× Libas | FASHION · INSTAGRAM LIVE COMMERCE

Libas Boosts Sales via IG Live Stream Comment Automation

Using IG Live Comment Automation and Auto DM, Libas turns Live Streaming into profitable Live Shopping with engaging Shoppable Videos.

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Libas
Fashion · Instagram Live commerce

1000+
Viewers

Comments	100+
Orders	64
Conversion	6%

KEY TAKEAWAYS

- Respond to live comments with DMs while viewers are engaged.
- Send offers and shopping links without making the team answer every comment manually.
- The reported 30-minute session attracted 1,000+ viewers and generated 64 sales worth ₹78,000.

Ask an AI about this story — ChatGPT | Claude | Perplexity

CHALLENGE	Handle high comment volume during a live sale and guide viewers to the shopping experience.
SOLUTION	Connect Instagram Live comments to automatic DMs carrying the offer and shopping link.
RESULTS	✓ 1,000+ viewers in 30 minutes ✓ 64 sales worth ₹78,000

HOW THE WORKFLOW WORKS

STEP 1
A viewer comments during the live

STEP 2
Send the offer in a DM

STEP 3
Guide the viewer to shop

The Power of IG Live

Real-Time Connection

Instagram Live (IG Live) is a fantastic way for brands to connect with their audience in real time. It allows businesses to showcase products, interact directly with viewers, and create a dynamic shopping experience.

Building Loyalty and Engagement

The engagement during live sessions helps build brand loyalty and drives sales, making it an essential tool for modern e-commerce.

The Magic of Comment Automation

Transforming Interactions

Comment Automation enables brands to automatically respond to comments with personalized DMs, sharing vital information, product links and special offers.

Boosting Conversions

When someone is commenting, that's the time they are most interested in your products, therefore instantly sending a DM boosts conversions and enhances the overall customer experience, ensuring no potential sale is missed.

Who is Libas?

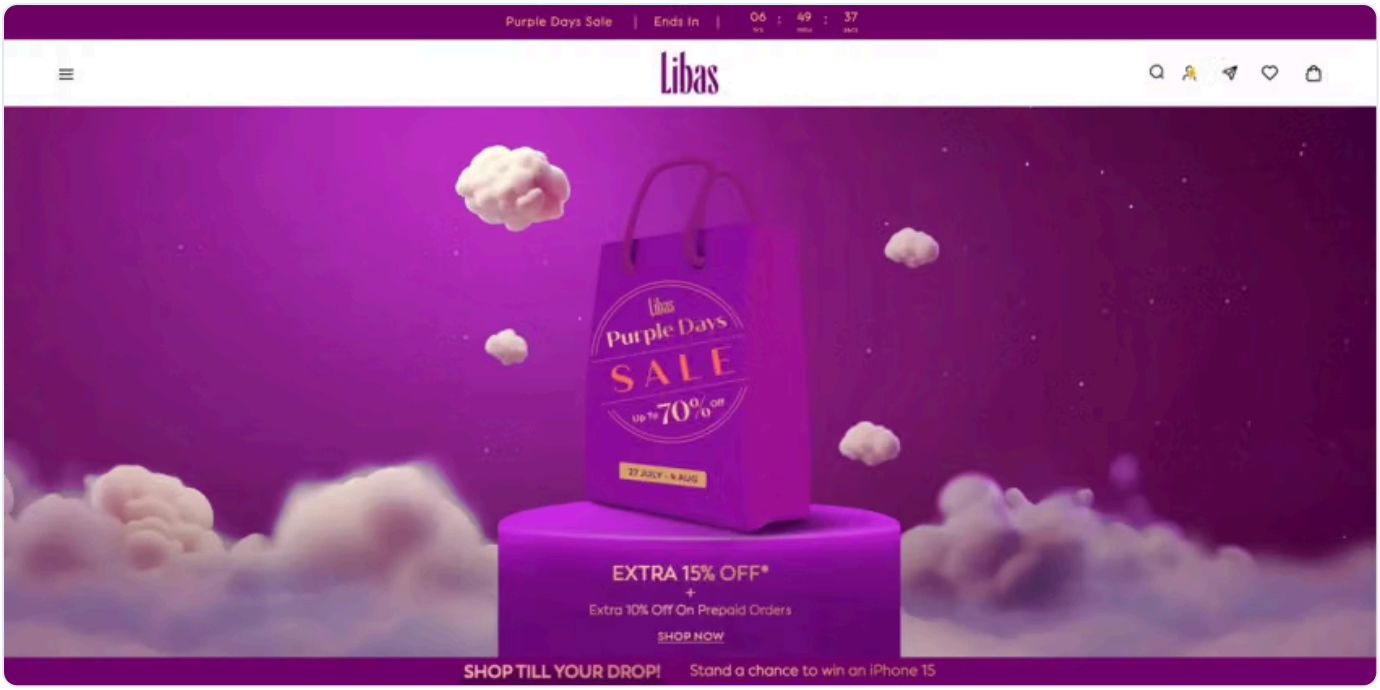
A Trusted Name

Libas, with over 35 years of expertise in crafting beautiful women's apparel, has become a trusted name in the fashion industry. Their commitment to quality and style has garnered them a loyal customer base and a significant social media following.

The Challenge

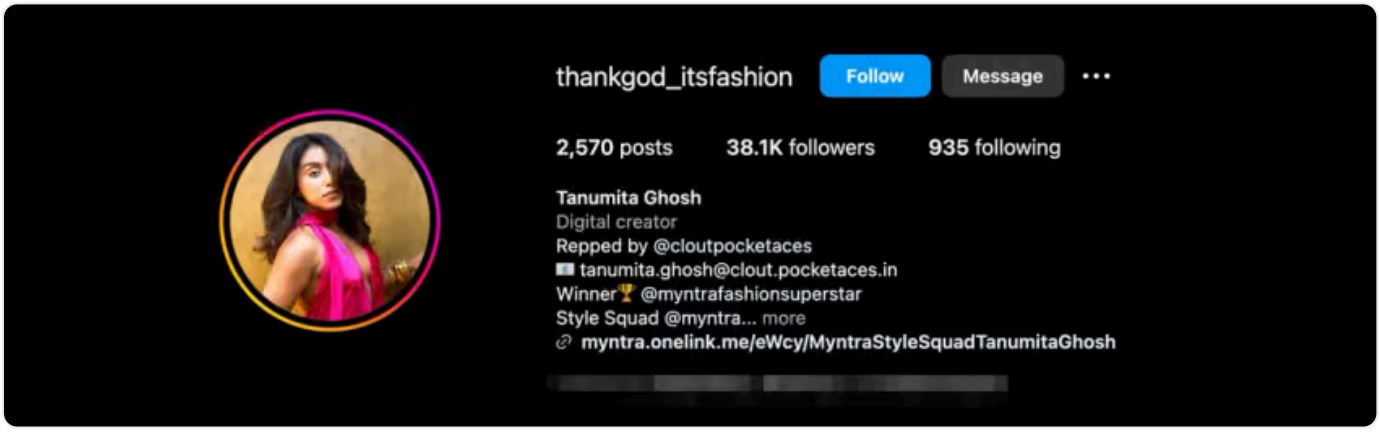
Leveraging IG Live

During their Purple Days Sale, Libas aimed to leverage IG Live to maximize engagement and sales.



Libas Purple Days Sale

They planned a live session with influencer Tanumita Ghosh (@thankgod_itsfashion) - 38k followers on Instagram



Libas Creator Tanumita

They also intended to use Channelize to simulcast the event on both their website and Instagram.

Managing High Engagement

However, with 446k followers on Instagram, they anticipated a high volume of comments and interactions on IG Live - more than they would get on their website. The challenge was managing these interactions efficiently, sending exclusive offers like "Live10," and guiding viewers to the live shopping experience on their website. This is where Spur's innovative solutions came into play.

> “Spur's IG Live Comment Automation transformed our live shopping experience, seamlessly managing our audience interactions and driving sales like never before. Their support during the live was also very crucial for us!”
>
> **Parul Chanana**, Senior Marketing Manager, Libas

The Solution: Spur's Instagram Live Comment Reply Automation

Automating Responses

Spur's Instagram Live Comment Reply Automation was the game-changer for Libas. This tool allowed Libas to automatically send DMs to anyone who commented during the IG Live Stream. The DMs contained buttons that directed viewers to product links, the live shopping site, and other promotional content.

SPUR

Keep your team focused on the live.

Automate repetitive comment replies and shopping directions while your team presents the collection.

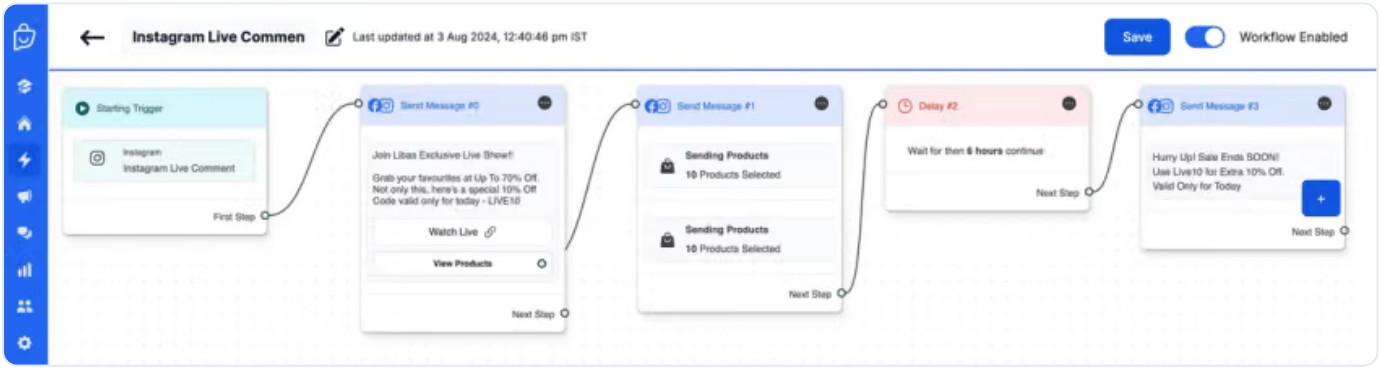
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Preparing and Promoting the Live

Setting Up Automation Flow

They set up the automation flow, specifying keywords that would trigger DMs with product links and the live stream link. They also excluded certain keywords to ensure only relevant comments received responses.

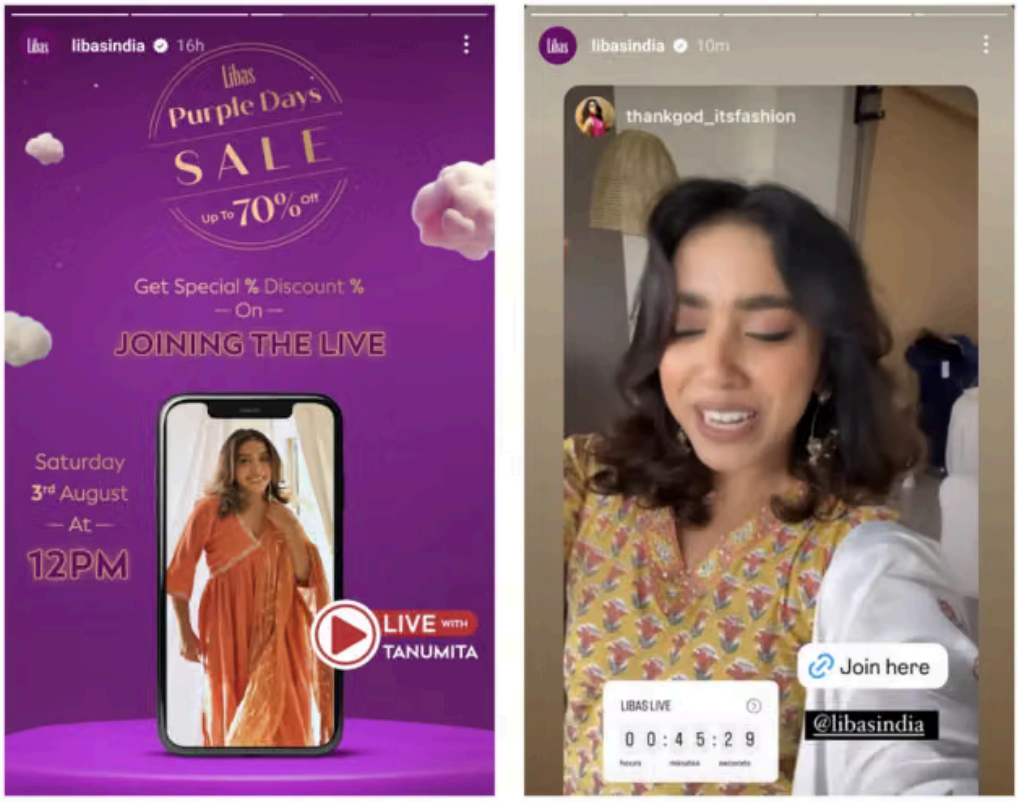
The automated messages that would go in the DM included two buttons: one linking to the live stream on the website and another showing the 20 products being promoted. Additionally, a delayed cart recovery message reminded viewers of the coupon and encouraged post-live purchases.



Spur IG Live Comment Automation Flow

Pre-Live Promotion

One day before the live event, Libas and the influencer promoted the session through Instagram stories.



Pre-Live Promotion

Product Placement

Libas also sent the 20 products to the influencer for showcasing during the live. On the day of the event, further promotions were shared through stories.

SPUR

Make the live sale easier to shop.

Send viewers the offer and product link by DM when they comment during your Instagram Live.

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The Live Day

Going Live

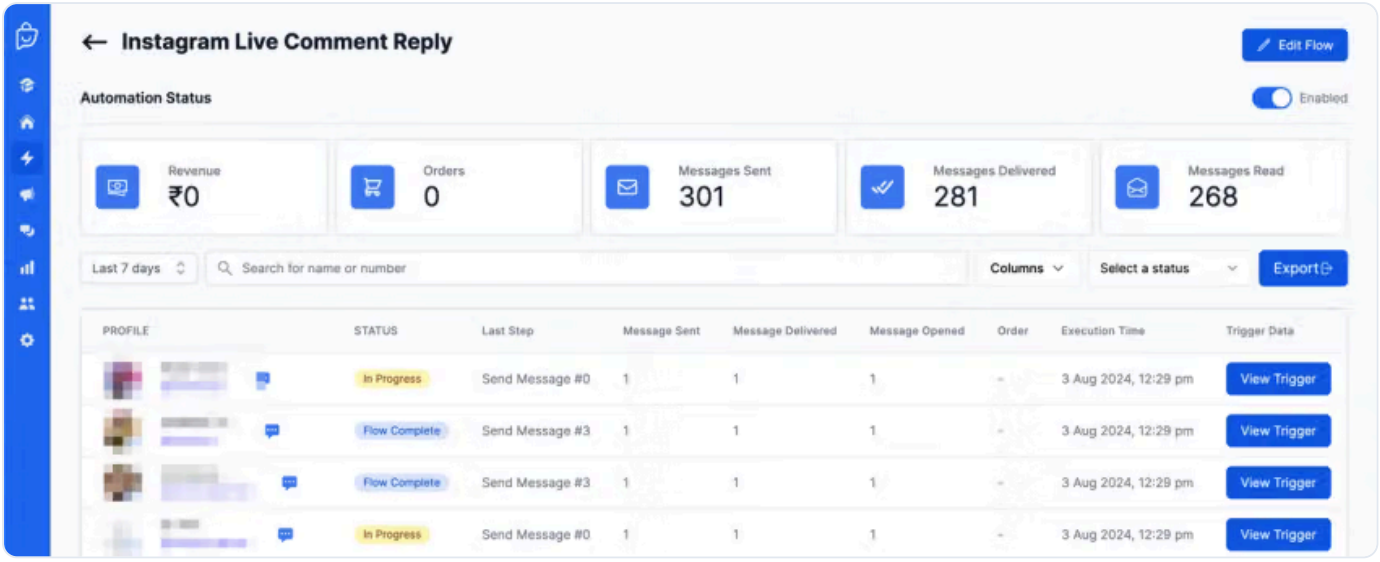
The live session began at 12:00 PM, attracting hundreds of viewers. As viewers commented, Spur's automation system efficiently handled a variety of keywords, including new ones added in real-time based on audience interactions.

Here's a recording to show how people commenting received DMs with links via Spur -

Watch the video: Spur x Libas IG LIve Comment Automation

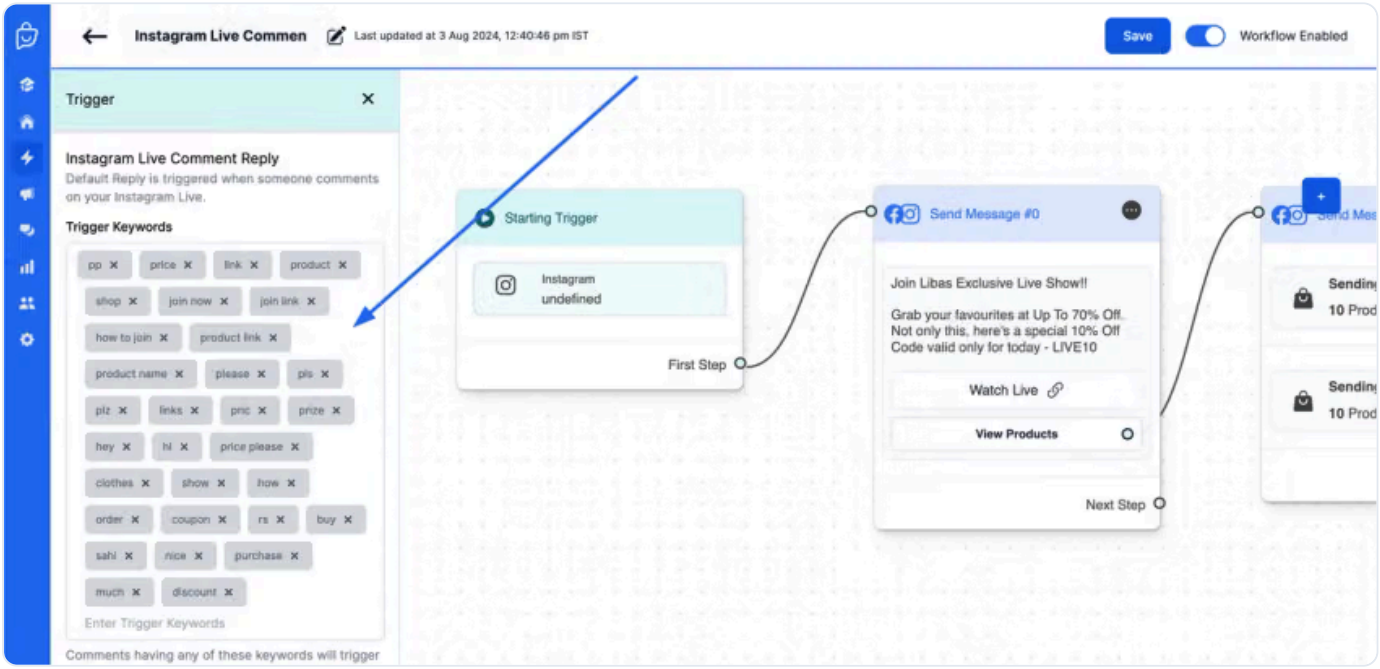
Real-Time Engagement & Tweaks

The combination of live interaction and automated responses kept the audience engaged and informed, driving immediate interest and sales.



IG Live Automation Flow Analytics

Plus, they noticed people were commenting keywords we were not expecting, but with Spur they were easily able to edit the automation trigger and add more keywords so that if new people commented these keywords, they would get the DM.



Real Time Tweaks

SPUR

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The Results

One 30-minute Instagram Live

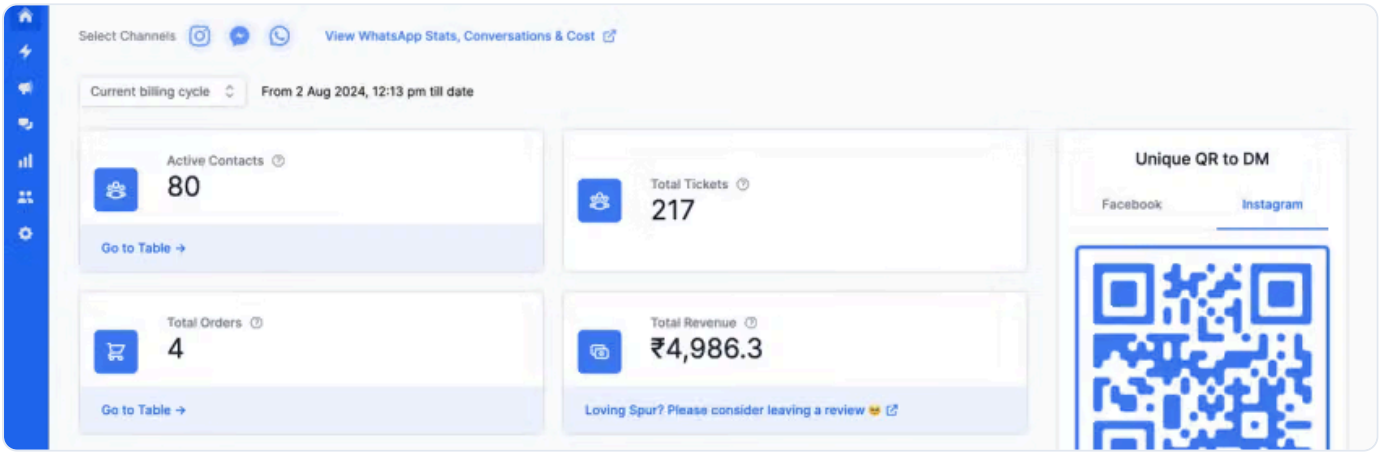
Viewers 1,000+

Sales 64

₹78,000 in total

Comments were answered by DM while the live was still running.

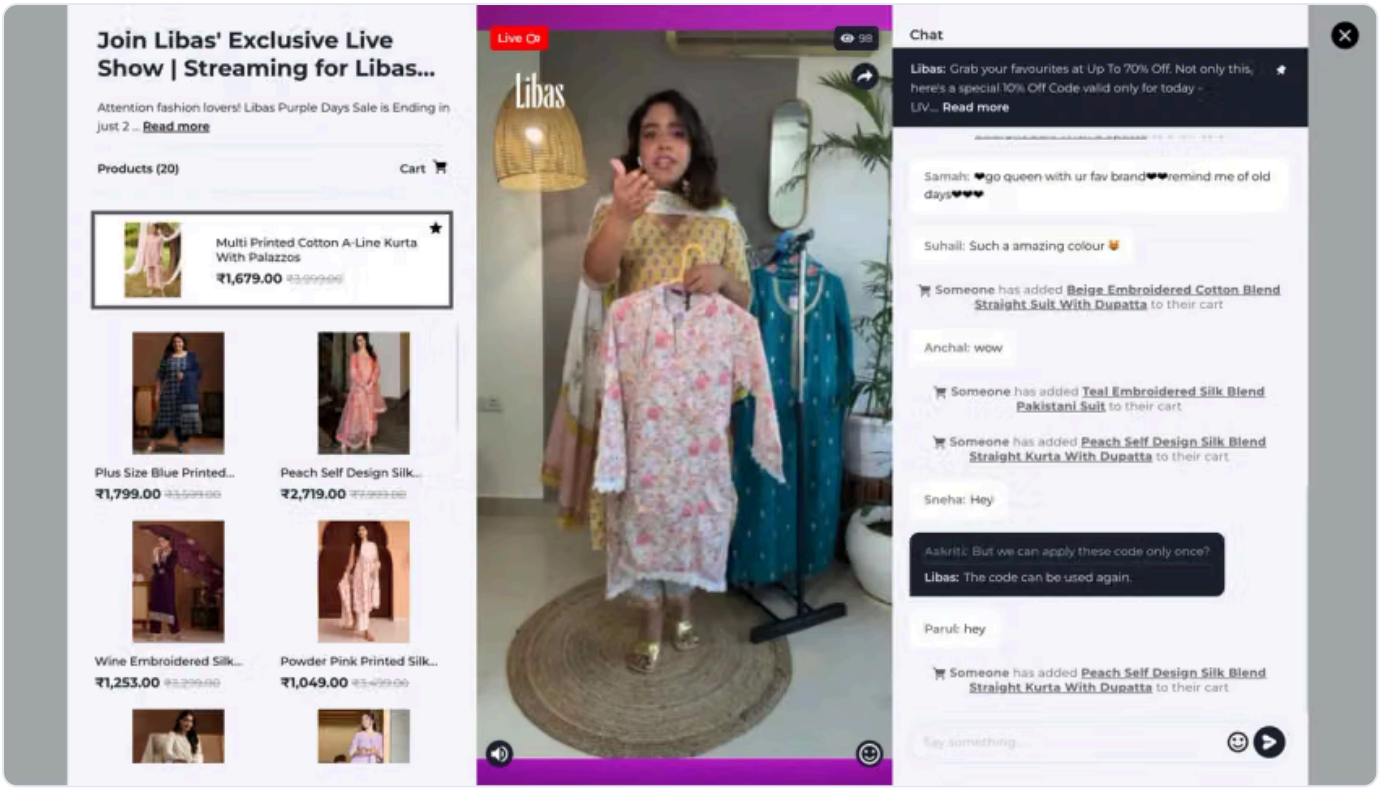
- **Live Duration:** 30 minutes
- **Total Viewers:** 1000+
- **Total Commenters:** 100+
- **Conversion Rate:** 6%+
- **Sales:** 64 sales worth ₹78,000



Spur Results

Channelize: Enhancing the Experience

Channelize.io played a crucial role in this successful campaign. It enabled Libas to simulcast their live session on both their website and Instagram, providing a seamless shopping experience.



Live on website

With real-time notifications and a live widget on the website, viewers could easily join the live stream and make purchases.



Live widget on website

SPUR

Make the live sale easier to shop.

Send viewers the offer and product link by DM when they comment during your Instagram Live.

Install on Shopify ›

Highlighting Spur's Impact

Effective Management

Spur was crucial in managing and optimizing the IG Live session. By automating comment replies and DMs, Spur ensured that Libas could engage with their large audience effectively, driving sales and enhancing the live shopping experience.

Turning Challenges into Success

The seamless integration of Spur with Instagram turned a challenging situation into a successful, profitable event, demonstrating the power of advanced automation in e-commerce.

Conclusion

Libas's use of Spur's IG Live Comment Automation and Auto DM demonstrates the power of integrating advanced automation tools in live shopping events.

Signup on the Spur Platform now to grow your business!

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

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