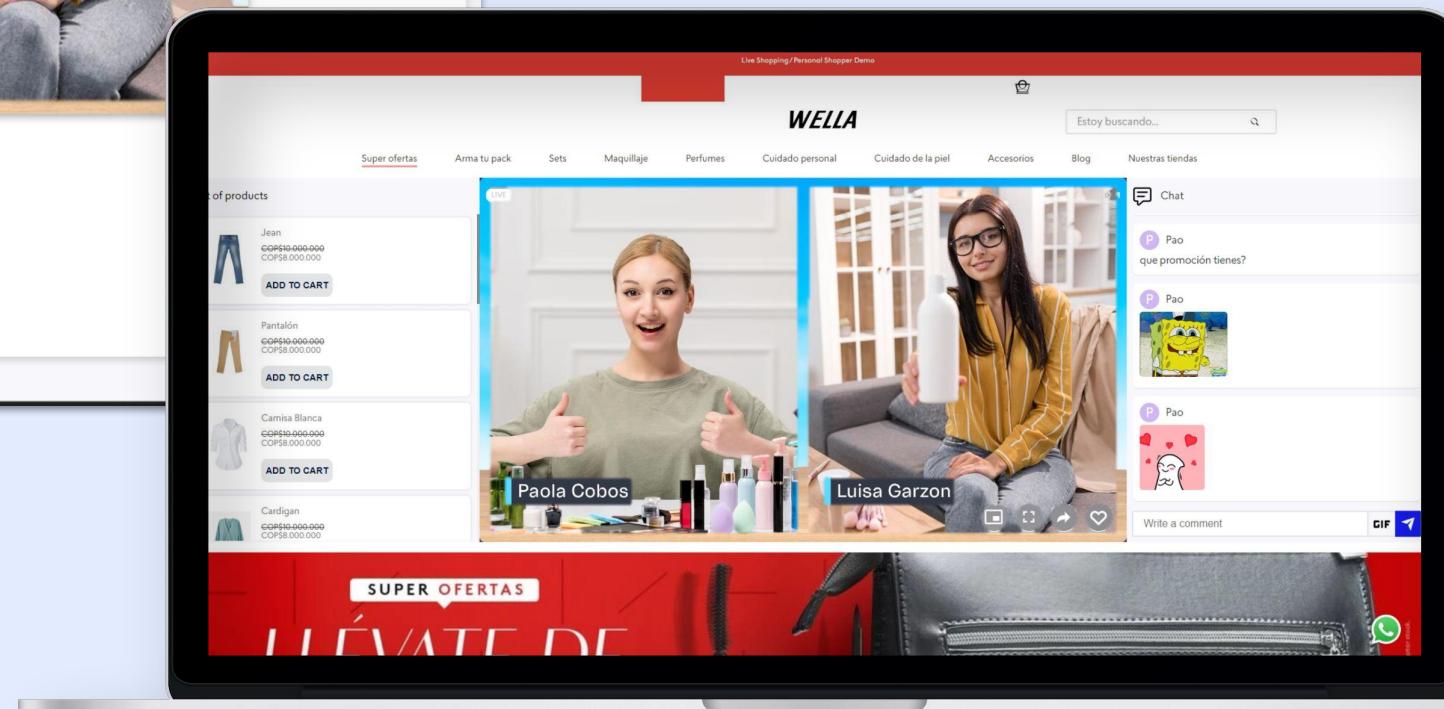
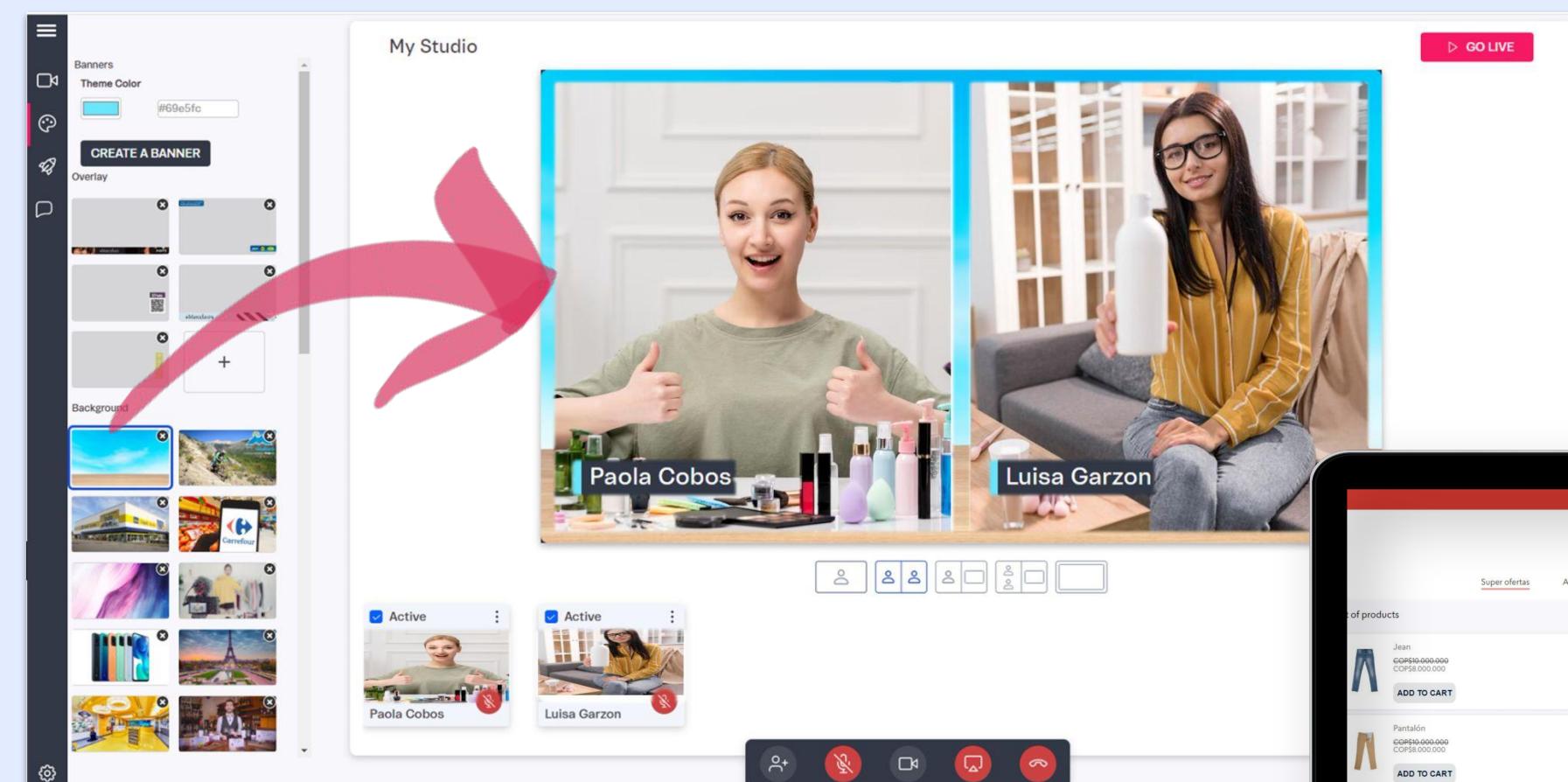
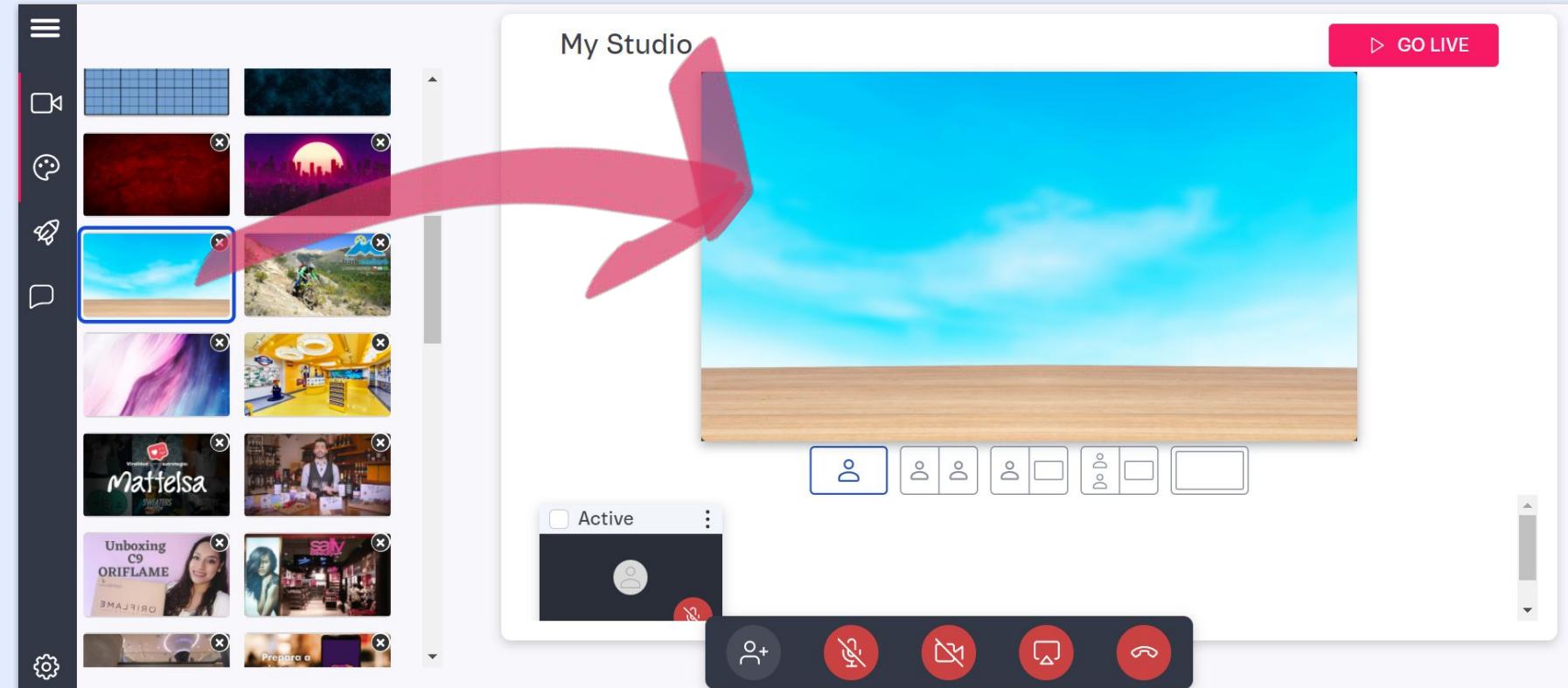
# Background

This is the background that appears when you share the screen, remove your camera from the broadcast, or have more than one person in the transmission

→ **Recommended size:**  
Horizontal: 1280 x 720,  
keeping the 16:9 ratio

→ **Maximum Weight:** 20 MB

→ **Image type:** jpeg, png, jpg



## Video clips

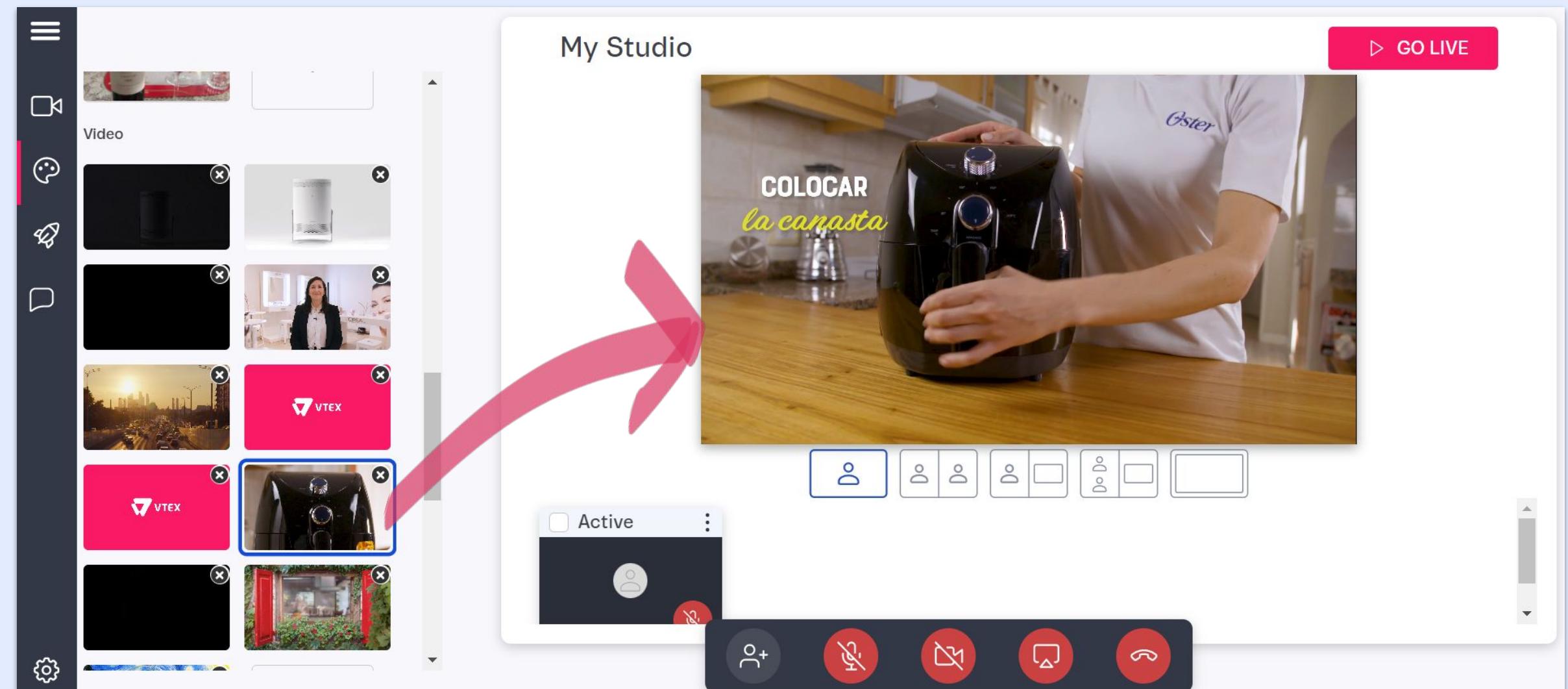
You can upload short videos, ideal for the introduction of the event or to provide more detail of the products you want:

→ **Recommended size:** 1280 x 720 pixels

→ **Recommended weight:** 200 MB maximum

→ **Format:**

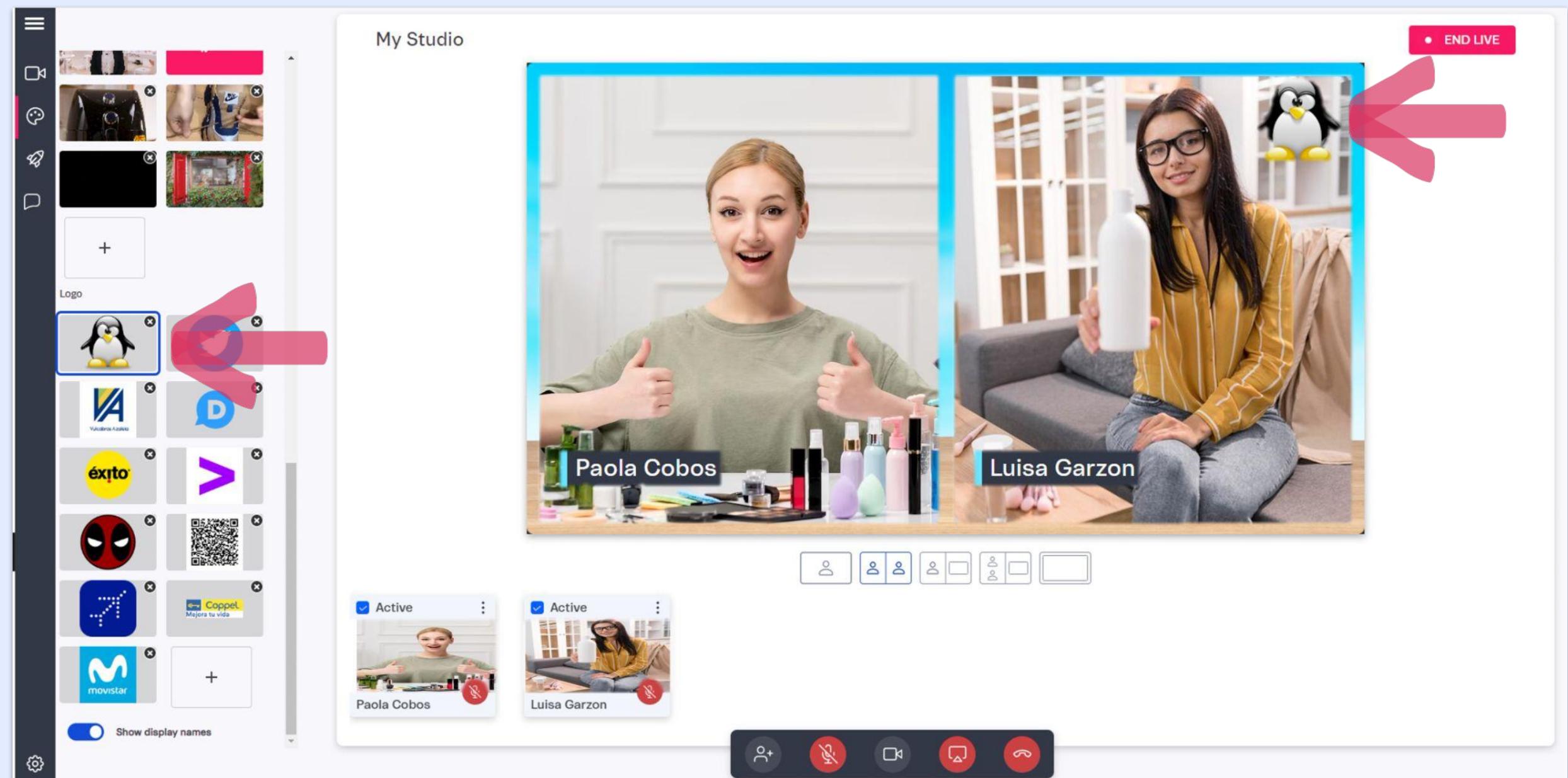
- mov
- webm
- mp4



## Logo

It is configured in the upper right part of the transmission and has the same behavior as the overlay:

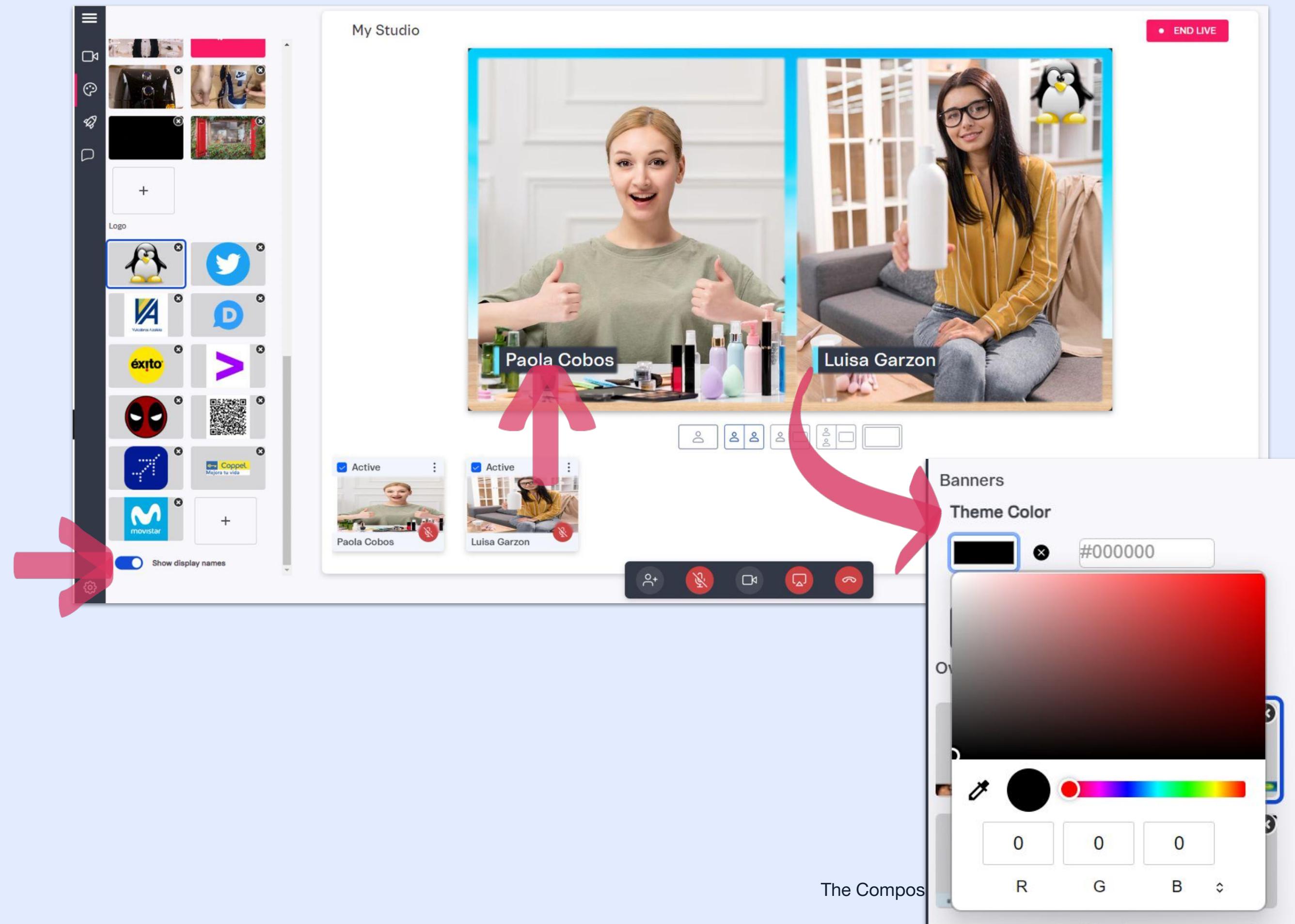
- **Recommended size:** 200 x 200 pixels
- **Recommended format:** png



## Show names

When you enter the transmission platform, you will be asked for a name, which you can activate to display it in live.

The background color of the name will always be the same, however you can customize the initial strip, as this color is taken from the color you have configured in the "Banners" section without the need of having a banner.



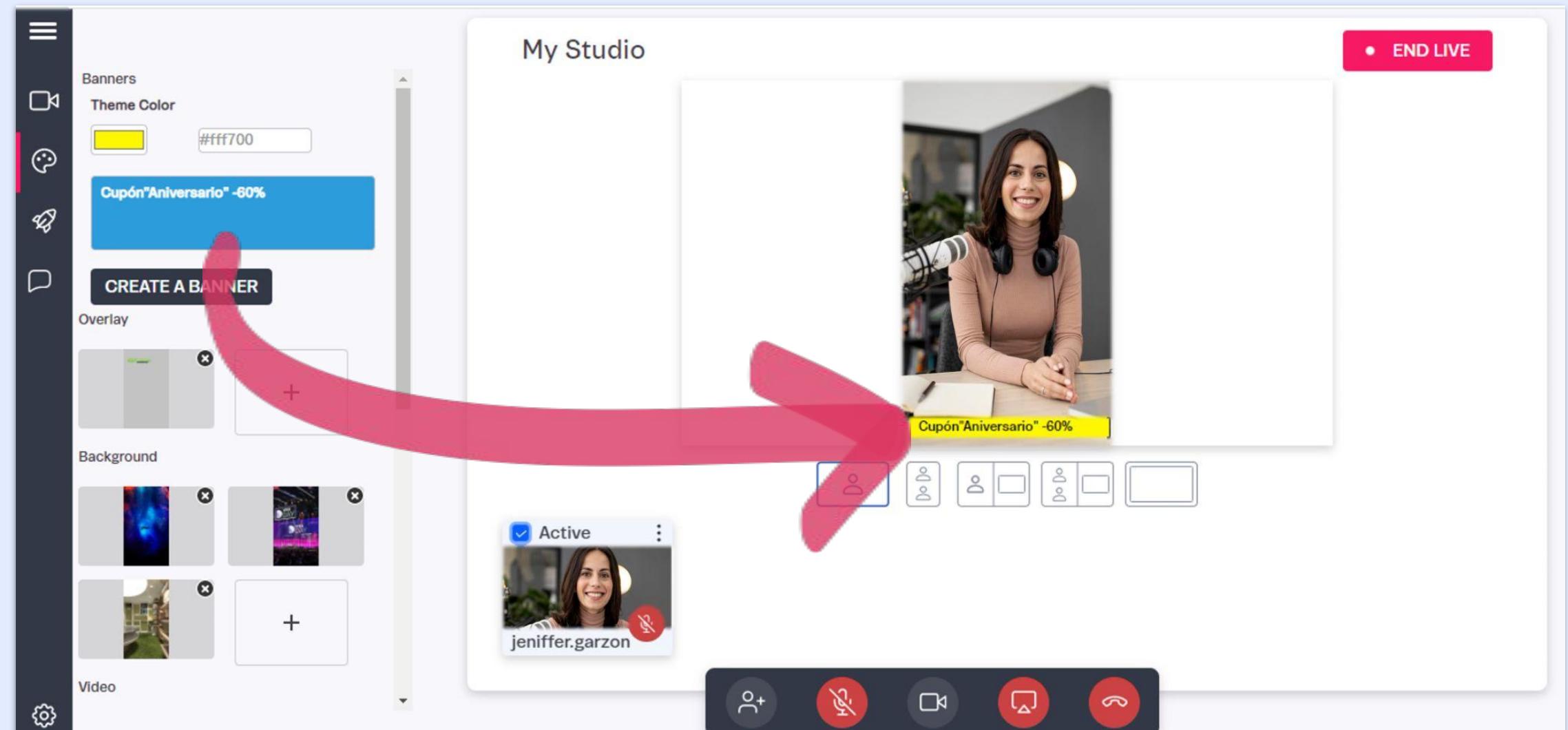
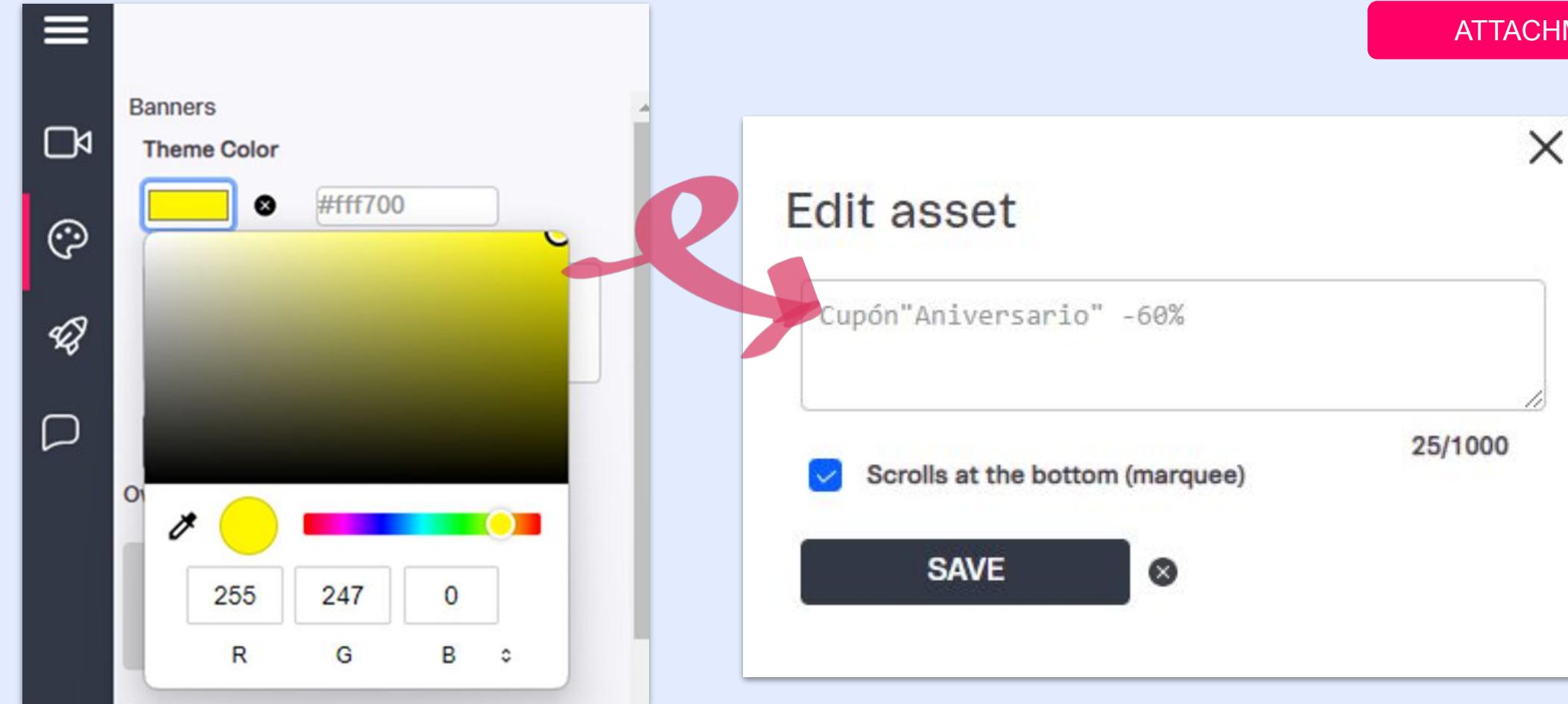
# Bundle dimensions

## Vertical

## Banners

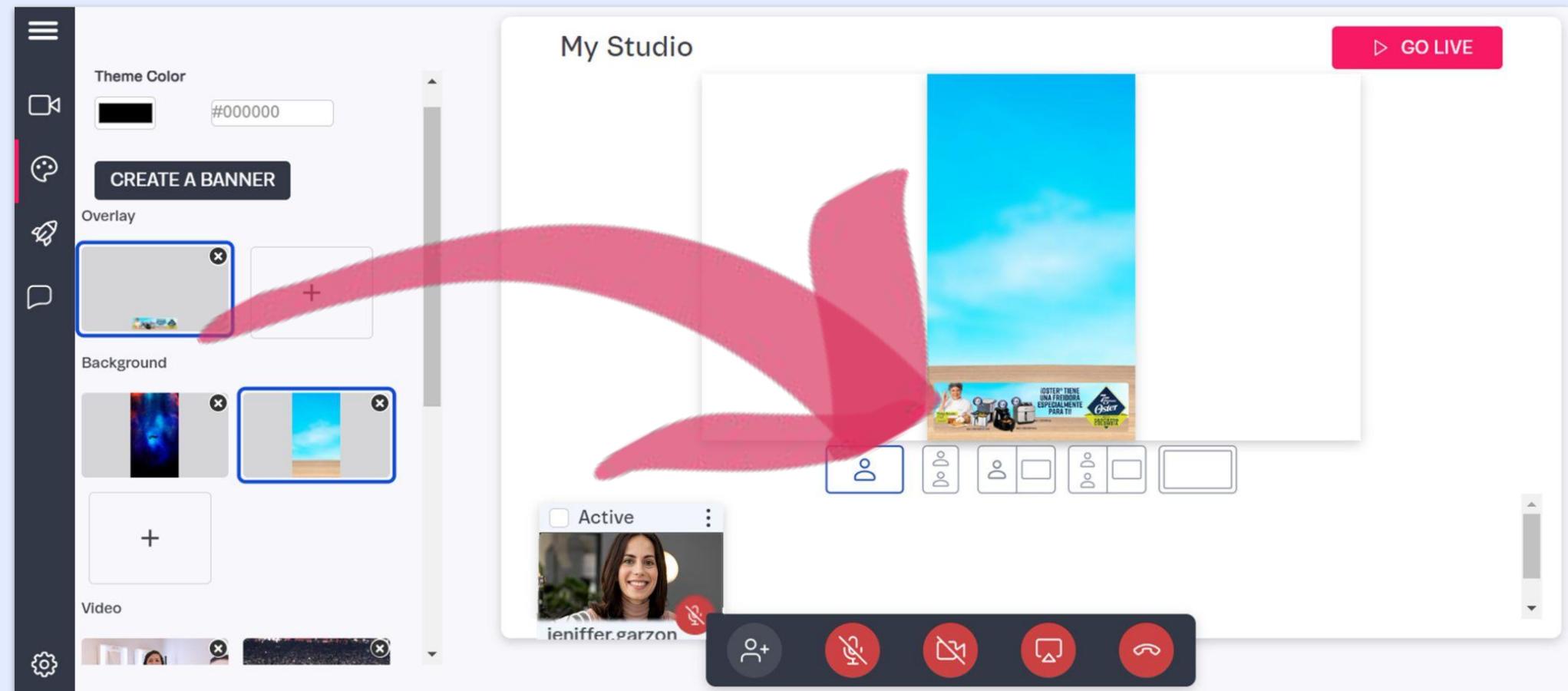
Can be configured:

- **Banner color**
- **Banner text**
- **Checkbox to define:** Fixed or scrolling banner



## Overlay

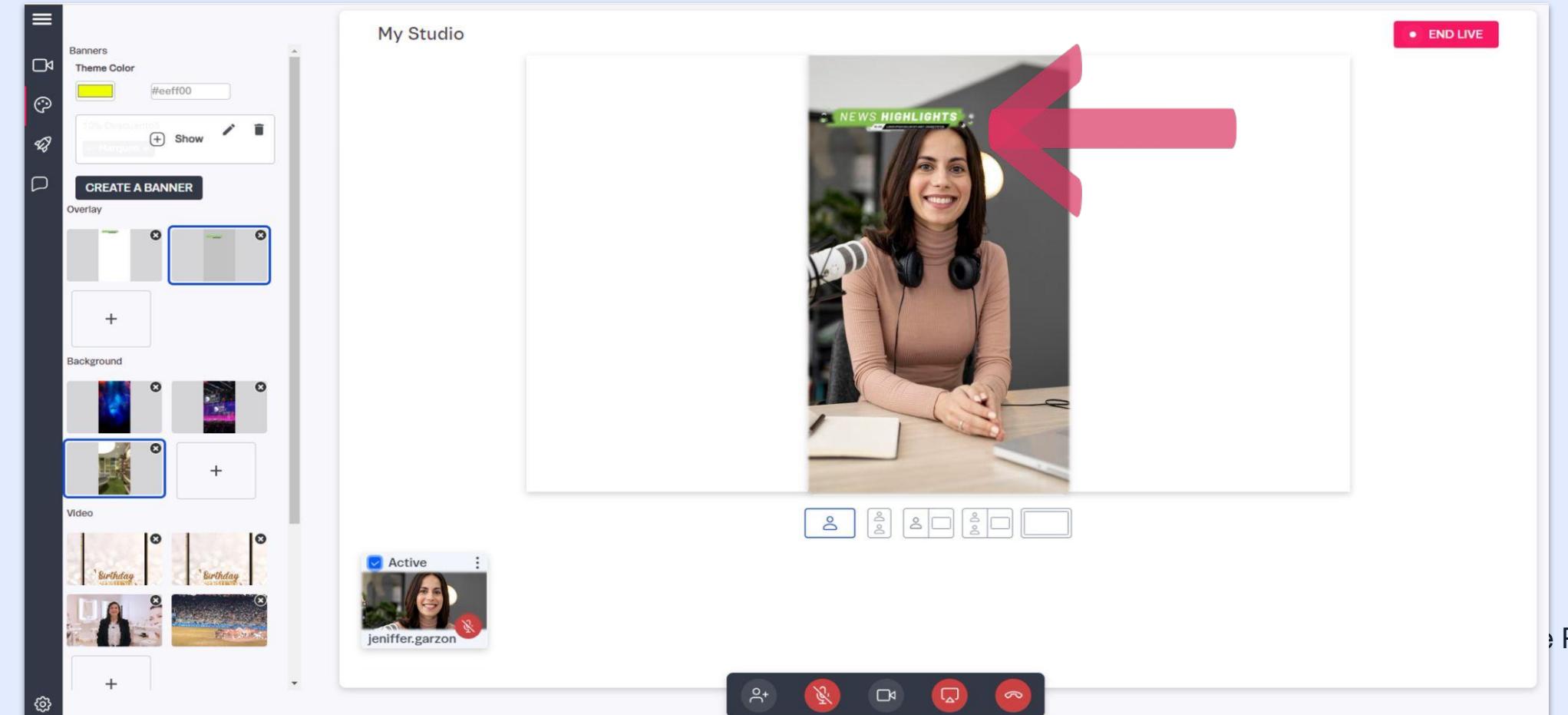
These are custom graphics in the player. Use a PNG with a transparent background to communicate what you want throughout the event without interrupting the transmission



→ **Recommended size:** 720 x 1280, maintaining the 9:16 aspect ratio.

→ **Maximum weight:** 20 MB

→ **Image type:** png



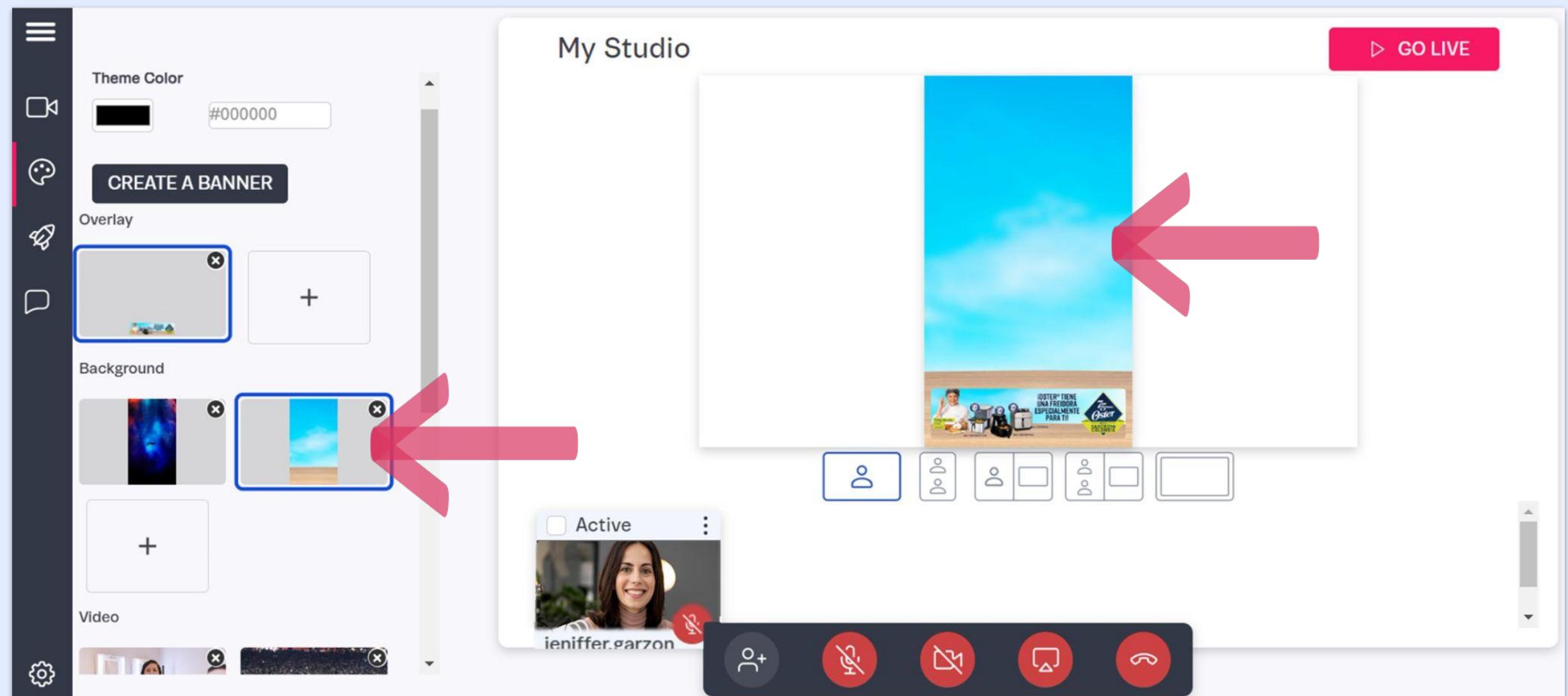
## Background

This is the background that appears when you share the screen, remove your camera from the broadcast, or have more than one person in the transmission

→ **Recommended size:** 720 x 1280, keeping the 9:16 ratio.

→ **Maximum weight:** 20 MB

→ **Image type:** png, jpg, jpeg



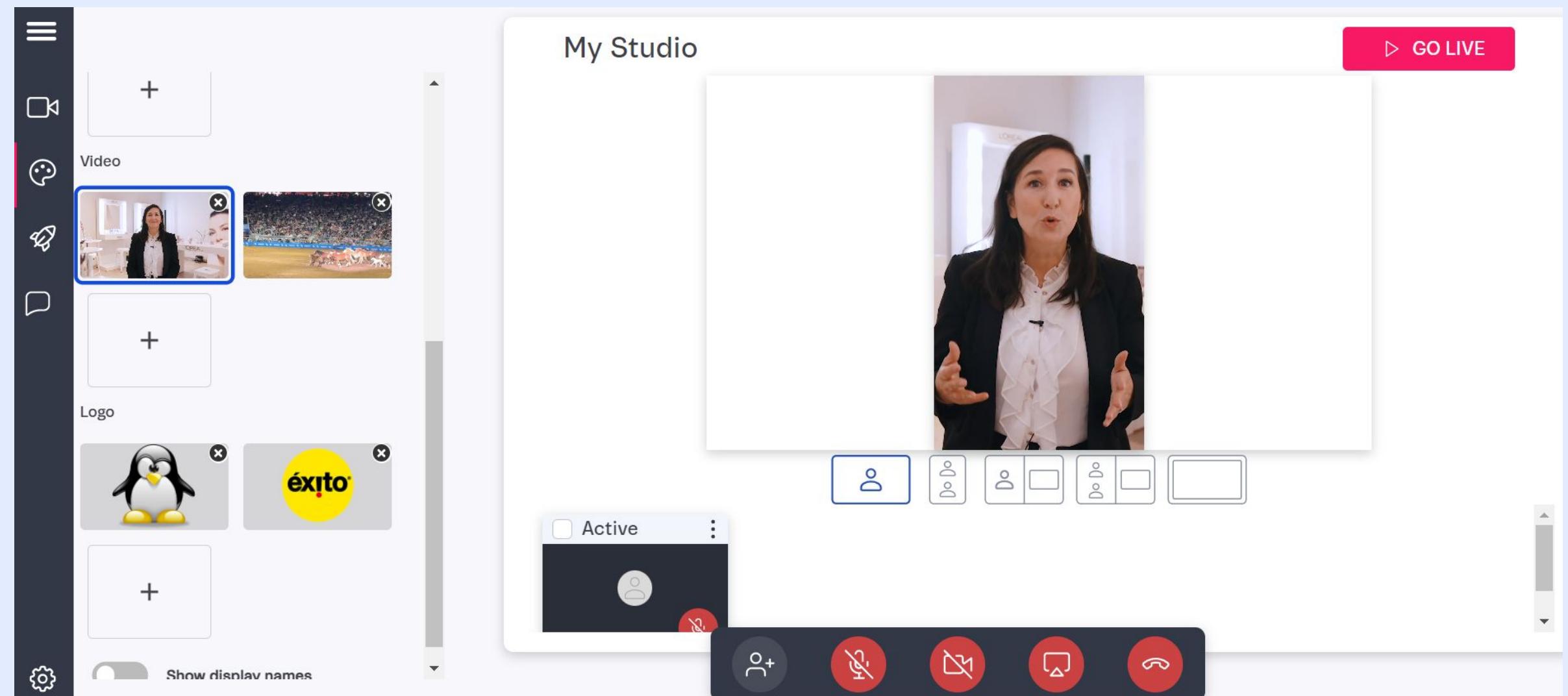
## Video clips

You can upload short videos, they are ideal for intros:

→ **Recommended size:** 720x1280 pixels

→ **Recommended weight:** 200 MB maximum

→ **Type:** mov, webm, mp4

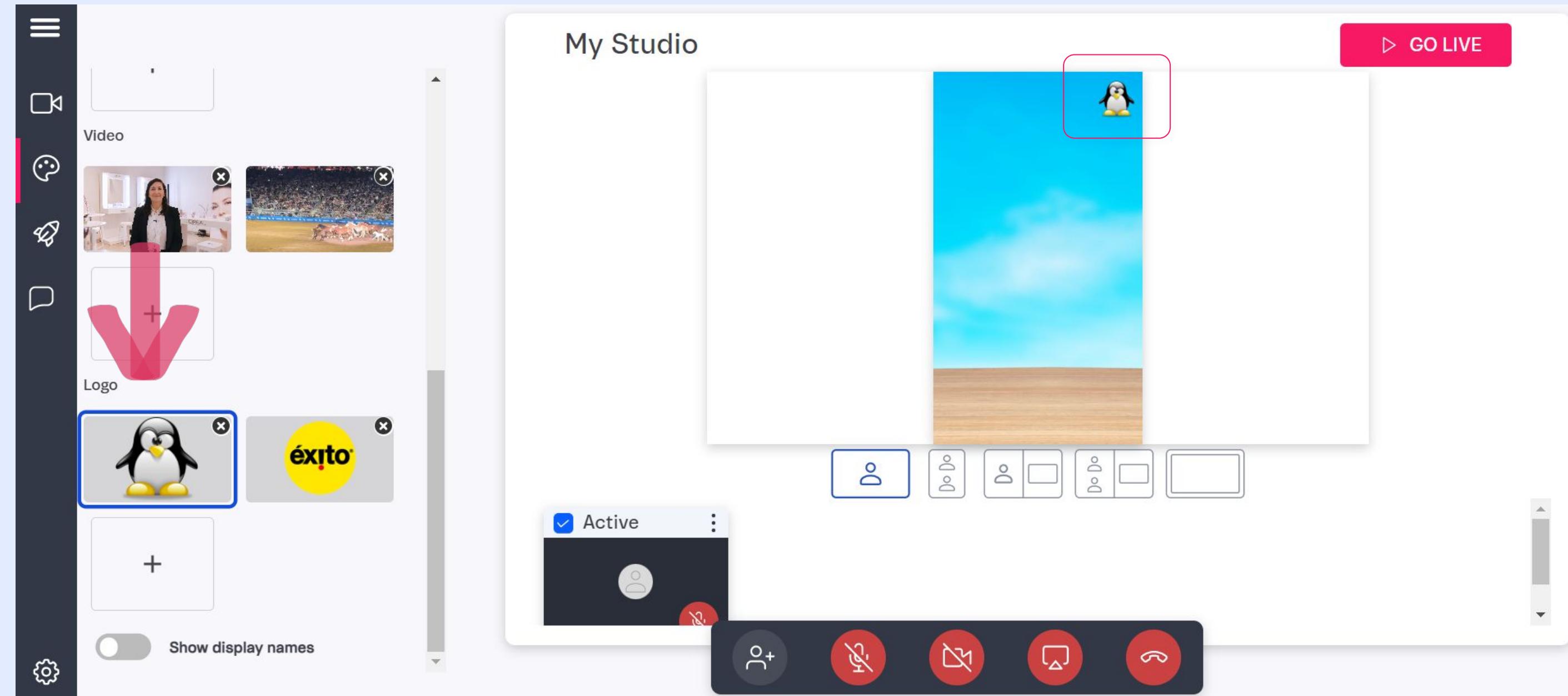


## Logo

It is configured at the top right of the transmission:

→ **Recommended size:** 200 x 200 pixels

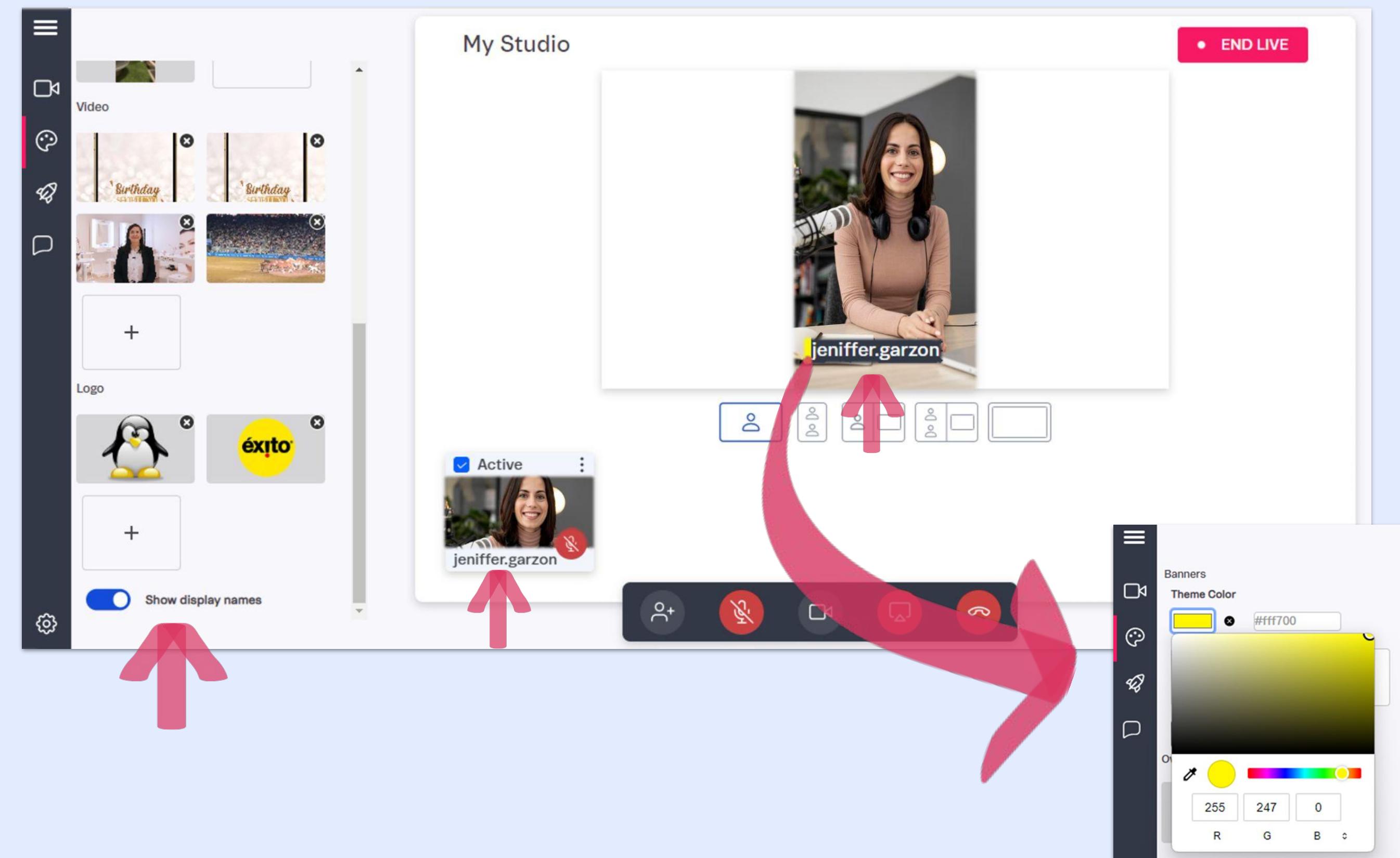
→ **Recommended format:** PNG



## Show names

When you enter the transmission platform, you will be asked for a name, which you can activate to display it in live.

The background color of the name will always be the same, however you can customize the initial strip, as this color is taken from the color you have configured in the "Banners" section without the need of having a banner.



# Attachment #4

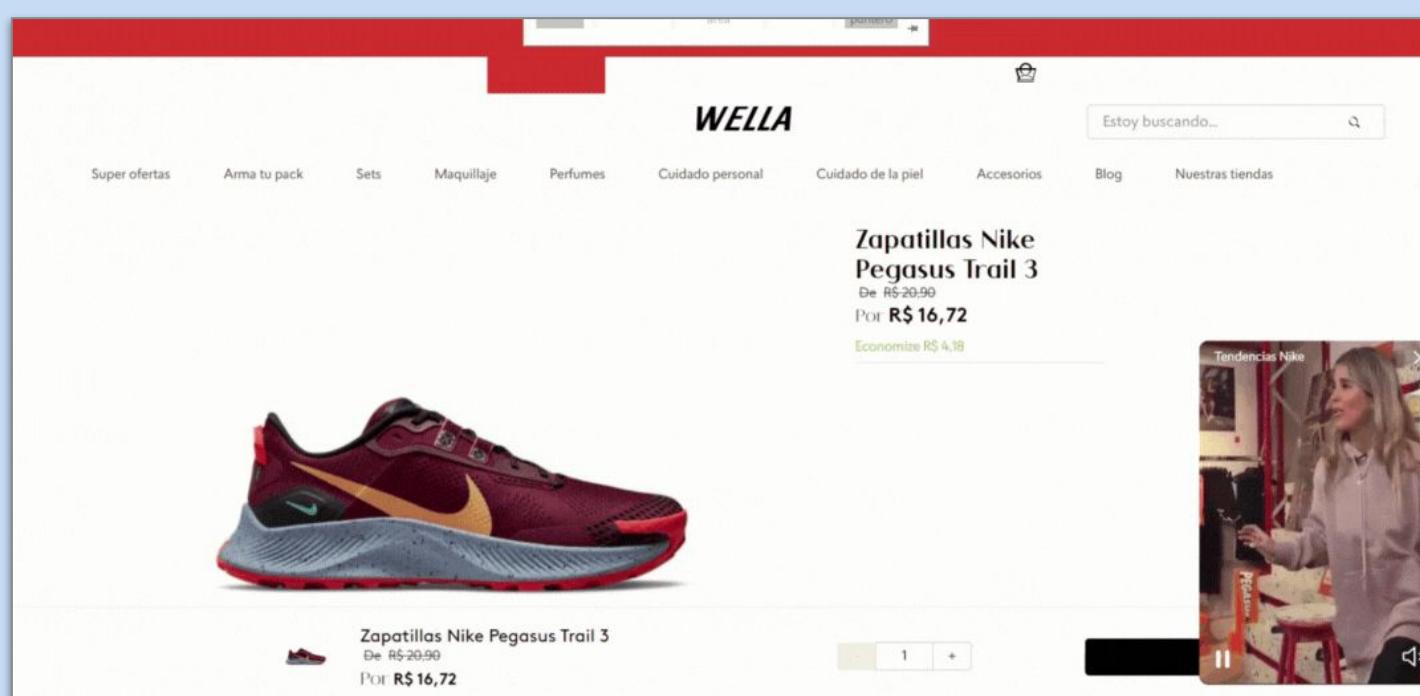
Snack Size videos

Now with **Live Shopping App**, you can have **Snack Sizes videos** and use them in two ways:

## 2- Snack Sizes

Short videos that enhance product information:

- You can create them from a past live
- You can upload a video to the application

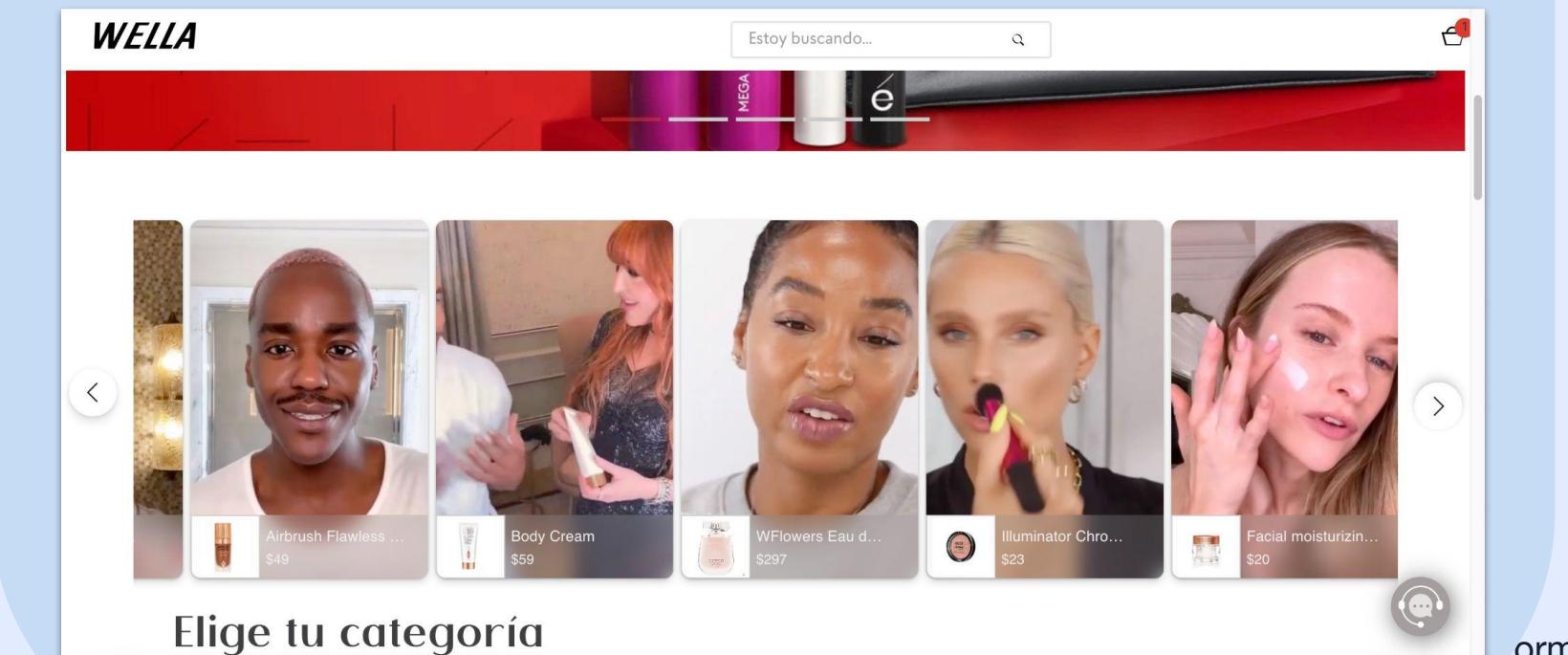


These videos can be placed in a pdp or be part of the carousel in the home page.

## 2- Carousel at home

Group of Snack Sizes Video forming a carousel in the home page

- You will be able to add to the cart from the carousel.
- View reel type so that you can add and view the Snack Sizes Video in more detail.



# Requirements

## VTEX IO



The Composable and Complete Commerce Platform

# Requirements to use Snack Size at PDP

1

To display the Snack Size on the pdp, you must:

In the store-theme:

Find the block `store.product` and add a new children called `livestreaming-snack-size-videos`

2

The snack sizes will be created using recordings of past events carried out in live shopping, therefore you must have events created where a transmission has been carried out, so that these appear in the search for recordings (Slide 9)

**Note:** This must be done only once and allows the Snack Sizes Video to be displayed on the pdp automatically

```

store-theme-livestreamingdemo > store > blocks > pdp > {} product.jsonc > ...
You, a month ago | 2 authors (Elkyn Gustavo Diosa Martinez and others)
1 {
2   "store.product": {
3     "children": [
4       "flex-layout.row#product-main",
5       "product-description",
6       "livestreaming-snack-size-videos", // Line 6
7       "product-reviews",
8       "sticky-layout#product-fixed",
9       "product-questions-and-answers",
10      "shelf.relatedProducts#view"
11    ]
12  }, | Elkyn Gustavo Diosa Martinez, 6 months ago • git init
13  "flex-layout.row#product-main": {
14    "props": {
15      "colGap": 5,
16      "rowGap": 5,
17      "marginTop": 4,
18      "marginBottom": 5,
19      "paddingTop": 5,
20      "paddingBottom": 5
21    },
22    "children": [
23      "flex-layout.col#product-image",
24      "flex-layout.col#right-col",
25      "flex-layout.col#right-col2"
26    ]
27  },
28  "flex-layout.col#product-image": {
29    "props": {
30      "width": "60%",
31      "rowGap": 0
32    },
33    "children": [
34      "product-images"
35    ]
}

```

## Updated feature

The Snack Size Video feature, initially as a **reel** view in the PDP, has now been enhanced to include a **carousel** view that can be used on the store home.

**Note:** This must be done only once and allows the Carousel to be displayed at home automatically

## Configuration steps:

### 1 Locate the home block

Inside your store-theme, locate the store.home file where you will embed the Snack Size video block.

### 2 Insert the video block with a unique ID

Add the block **livestreaming-snack-size-videos** to your home page layout with a unique identifier (for example, **livestreaming-snack-size-videos#home**). This differentiates it from the PDP configuration.

### 3 Configure the block with the new variant

Configure the block with the new **carousel** variant as shown below:

```
"livestreaming-snack-size-videos#home": {  
  "props": {  
    "variant": "carousel"  
  },  
},
```

**Note:** that the variant property specifies the type of view.

# Requirements VTEX LEGACY



The Composable and Complete Commerce Platform

# Requirements for using Snack Size in PDP

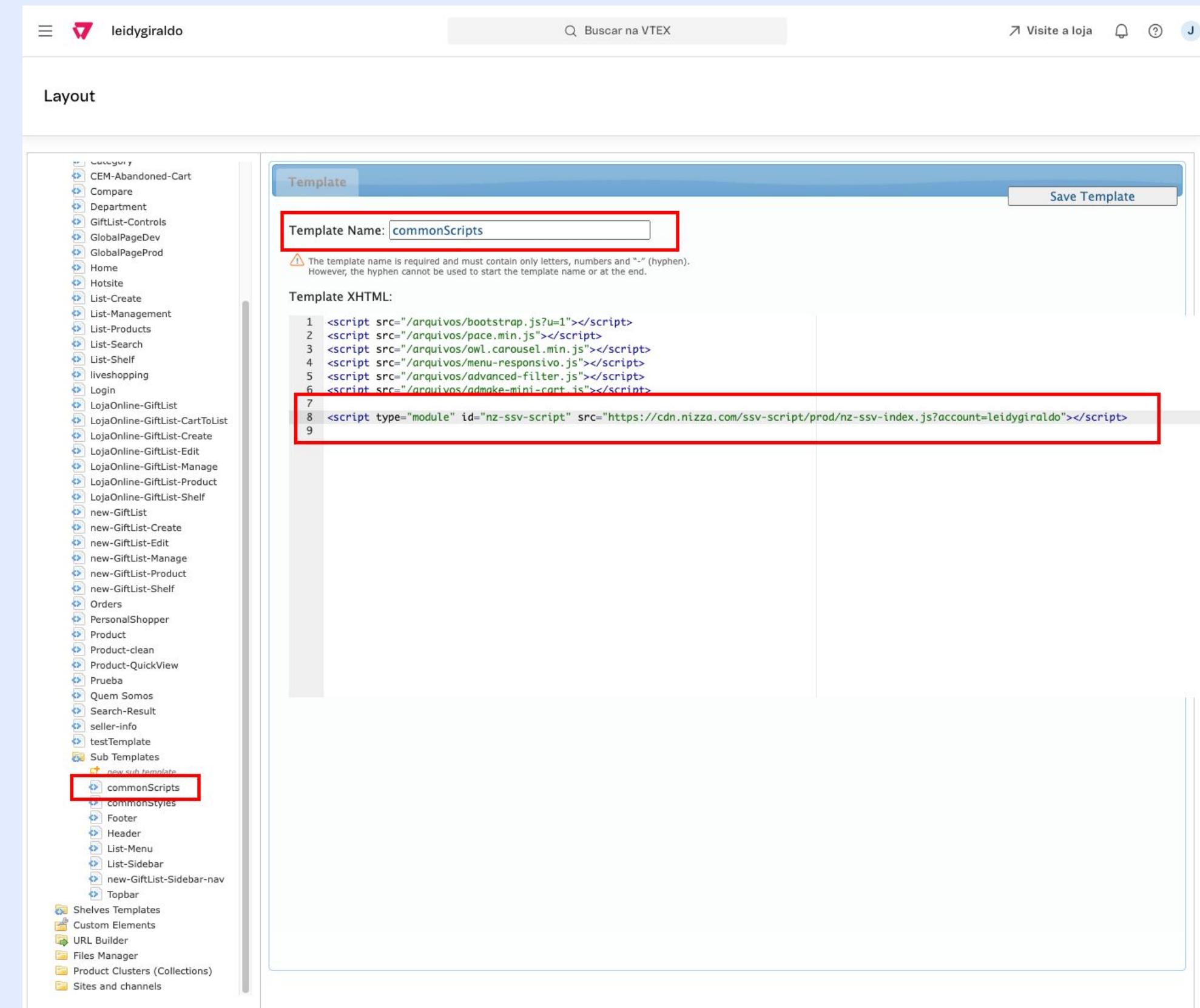
1

Add global script:

Add the following script in a global place on the page, it should be executed only once. A valid example is in the template **commonScripts**.

**Important:** change the search param  
**account={{ACCOUNT NAME}}** by account name

```
<script type="module" id="nz-ssv-script"
src="https://cdn.nizza.com/ssv-script/prod/nz-
ssv-index.js?account={{ACCOUNT
NAME}}"></script>
```



The screenshot shows the VTEX interface for creating a new template. The left sidebar lists various categories like Category, Compare, Department, etc. The main area is titled 'Template' with a sub-tab 'Template'. A red box highlights the 'Template Name' input field containing 'commonScripts'. Another red box highlights the 'Template XHTML' code block, which contains the provided script code. A warning message at the top right states: 'The template name is required and must contain only letters, numbers and "-" (hyphen). However, the hyphen cannot be used to start the template name or at the end.' A 'Save Template' button is visible in the top right corner.

# Requirements for using snack size

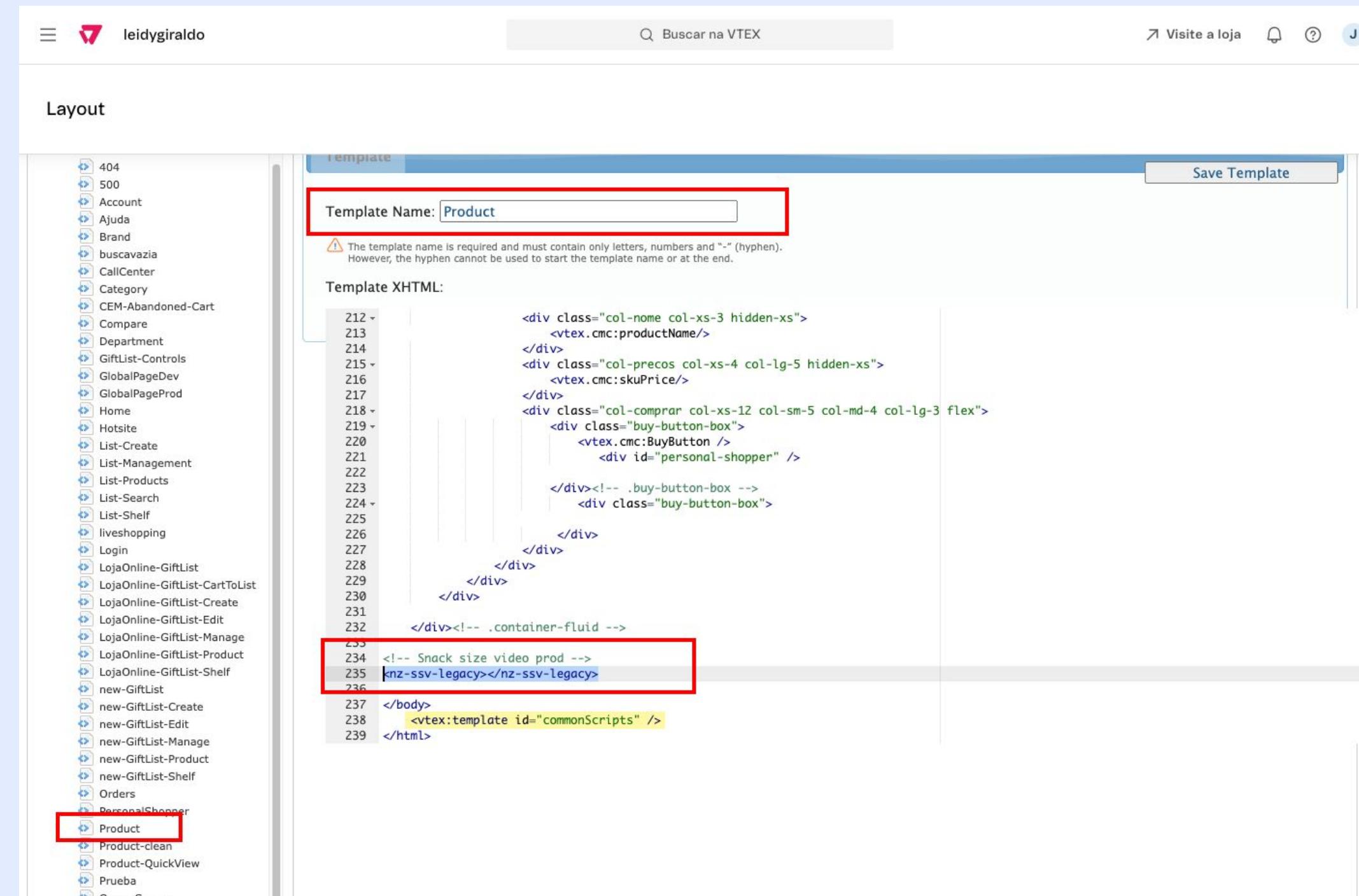
Example if you want to add snack size video to the account **leidygiraldo** the final script is:

```
<script type="module" id="nz-ssv-script"
src="https://cdn.nizza.com/ssv-script/pr
od/nz-ssv-index.js?account=leidygiraldo"
></script>
```

2

Add component in the PDP:

Add the web component  
**<nz-ssv-legacy></nz-ssv-legacy>** in the Product template.



The screenshot shows the VTEX interface for creating a new template named "Product". The template XHTML code includes a comment for the snack size video and the component tag. A sidebar shows a list of other templates.

```

Template Name: Product
The template name is required and must contain only letters, numbers and "-" (hyphen). However, the hyphen cannot be used to start the template name or at the end.

Template XHTML:
<div class="col-nome col-xs-3 hidden-xs">
<vtex.cmc:productName/>
</div>
<div class="col-precos col-xs-4 col-lg-5 hidden-xs">
<vtex.cmc:skuPrice/>
</div>
<div class="col-comprar col-xs-12 col-sm-5 col-md-4 col-lg-3 flex">
<div class="buy-button-box">
<vtex.cmc:BuyButton />
<div id="personal-shopper" />
</div><!-- .buy-button-box -->
<div class="buy-button-box">
</div>
</div>
</div>
<!-- .container-fluid -->
<!-- Snack size video prod -->
<nz-ssv-legacy></nz-ssv-legacy>
</body>
<vtex:template id="commonScripts" />
</html>

```

Template List (Sidebar):

- 404
- 500
- Account
- Ajuda
- Brand
- buscavazia
- CallCenter
- Category
- CEM-Abandoned-Cart
- Compare
- Department
- GiftList-Controls
- GlobalPageDev
- GlobalPageProd
- Home
- Hotsite
- List-Create
- List-Management
- List-Products
- List-Search
- List-Shelf
- liveshopping
- Login
- LojaOnline-GiftList
- LojaOnline-GiftList-CartToList
- LojaOnline-GiftList-Create
- LojaOnline-GiftList-Edit
- LojaOnline-GiftList-Manage
- LojaOnline-GiftList-Product
- LojaOnline-GiftList-Shelf
- new-GiftList
- new-GiftList-Create
- new-GiftList-Edit
- new-GiftList-Manage
- new-GiftList-Product
- new-GiftList-Shelf
- Orders
- PersonalShopper
- Product
- Product-clean
- Product-QuickView
- Prueba
- Quem Somos

# Requirements for using Carousel in the home page

## Updated function

The Snack Size Video function, initially with a view type **reel** in the PDP, it has now been enhanced to include a view of the **carrusel** which can be used in the home page of the store.

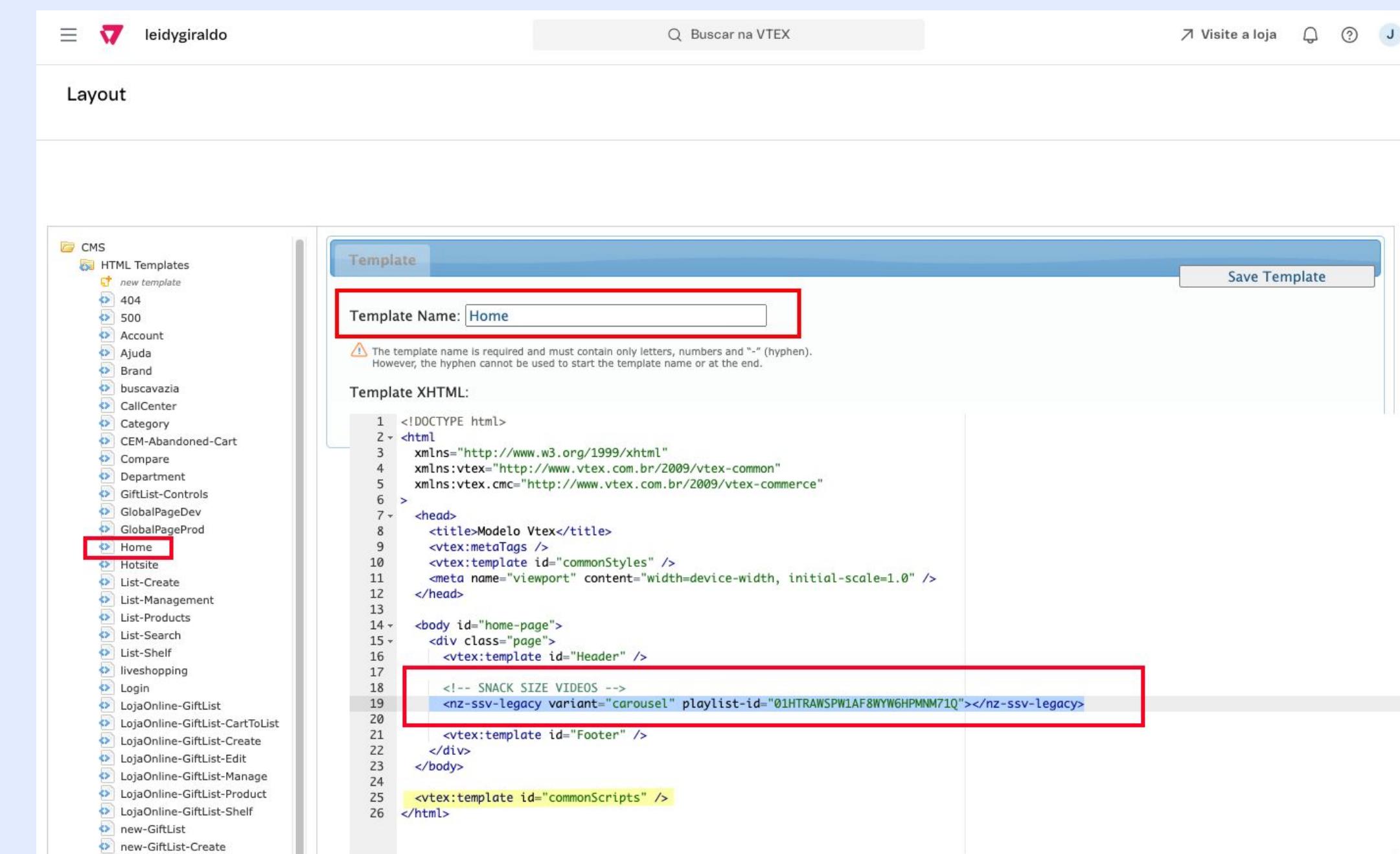
### Configuration steps:

1

Add component in Home:

Add the web component  
`<nz-ssv-legacy variant="carousel" playlist-id="{{ID PLAYLIST}}"></nz-ssv-legacy>` in the Home template.

**Important:** the property `playlist-id="{{ID PLAYLIST}}"` by the id of the playlist you want to show in the home, this id is obtained when you create the playlist in the administrator.



# Snack Size at PDP

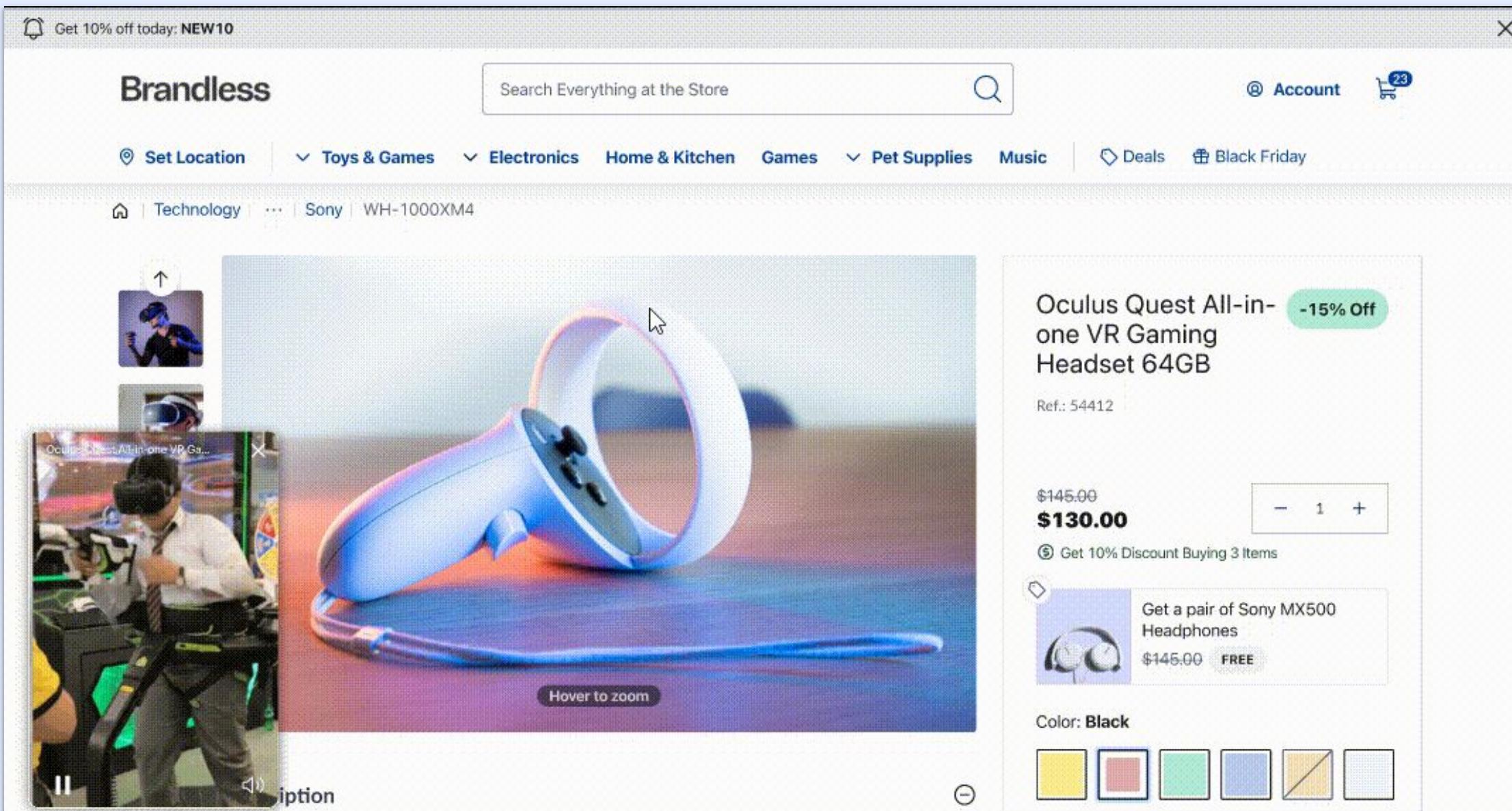


The Composable and Complete Commerce Platform

# Snack Size

You can now:

- Use the recording from a previous liveshopping
- Cut out the most valuable moments from a previous liveshopping
- Put short videos on your product page



# Snack Size Motivations

-  Use live shopping content for continued monetization
-  Expand your product information
-  Include in the product page different types of videos and reels

# Creation of Snack Sizes

Snack Sizes can be created in two ways

## Uploading a video

You can upload any video, from the Live Shopping manager.

## Cutting out a Live past

You can select a past Live and trim the seconds you wish to continue monetizing and create a Snack Sizes Video.

# **Creation of Snack Sizes**

## **Uploading a video**

# Snack Size

How to create a Snack Video by uploading any video

01

Login to the Administrator  
Select "Upload Snack Sizes  
Video".

02

Enter the name and select the  
file:  
MP4 and no larger than 200MB

03

Once the Snack Size is created,  
assign the product where you  
want it to be displayed in the  
pdp.

04

View the Snack Video in the  
product pdp

# Administrator

## Upload a Short Video

01. Enter the section "Snack Size Videos".

02. In the list of all previously created short videos; click on "Upload a Short Video".

The screenshot shows the VTEX admin interface with the following details:

- Top Bar:** Shows the store name "livestreamingdemo", a search bar "Search VTEX", and navigation icons for "Preview", "Bell", and "Help".
- Left Sidebar:** Lists "INSTALLED APPS" (Audit, Satisfaction Survey), "PERSONAL SHOPPER" (Calls, Analytics, Setting), "LIVE SHOPPING" (Events, Block list of words, Global page), "MY CHECKOUT" (Configuration, Links list, Statistics, Payments), and "Store Settings".
- Main Content Area:**
  - A header "Snack size video" with tabs "Short videos" (selected) and "Carrusel (Playlist)".
  - A search bar labeled "Buscar".
  - A table listing short videos:
 

Name	Created date	Viewable in store
Food Processors N/A	29/4/2024	Active
Camiseta Polo N/A	24/4/2024	Active
T-Shirt N/A	17/4/2024	Active
Jaqueta N/A	16/4/2024	Active
camiseta N/A	16/4/2024	Active
t-shirt N/A	16/4/2024	Active
Butter N/A	9/4/2024	Active
  - Buttons in the top right: "Subir un Short Video" (highlighted with a red box) and "+ Create Short Videos".

# Administrator

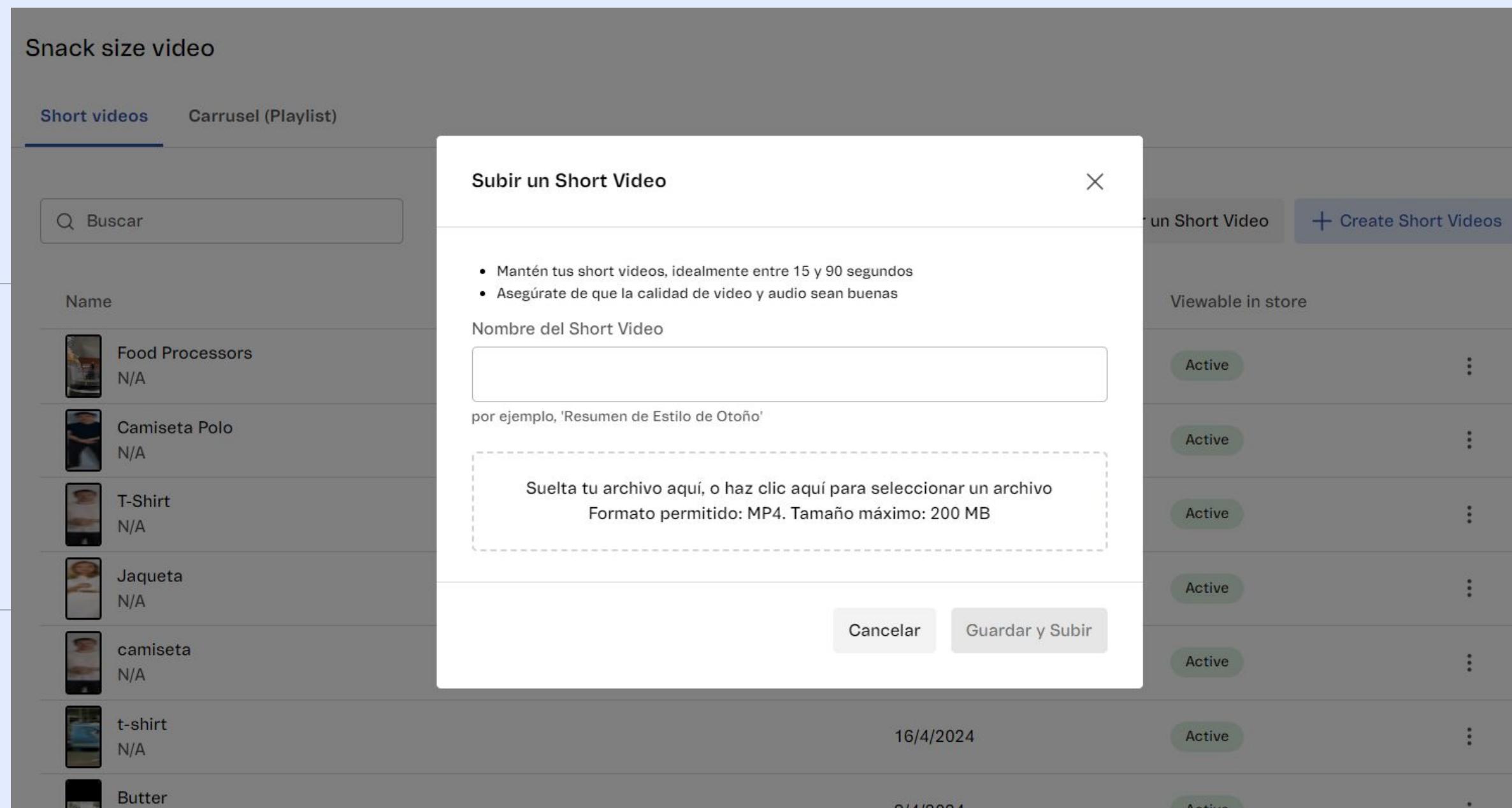
## Upload a video

04. The following modal will open

05. Name this Short Video

Note: The assigned name will be the one that will be visible on the product page.

06. Select the video you want to upload and click on "Save and Upload". Must be MP4 and have a maximum size of: 200 MB



# Administrator

## Creation of Snack Size

07. After clicking on "Save and create", you will return to the list of events where you can see the status of the creation of the snack videos.

The screenshot shows a list of 'Short videos' under the 'Snack size video' section. The list includes various entries with names like 'Como puedes usar tus tennis', 'Tendencias running', 'prueba 1', etc., all created on 19/7/2023. The first entry is highlighted with a red border and a red arrow pointing to it from the left.

Name	Created date	Viewable in store
Como puedes usar tus tennis LiveNikeMayo	19/7/2023	Active
Tendencias running LiveNikeMayo	19/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
test LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	14/7/2023	Active
prueba2 LiveNikeMayo	13/7/2023	Active
prueba 1 LiveNikeMayo	13/7/2023	Active
prueba 1 LiveNikeMayo	13/7/2023	Active

08. You will see the Snack video created when a notification is generated at the bottom right, this notification informs you that it has been successfully created.

The screenshot shows the same list of 'Short videos' as the previous screenshot. A green notification bar at the bottom right of the screen displays the message 'Short videos were created' with a checkmark icon. A red arrow points to this notification bar.

Name	Created date	Viewable in store
Como puedes usar tus tennis LiveNikeMayo	19/7/2023	Active
Tendencias running LiveNikeMayo	19/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
test LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	14/7/2023	Active
prueba2 LiveNikeMayo	13/7/2023	Active
prueba 1 LiveNikeMayo	13/7/2023	Active
prueba 1 LiveNikeMayo	13/7/2023	Active

# Administrator

## Configuration of Snack Size

09. Once the Snack Video is created, in each of them you will have a three-point menu, where you can delete or download the Snack Video.

10. You can immediately delete the created Video Snack

11. You can download the snack video, it will be downloaded immediately to your browser.

The screenshot shows the VTEX Admin interface with the title 'livestreamingdemo'. On the left, there's a sidebar with various menu items like Pesquisa de satisfação, PERSONAL SHOPPER, MY CHECKOUT, LIVE SHOPPING, FULFILLMENT, Insights, and Usuários. The main area is titled 'Snack size video' and 'Short videos'. It features a search bar and a button '+ CREATE SHORT VIDEOS'. Below is a table listing several short videos with columns for Name, Created date, and Viewable in store status (Active). Each video row has a three-dot menu icon. A red box highlights this icon for step 9. A red arrow points from this box to a context menu that appears over one of the rows, containing options 'Download' and 'Delete'. Another red arrow points to the 'Download' option in this menu. At the bottom of the table, a pink bar displays the file path 'Como puedes us...mp4'.

Name	Created date	Viewable in store
Como puedes usar tus tennis LiveNikeMayo	19/7/2023	Active
Tendencias running LiveNikeMayo	19/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
test LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	14/7/2023	Active
prueba2 LiveNikeMayo	13/7/2023	Active
prueba 1 LiveNikeMayo	13/7/2023	Active
prueba 1 LiveNikeMayo	13/7/2023	Active

# Administrator

Assign the product for display in the pdp

12. Once the snack video is created, click on the snack video you want to configure in the product's pdp.

13. Clicking on it will take you to the "Short video detail".

14. You will see a search engine where you must enter the name of the product you wish to associate with this Snack Video and which will appear in the pdp of this product.

15. Select the product you want to appear in the search engine list, you can select several products and then click on "Save changes".

That's it! Automatically the snack Size will appear in the pdp  
**Note:** This same product will appear in the reel carousel.

# **Creation of Snack Sizes Clipping a Past Live**

# Snack Size

## How to create a Snack Video from a Past Live

01

Login to the Administrator  
Select the recording of a past live

02

Cut the recording, selecting the seconds you want to continue to monetize

03

Once the snack size has been created, assign the product in which you want it to be displayed in the pdp

04

View the snack video in the product pdp

Here is the step-by-step detail ...

# Administrator

## Select recording

01. Enter the "Recordings" section

02. In the list of all previously created short videos; click "+ Create short video".

03. Enter the name of the past live you want to use, click on "Continue".

Name	Created date	Viewable in store
Camiseta Polo N/A	24/4/2024	Active
T-Shirt N/A	17/4/2024	Active
Jaqueta N/A	16/4/2024	Active
camiseta N/A	16/4/2024	Active
t-shirt N/A	16/4/2024	Active
Butter N/A	9/4/2024	Active
Ice Cream Chocolate N/A	8/4/2024	Active
The best Butter N/A	8/4/2024	Active
Food Processors N/A	8/4/2024	Active
Ice cream maker testpao07042403	8/4/2024	Active

1 – 10 of 63 < >

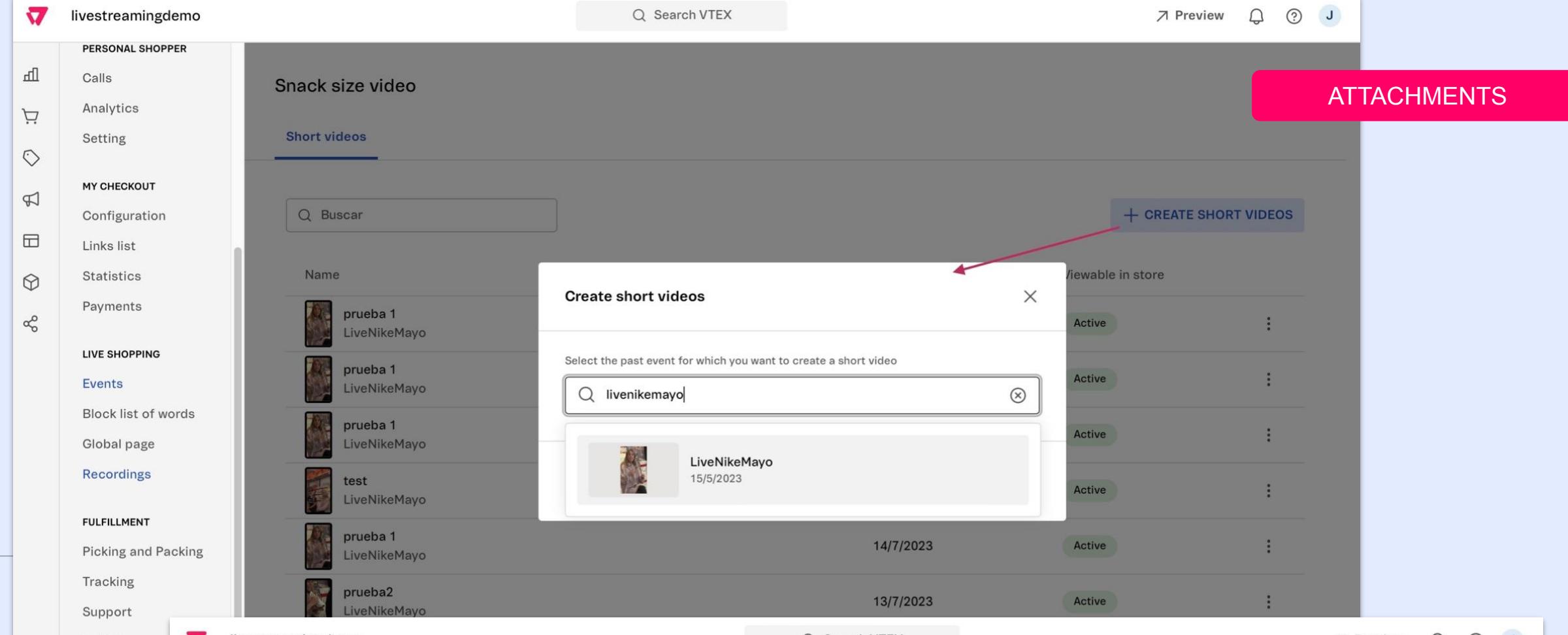
**LIVE SHOPPING** ←

Events  
Block list of words  
Global page  
Snack Size Videos

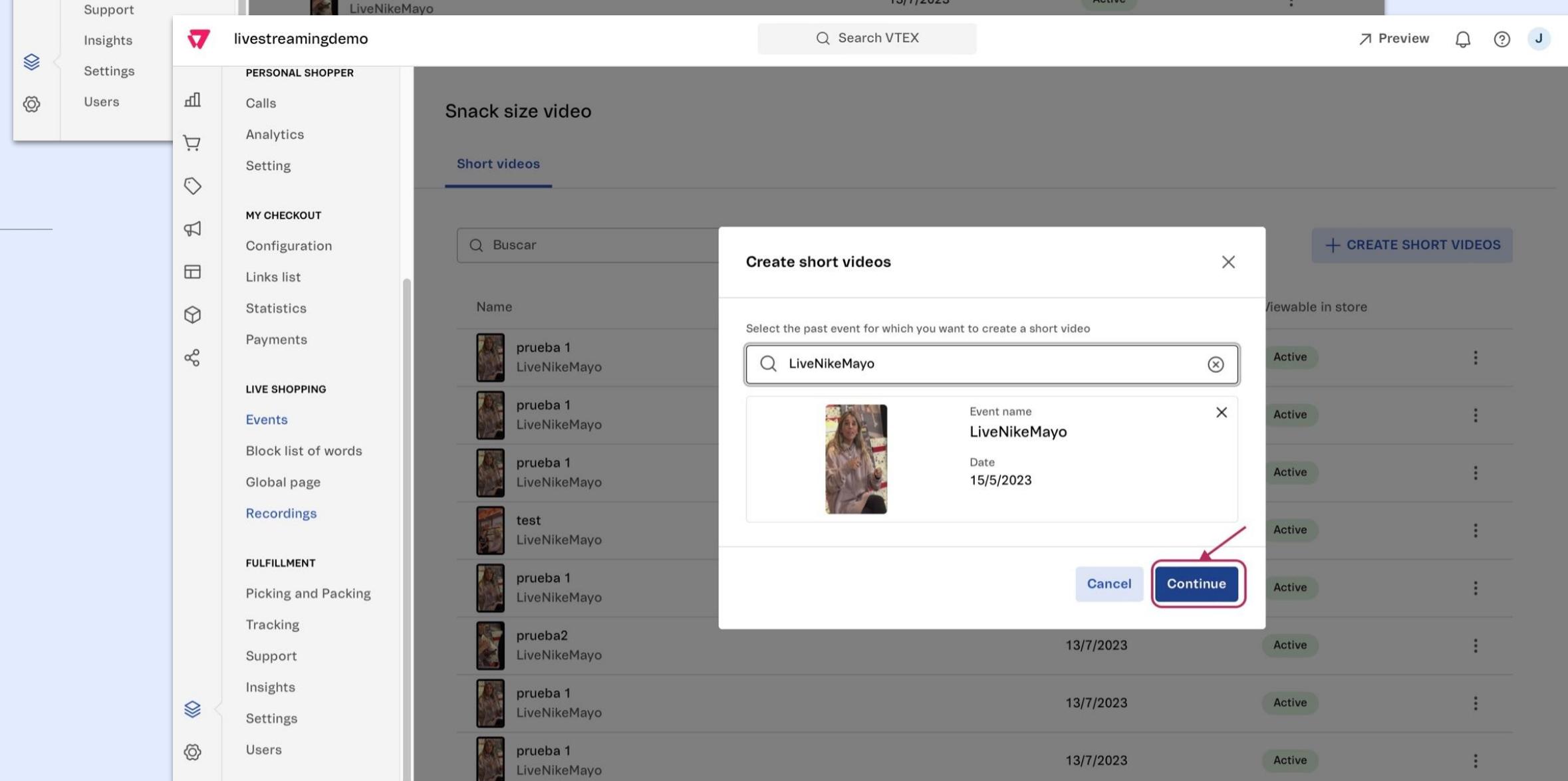
# Administrator

## Select recording

04. Type the name of the past live you want to use, the list of past events that match the name you are typing will be displayed.



05. Select the live you want to use and click on "Continue".



# Administrator

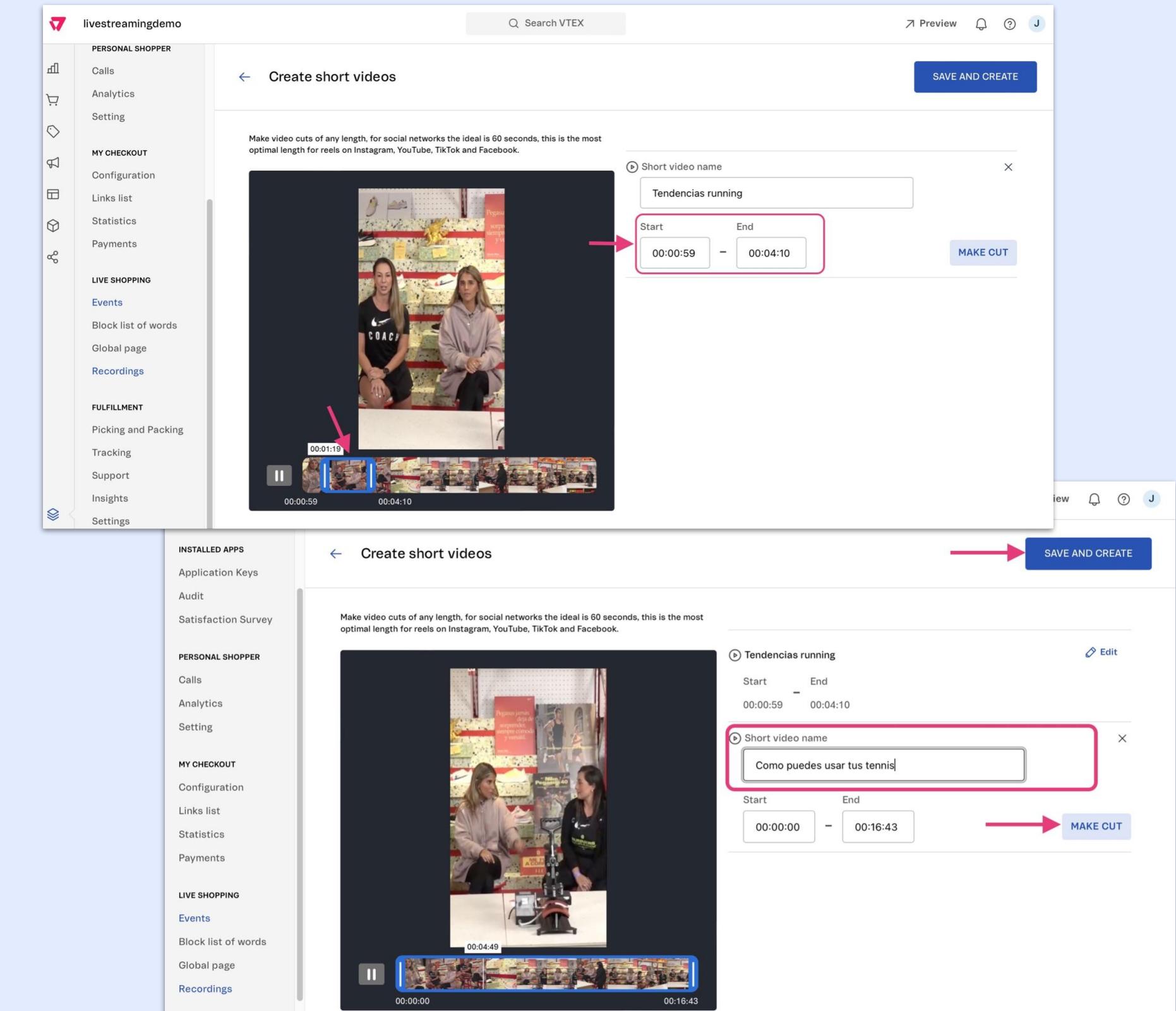
## Recording trimming and creation of Snack Size

**06.** You will be taken to the snippets section where you will be able to visualize the minute by minute of the live broadcast. Then select the part of the recording that you want to continue monetizing and that will be visible on the product page:

You can place the exact minute you want to trim or adjust by means of the blue control of the recording to find the exact moment

**07.** Assign a name to the Snack videos, the assigned name will be the one that will be visible on the product page and then click on "Make cut" to save.

**08.** Create as many snack videos as you want from the same live



# Administrator

## Creation of Snack Size

10. After clicking on "Save and create", you will return to the list of events where you can see the status of the creation of the snack videos.

The screenshot shows the 'livestreamingdemo' application's admin interface. On the left, a sidebar lists various app modules: APPS INSTALADOS (Audit, Chaves de aplicação, Pesquisa de satisfação), PERSONAL SHOPPER (Chamadas, Análitica, Configuração), MY CHECKOUT (Configuração, Listado de vínculos, Estatísticas, Medios de pagos), LIVE SHOPPING (Eventos, Palavras Bloqueadas, Página global, Gravações), FULFILLMENT (Separação e Embalagem, Rastreamento, Suporte, Insights, Configurações). The main area is titled 'Snack size video' and 'Short videos'. It features a search bar and a button '+ CREATE SHORT VIDEOS'. Below is a table listing 15 snack videos, each with a thumbnail, name, created date, and 'Viewable in store' status (Active). The first two rows are highlighted with a red border and a red arrow points to the first one.

Name	Created date	Viewable in store
Como puedes usar tus tennis LiveNikeMayo	19/7/2023	Active
Tendencias running LiveNikeMayo	19/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
test LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	14/7/2023	Active
prueba2 LiveNikeMayo	13/7/2023	Active
prueba 1 LiveNikeMayo	13/7/2023	Active

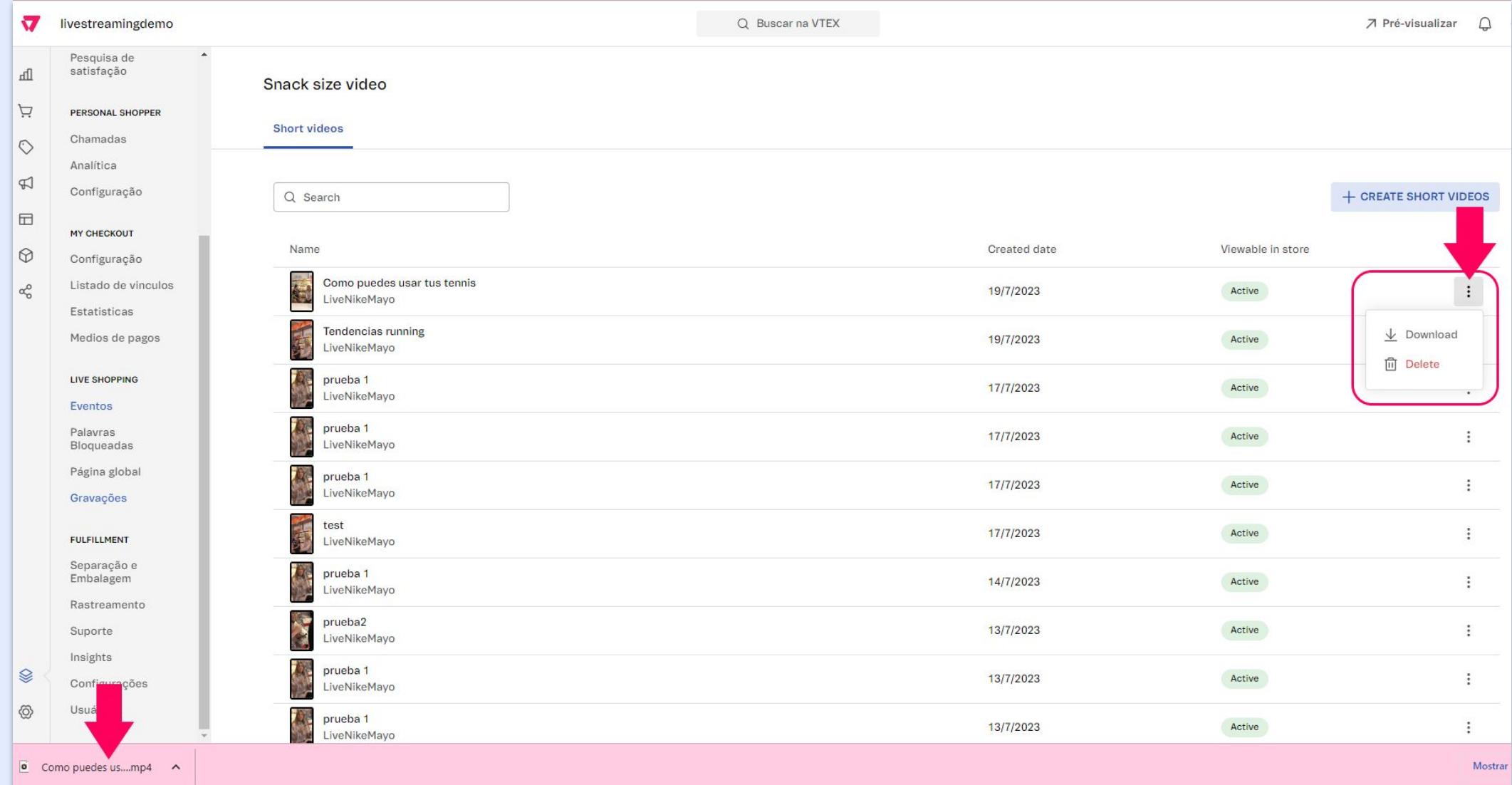
11. You will see the Snack video created when a notification is generated at the bottom right, this notification informs you that it has been successfully created.

The screenshot shows the same VTEX Admin interface as the previous one, but with a green notification bar at the bottom right. The bar contains the message 'Short videos were created' with a checkmark icon and a close button. A red arrow points to this notification bar.

# Administrator

## Snack Size Configuration

12. Once the video snack is created, in each of them you will have a three-point menu, where you can delete or download the video snack.
  
13. You can immediately delete the created video snack
  
14. You can download the snack video, it will be downloaded immediately to your browser.



The screenshot shows the VTEX admin interface with the title 'livestreamingdemo'. On the left, there's a sidebar with various menu items like Pesquisa de satisfação, PERSONAL SHOPPER, MY CHECKOUT, LIVE SHOPPING, FULFILLMENT, and Insights. The main area is titled 'Snack size video' and 'Short videos'. It features a search bar and a table listing video snacks. Each row in the table includes a thumbnail, the name (e.g., 'Como puedes usar tus tennis LiveNikeMayo'), the creation date (e.g., 19/7/2023), a 'Viewable in store' status (Active), and a three-dot menu icon. A red box highlights the three-dot menu icon for the first video, and another red arrow points to the 'Download' option within that menu. At the bottom left, a red arrow points to the file name 'Como puedes us...mp4' in the list. At the bottom right, there's a 'Mostrar' button.

Name	Created date	Viewable in store
Como puedes usar tus tennis LiveNikeMayo	19/7/2023	Active
Tendencias running LiveNikeMayo	19/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	17/7/2023	Active
test LiveNikeMayo	17/7/2023	Active
prueba 1 LiveNikeMayo	14/7/2023	Active
prueba2 LiveNikeMayo	13/7/2023	Active
prueba 1 LiveNikeMayo	13/7/2023	Active
prueba 1 LiveNikeMayo	13/7/2023	Active

# Administrator

Assign the product for display in the pdp

15. Once the snack video is created, click on the snack video you want to configure in the product's pdp.

16. Clicking on it will take you to the "Short video detail".

17. You will see a search engine where you must enter the name of the product you wish to associate with that video snack and which will appear in the pdp of that product.

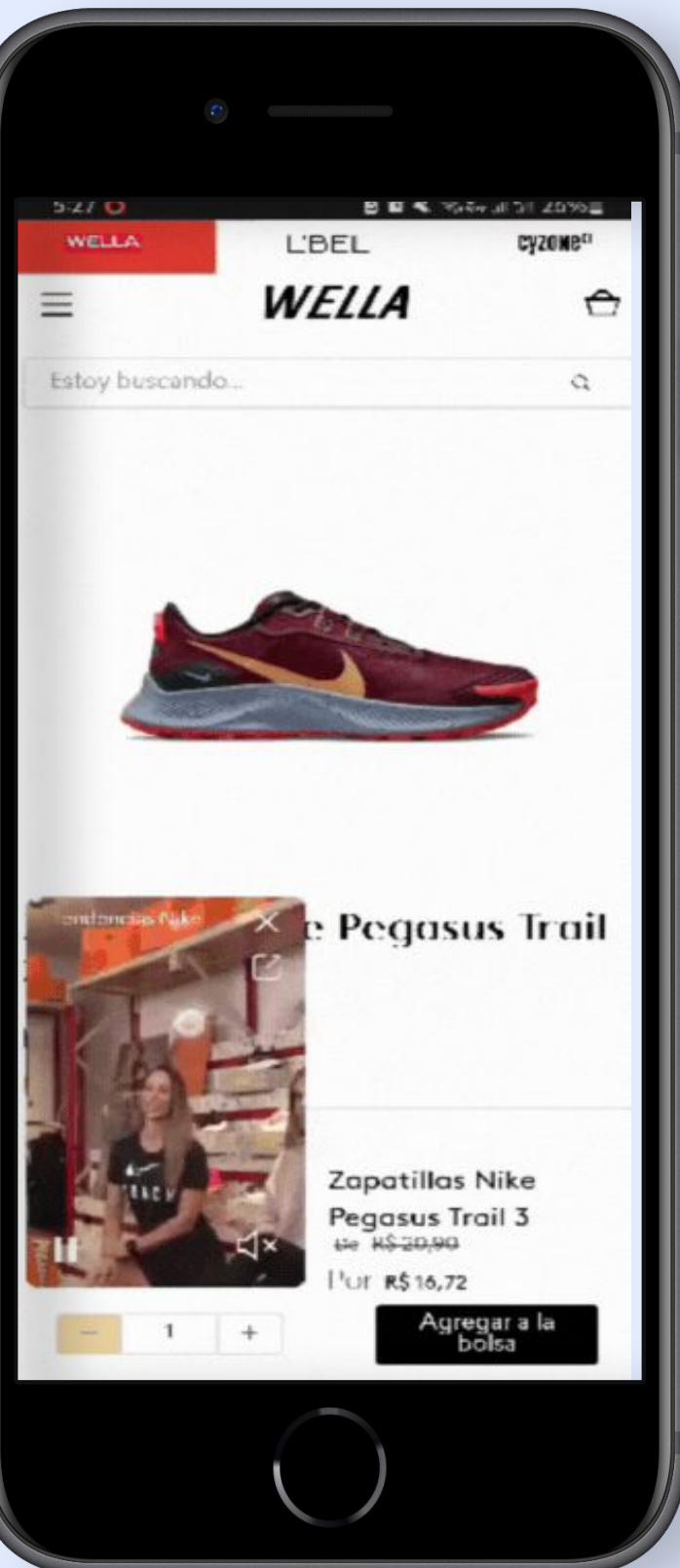
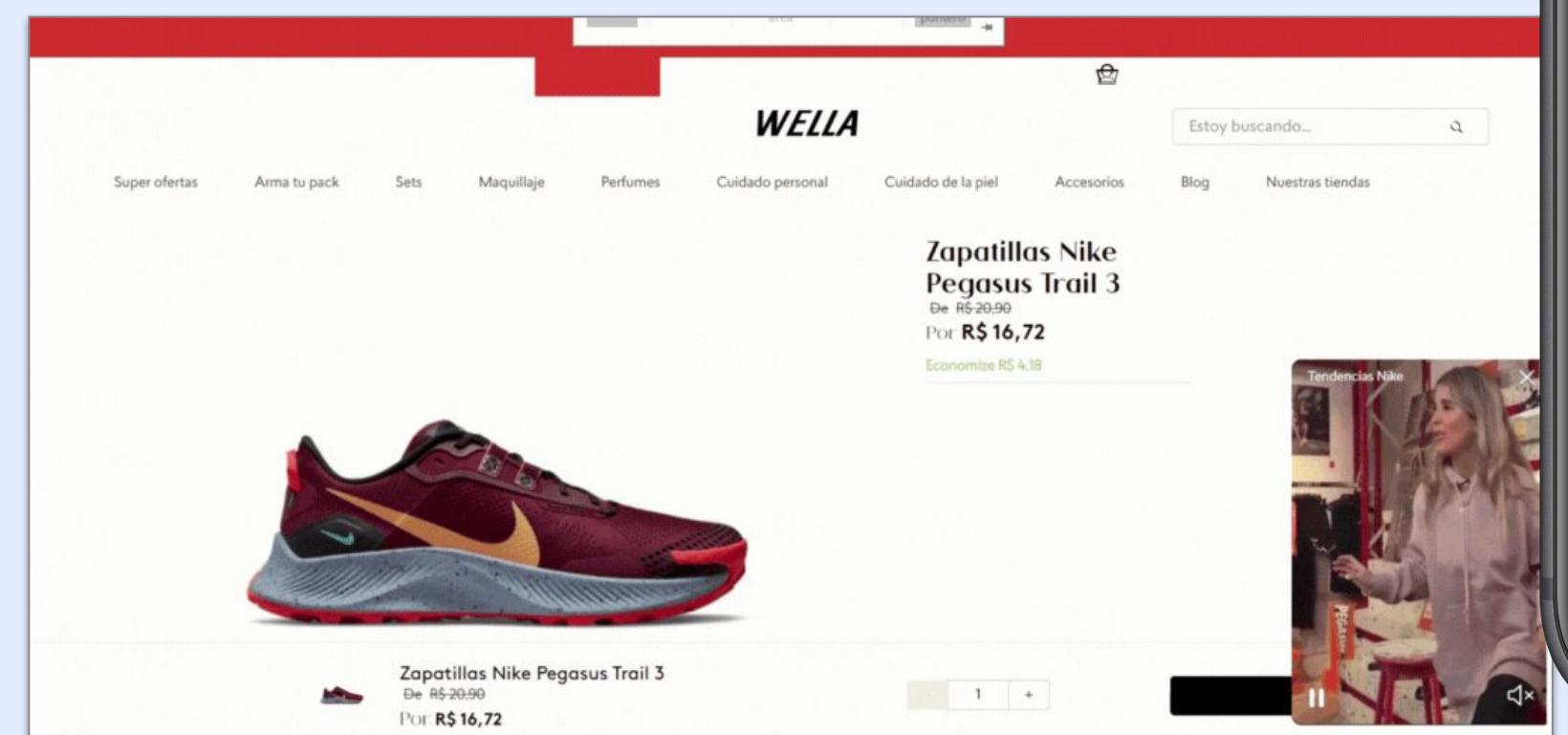
18. Select the product you want to appear in the search engine list, you can select several products and then click on "Save changes".

That's it! Automatically the snack Size will appear in the pdp  
**Note:** This same product will appear in the reel carousel.

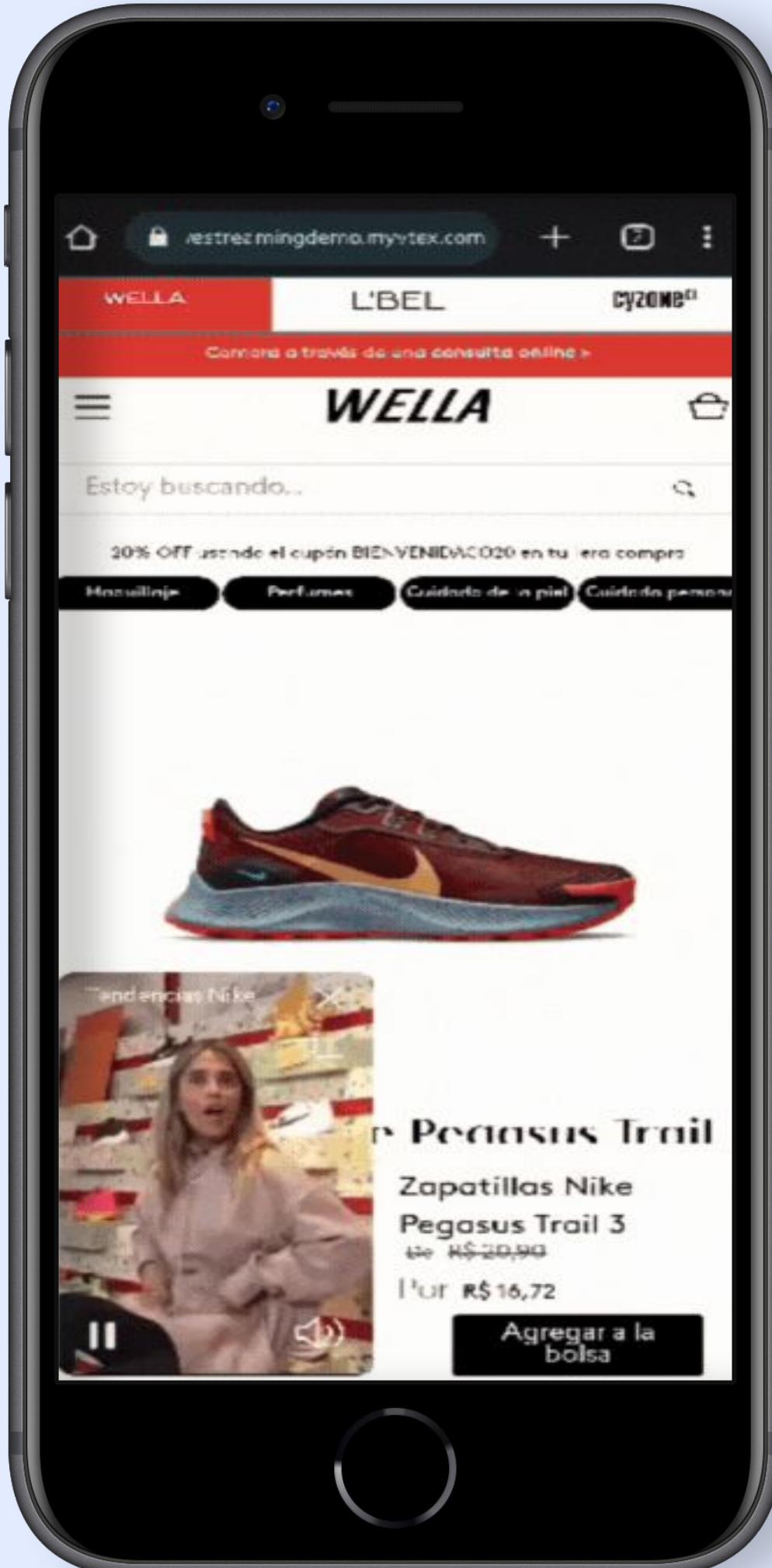
The screenshots illustrate the process of associating a snack video with a product in a PDP. The first screenshot shows a list of short videos, with one being selected. The second screenshot shows the 'Detail of the short video' page where a search bar is used to find a specific product ('Zapatillas Nike Pegasus Trail 3'). The third screenshot shows the results of the search, with two products listed: 'Zapatillas Nike Pegasus Trail 3' and 'Nike Air Force 1 '07 Premium'. The fourth screenshot shows the 'SAVE CHANGES' button highlighted, indicating the final step to save the association. To the right of the screenshots, there are two images: one showing a store shelf with Nike products and another showing two women in a Nike store setting.

# User Features

- ✓ You can **see** the Snack video created on the product page.
- ✓ The Snack video can be **moved** anywhere on the product page.
- ✓ You can **hide** the video snack by clicking on the "x".
- ✓ When hidden, a ">" will remain in the place where the snack size was located, so that it can be displayed again if desired.
- ✓ You can **Pause** the snack size
- ✓ **Activate** or **deactivate** snack size audio

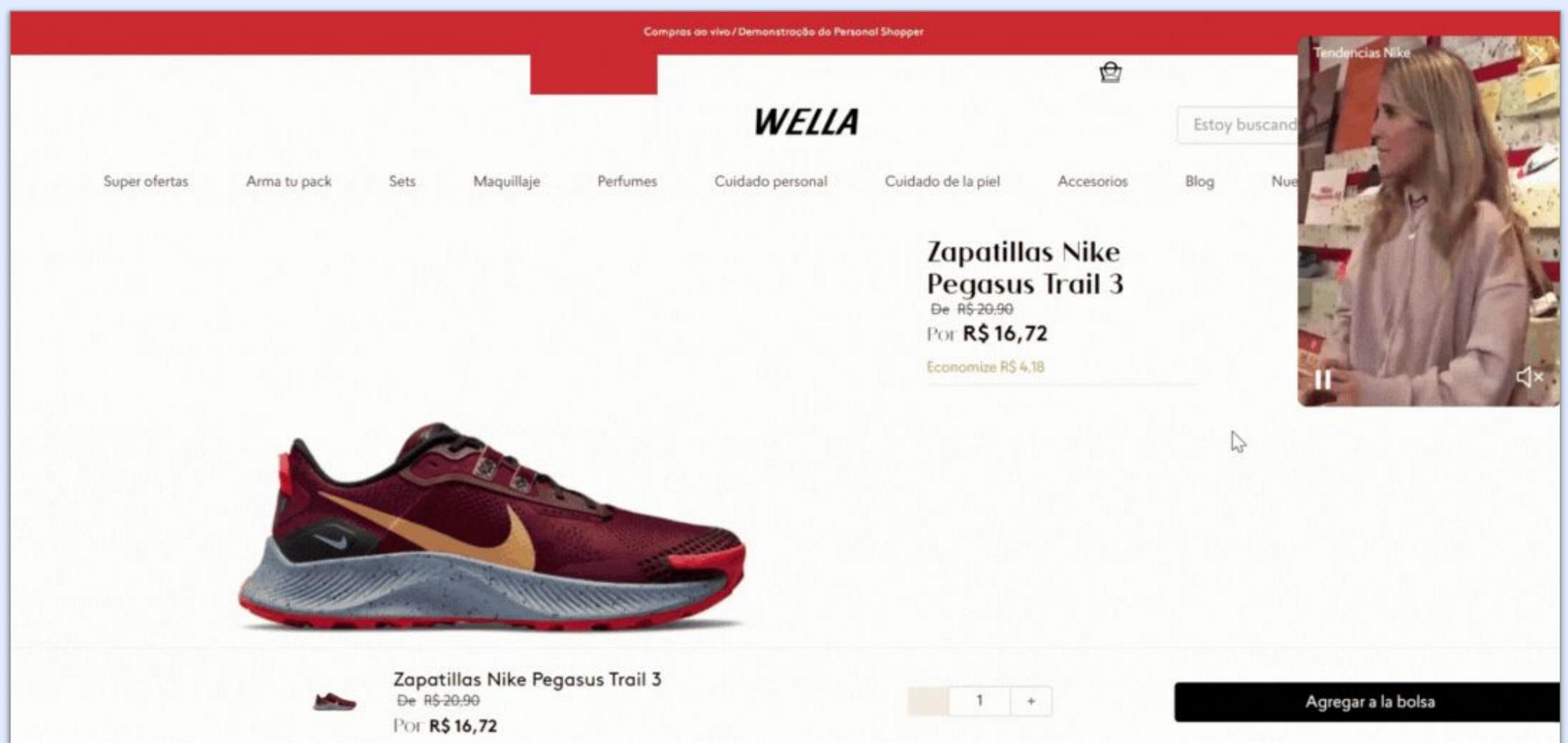


# User Features



✓ **Mobile:** Clicking on the snack video or clicking on the full screen icon (located below the "x" icon) will open the full screen snack video in which you can scroll and view the other snack videos just like the reels.

✓ **Desktop:** By clicking on the snack video or by clicking on the snack video, you can make full screen to open all the assigned snack videos and display the other snack videos as well as the reels.



# Carousel on reels

# Administrator

To create and build a carousel of reels in the home, we must follow these steps

## Carousel Creation

Assign a name to the Carousel

Select the Snack Sizes Videos

Configure

Create it

## Carousel Edition

Modify the order of Snack Sizes

Remove Snack Sizes

Add more Snack Sizes

## Place Carousel in Home

Identify the Carousel ID

Place it in the site editor

Display it immediately in the home page

# 1. MAIN SCREEN

Within the Live Shopping App, you will find a tab called: "Snack Sizes Videos".

1. Click on the tab: "Carousel (Playlist)".
2. You will find the list of all the Carousels created with:
  - Name: Name assigned at creation, it is not possible to edit it.
  - ID: Unique ID that will be used to assign it and place it in the home page.
  - Videos: Number of assigned Snack Sizes Video
  - Last editing date
  - Date of creation of the carousel

Name	ID	Videos	Last edit	Creation date
Take care of your skin	01HTMN3598FGCFFMETCTP4TV17	2	2024-05-01T05:30:44.574Z	2024-04-04T13:34:39.912Z
food	01HW36HPPVHV0GAC0PHNBM86XV	3	2024-05-02T13:47:41.361Z	2024-04-22T15:24:46.171Z
Ropa	01HW86ENKJV3W58GRKFDF813	1	2024-04-30T00:26:23.837Z	2024-04-24T13:59:18.898Z
Ice cream	01HW86G2X7PDHASF78VZ0KPGYY	1	2024-04-26T13:43:10.482Z	2024-04-24T14:00:05.288Z

**Note:** A Playlist is a group of Snack Sizes that will be displayed as a carousel in the home page.

# 1. CREATE NEW CAROUSEL

To create a new carousel you must:

1. Click on "+Create new carousel".
2. Immediately you will find a new page where you must enter:

- Name: Name assigned to the carousel (Required field).
- List of Snack Sizes to be selected with the check that appears to the left of each Snack Sizes, which of them you want to be part of this carousel.
- You can also search for a specific Snack Sizes and select it.

3. Once you have finished selecting which Snack Sizes you want, click on "Continue".

**Note:** You can associate 30 Snack Sizes to a carousel.

Name	Created date
Shade 18 tones N/A	2/5/2024
Food Processors N/A	29/4/2024
Camiseta Polo N/A	24/4/2024
T-Shirt N/A	17/4/2024

## 1. CREATE NEW CAROUSEL

4. You will find the following screen where you will be able to visualize the name The number of Snack Sizes that are part of this new Carousel and the list of the selected Snack Sizes, which you can:

- Delete them by clicking on the icon that appears on each one of them.
- Modify the order: Selecting them and moving to the place where you want them to be displayed.

5. Click on "Save and Create" to finalize the creation of the Carousel.

**Nuevo carrusel**

Newtrends

Organiza el orden de los short videos dentro del reel

5 items

Jaqueta  
Duración del video: 43.648 seg

Guarda y crear

**Nuevo carrusel**

Newtrends

Organiza el orden de los short videos dentro del reel

3 items

Shade 18 tones  
Duración del video: 87.033330 seg

Camiseta Polo  
Duración del video: 27.701321 seg

Jaqueta  
Duración del video: 43.648 seg

Guarda y crear

## 2. CAROUSEL EDITION

- Once the carousel is created, it will appear at the end of the list of all carousels, already with an assigned identifier ID.

The screenshot shows a list of four carousels:

- Take care of your skin**: ID: 01HTMN3598FGCFFMETCTP4TV17, Videos: 2, Last edit: 2024-05-01T05:30:44.574Z, Creation date: 2024-04-04T13:34:39.912Z
- food**: ID: 01HW36HPPVHV0GAC0PHNBM86XV, Videos: 3, Last edit: 2024-05-02T13:47:41.361Z, Creation date: 2024-04-22T15:24:46.171Z
- Ropa**: ID: 01HW86ENKJV3W58GRKFPDZF813, Videos: 1, Last edit: 2024-04-30T00:26:23.837Z, Creation date: 2024-04-24T13:59:18.898Z
- Ice cream**: ID: 01HW86G2X7PDHASF78VZOKPGYY, Videos: 1, Last edit: 2024-04-26T13:43:10.482Z, Creation date: 2024-04-24T14:00:05.288Z

A green box contains the message: **Se crearon nuevos carrusel**.

- To be able to edit, simply click on the carousel you want to edit and the following screen will open

- You can Delete each of the Snack Sizes
- You can go directly to the detail page of each Snack Sizes to modify or verify the Product assignment

**Newtrends**  
Carousel ID: 01HWXH4CPGVSAE9RVV2VJ5MP3C

Organiza el orden de los short videos dentro del reel

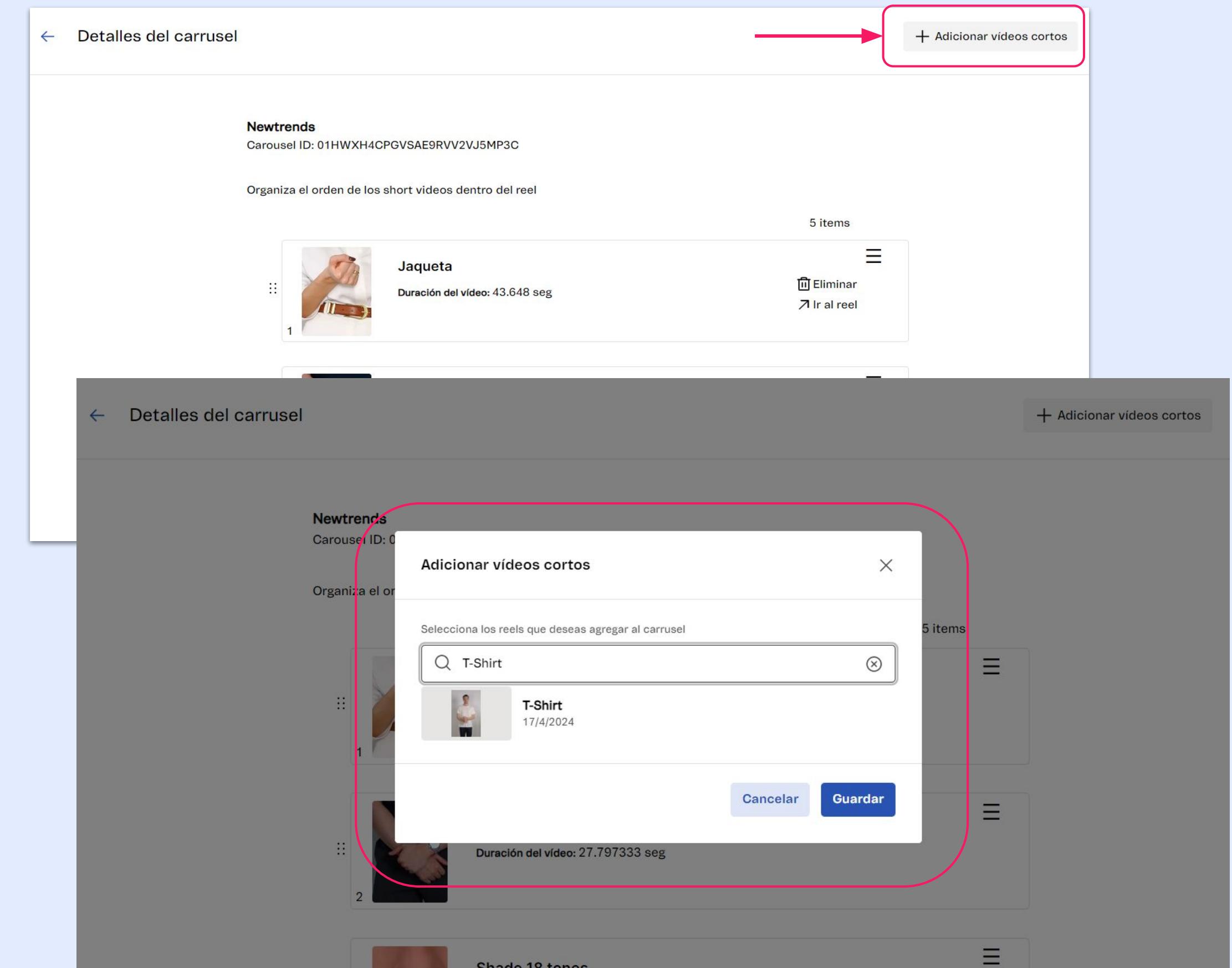
5 items

	<b>Jaqueta</b> Duración del vídeo: 43.648 seg	Eliminar Ir al reel
	<b>Camiseta Polo</b> Duración del vídeo: 27.797333 seg	
	<b>Shade 18 tones</b>	

## 2. CAROUSEL EDITION

2. To be able to edit, simply click on the carousel you want to edit and the following screen will open

- You can also “Add more Snack Sizes” by clicking on the button, A modal will open where you can search for the Snack Sizes video by name, select it and then click “Save” and this new Snack Sizes will be displayed immediately within the carousel
- You can also modify the order of the carousels



### 3. PLACE CAROUSEL ON HOME

To place the carousel at home you must:

1. Copy the ID of the Carousel that you want to place on the home page

Snack size video

Short videos Carrusel (Playlist)

+ Crear nuevo carrusel

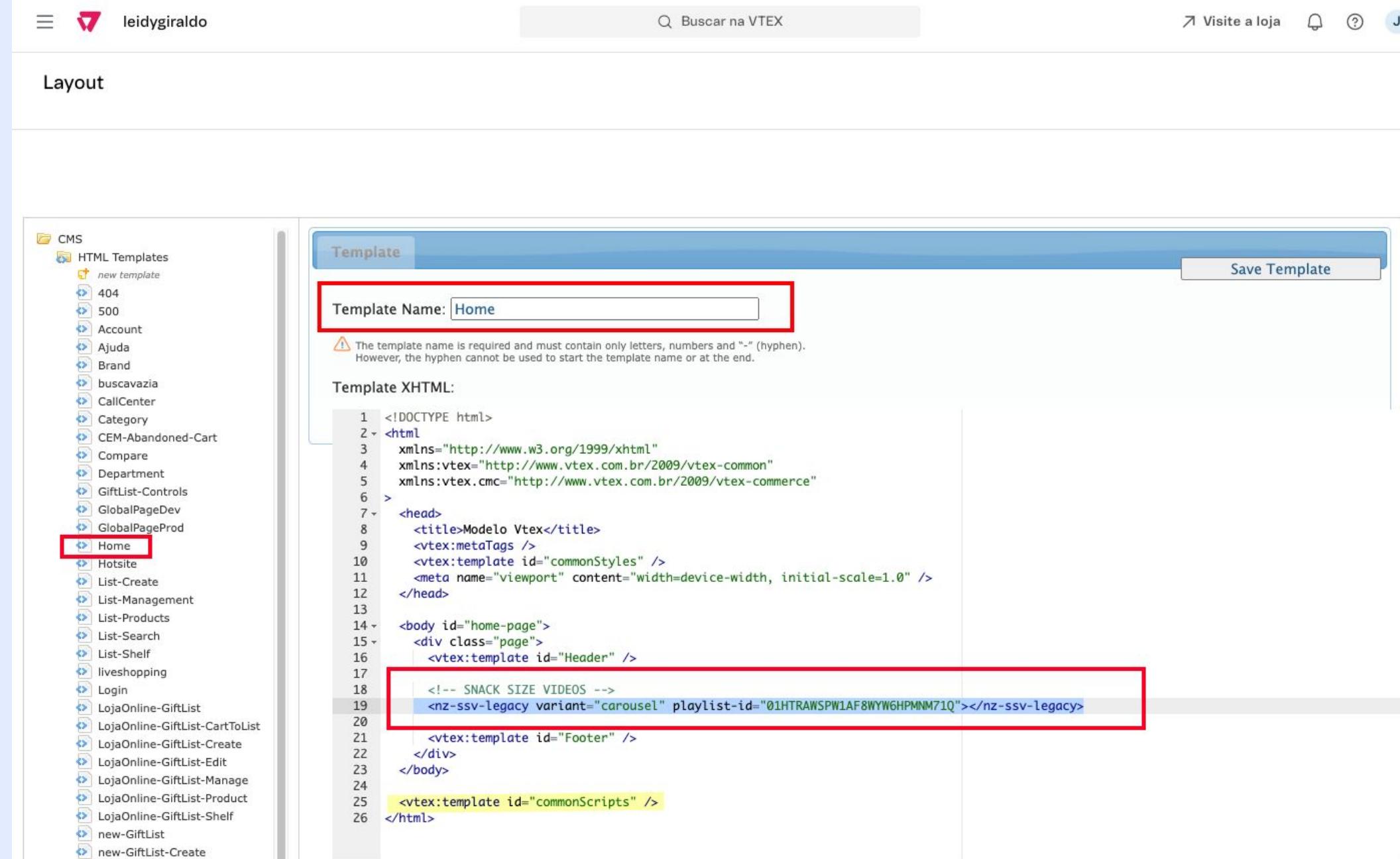
Item	ID	Videos	Last edit	Creation date
Take care of your skin	01HTMN3598FGCFFMETCTP4TV17	2	2024-05-01T05:30:44.574Z	2024-04-04T13:34:39.912Z
food	01HW36HPPVHV0GAC0PHNBM86XV	3	2024-05-02T13:47:41.361Z	2024-04-22T15:24:46.171Z
Ropa	01HW86ENKJV3W58GRKFPDZF813	1	2024-04-30T00:26:23.837Z	2024-04-24T13:59:18.898Z
Ice cream	01HW86G2X7PDHASF78VZ0KPGYY	1	2024-04-26T13:43:10.482Z	2024-04-24T14:00:05.288Z

### 3. PLACE CAROUSEL ON HOME

Add component in Home:

Add the web component  
**<nz-ssv-legacy variant="carousel"  
 playlist-id="{{ID  
 PLAYLIST}}></nz-ssv-legacy>** in the Home  
 template.

**Important:** the property **playlist-id="{{ID  
 PLAYLIST}}"** by the id of the playlist you  
 want to show in the home, this id is  
 obtained when you create the playlist in the  
 administrator.



The screenshot shows the VTEX CMS interface for creating a new template. The left sidebar lists various CMS components under 'HTML Templates'. The 'Template' tab is selected, and the 'Template Name' field contains 'Home', which is highlighted with a red box. Below it, a warning message states: 'The template name is required and must contain only letters, numbers and "-" (hyphen). However, the hyphen cannot be used to start the template name or at the end.' The 'Template XHTML' code editor shows the following code, with the 'variant="carousel"' line highlighted with a red box:

```

1 <!DOCTYPE html>
2 <html
3   xmlns="http://www.w3.org/1999/xhtml"
4   xmlns:vtx="http://www.vtex.com.br/2009/vtex-common"
5   xmlns:vtex.cmc="http://www.vtex.com.br/2009/vtex-commerce"
6 >
7 <head>
8   <title>Modelo Vtex</title>
9   <vtx:metaTags />
10  <vtx:template id="commonStyles" />
11  <meta name="viewport" content="width=device-width, initial-scale=1.0" />
12 </head>
13
14 <body id="home-page">
15 <div class="page">
16   <vtx:template id="Header" />
17
18   <!-- SNACK SIZE VIDEOS -->
19   <nz-ssv-legacy variant="carousel" playlist-id="01HTRAWSPW1AF8WYW6HPMMN71Q"></nz-ssv-legacy>
20
21   <vtx:template id="Footer" />
22 </div>
23 </body>
24
25 <vtx:template id="commonScripts" />
26 </html>

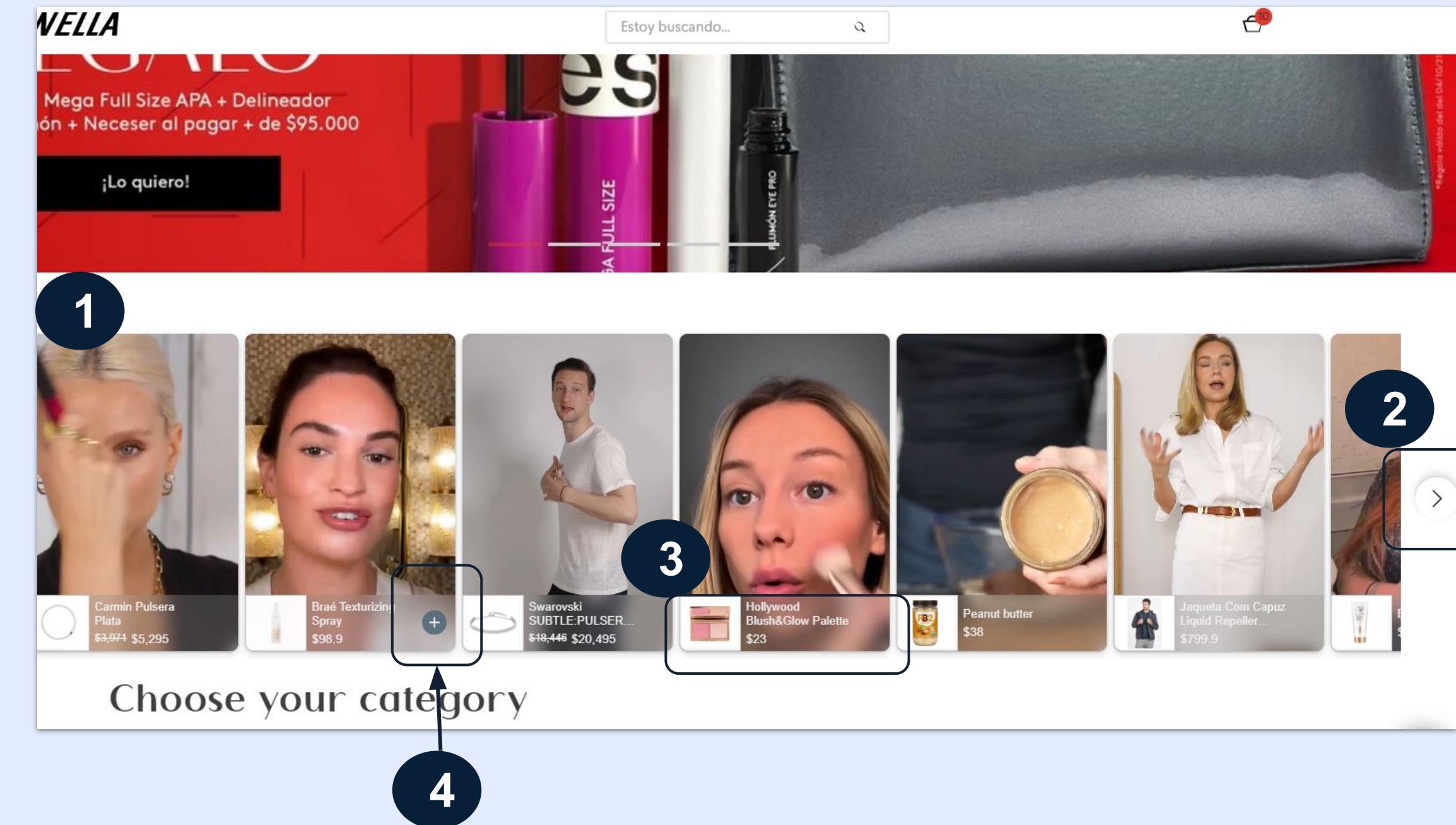
```

Note: that the variant property specifies the type of view.

## CAROUSEL ON HOME

The client will be able to view the carousel at home, in the place where they want to configure, they will see:

1. Each Snack Sizes Video associated with the carousel
2. An Arrow to move right or left
3. If the Snack Sizes has an associated product, you can view the product with the image, name and price
4. Additionally, if you stand over the product you can see the (+) icon to add to the cart directly from the carousel.



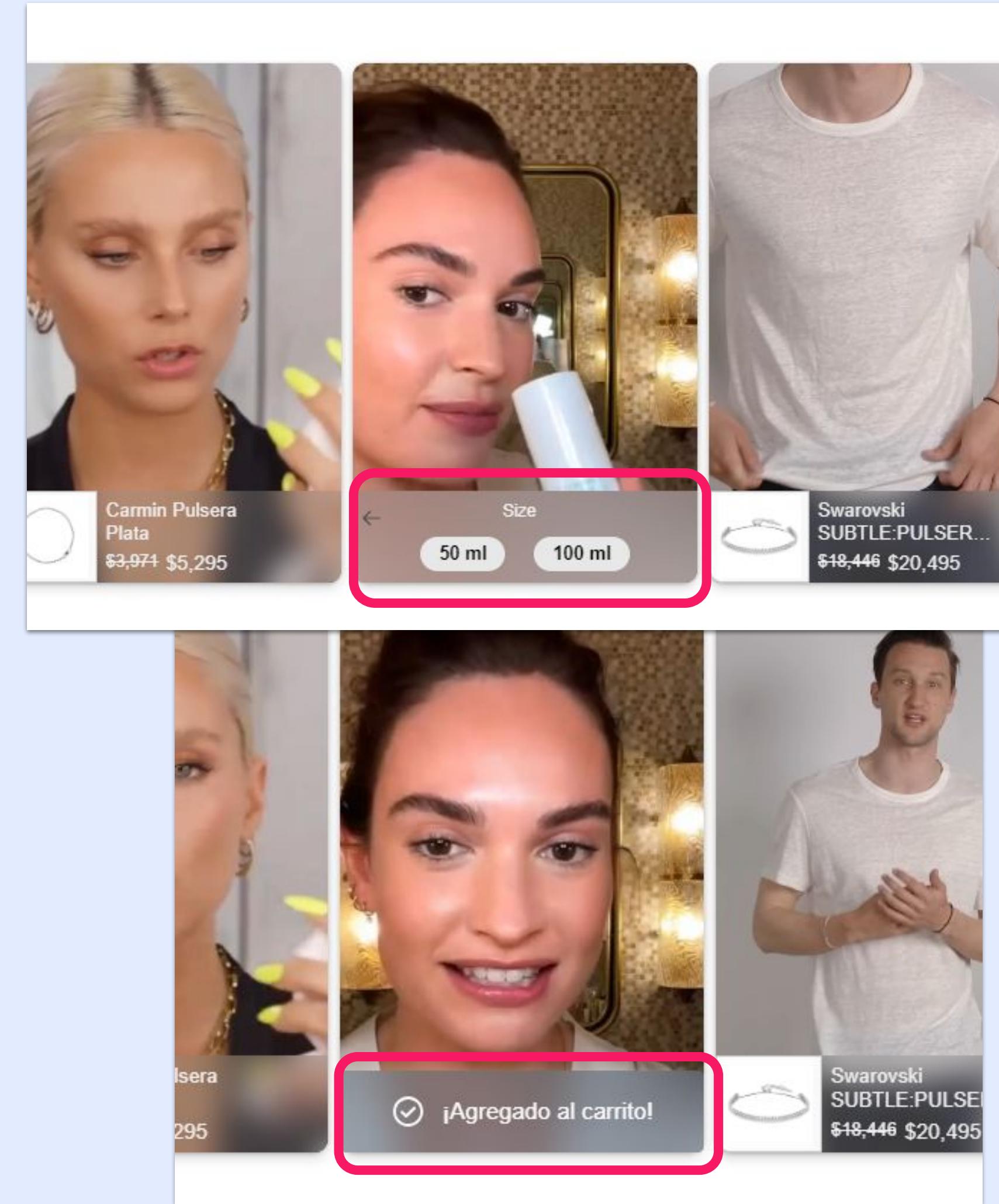
User

**Note:** If the Snack Video does not have a product associated with it, that space will be empty. If the Snack Sizes has more than one associated product, the last associated product will be displayed

## CARRUSEL AT HOME

5. If the product has a Variation, the options will be displayed directly from the carousel without having to open the reel
6. Will notify from carousel when added to cart

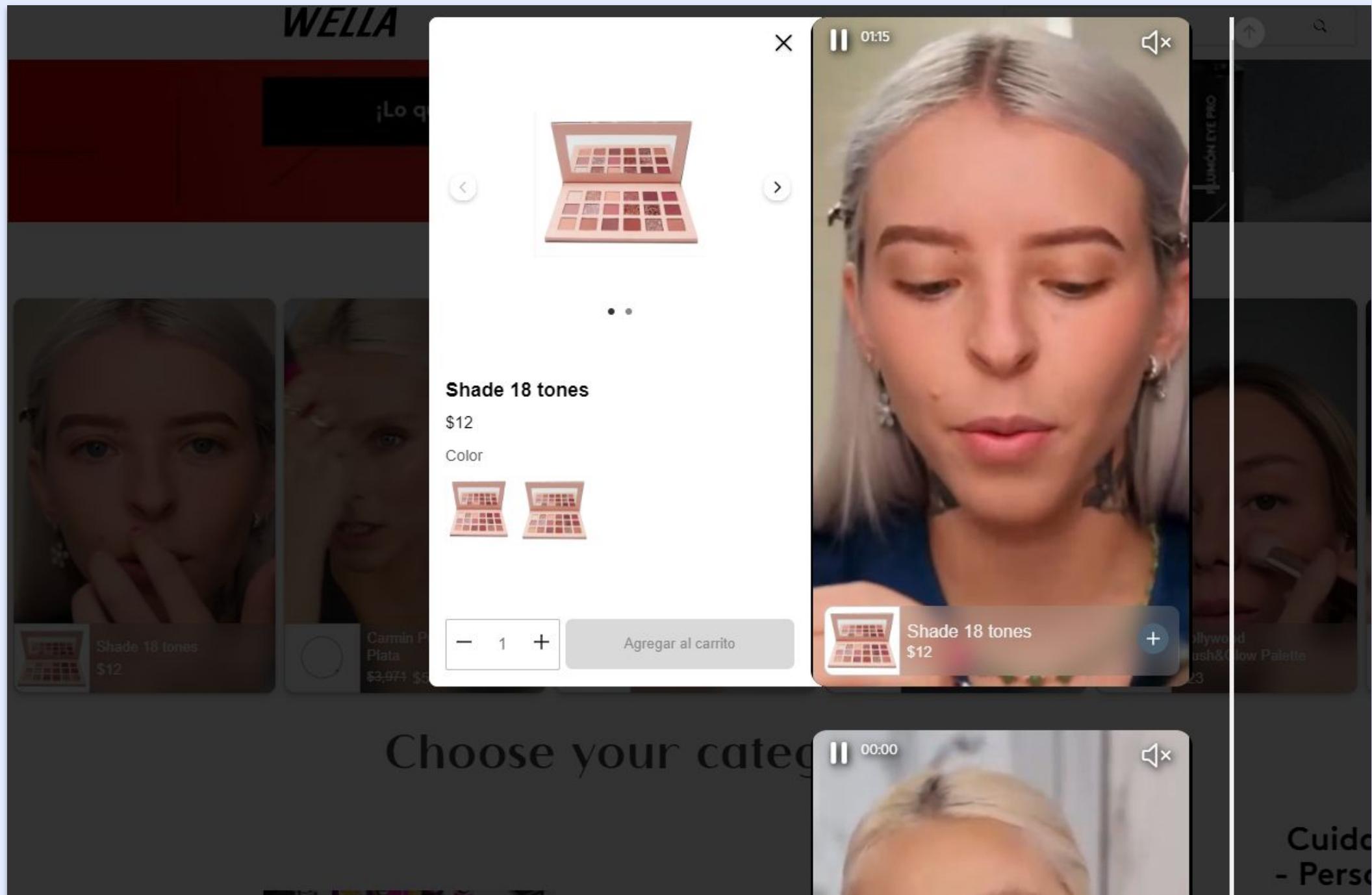
User



## CARRUSEL AT HOME

7. When the customer clicks on any Snack Sizes Video, a reel type will be displayed:

- You can scroll to view all the associated Snack Sizes
- You can activate sound and pause the Snack Sizes video
- You will be able to view the associated product and by clicking on the add to cart button (+)
- When you click on add to cart, the details of the product will open on the left side and if there are variations, you can view and select them, as well as the quantities you want of the product.



# Obrigada, Gracias, Thanks!