



Going LIVE

LIVE Shopping Sessions offer a frictionless, content-first shopping experience that turns shoppers into loyal customers faster than ever before.

It's a deeply immersive tool that's pushing the boundaries of what shoppers expect from commerce. Through accelerated conversion, one-of-a-kind shopper engagement, and a focus on fostering community, LIVE Shopping is shaping the future of retail.

Anyone can create standout LIVE Shopping Sessions on TikTok Shop, but what tools are available at your fingertips to help you?

To help you succeed, we've compiled key things to consider when going LIVE, each designed to help you reach new heights. Let's dig in.

Product Selection & Pin

LIVE Giveaway

LIVE Coupon, Flash Sales & Exclusive Price

LIVE Dashboard

Prompter & Highlights

LIVE Manager



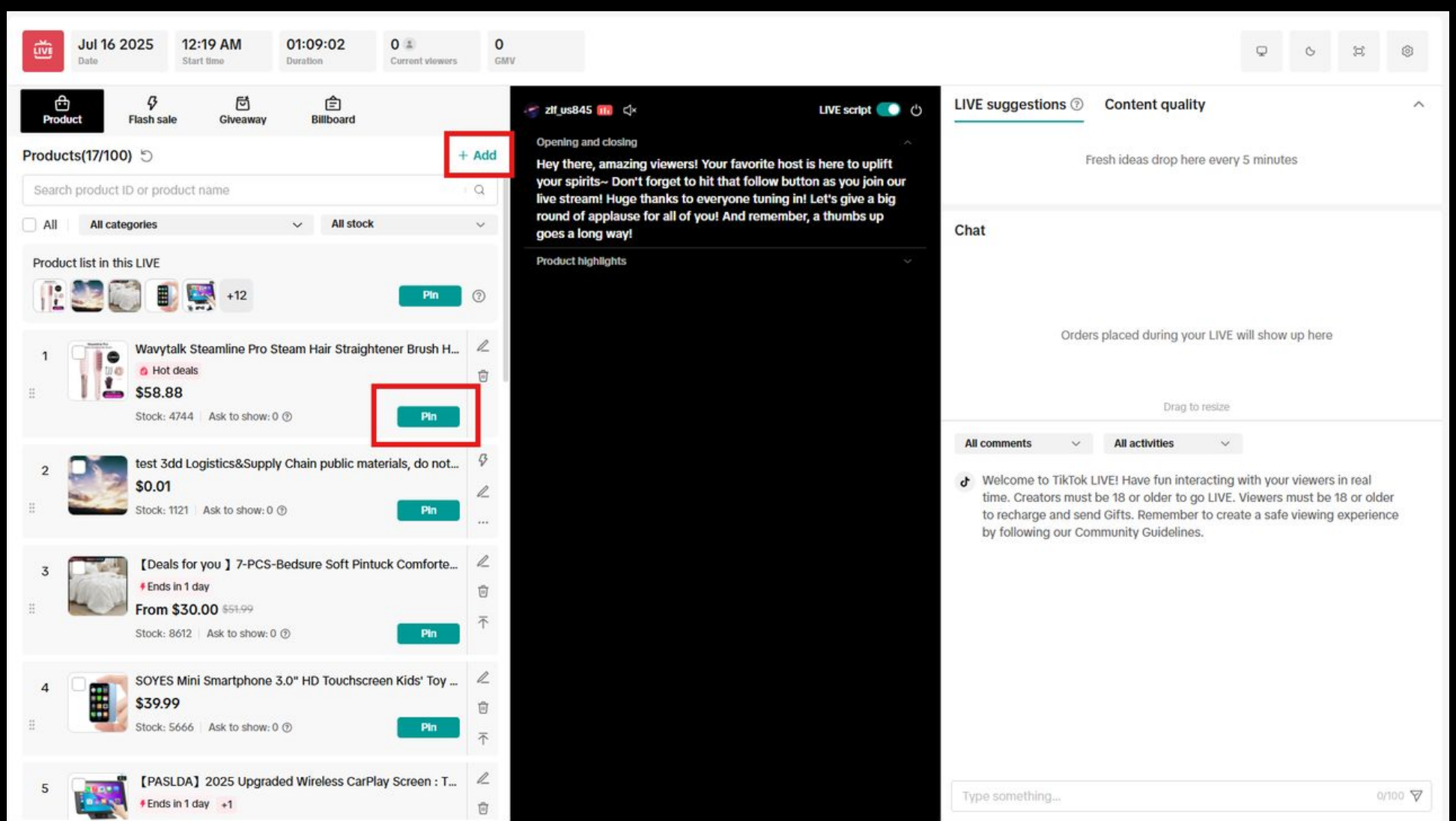
1. Product Selection & Pinning

One of the most important steps in preparing to go LIVE is selecting the products you want to feature, and we've made it easier than ever. Simply log into LIVE Manager on your PC and navigate to your LIVE console. You can do this via the app as well. From there, simply select the products to showcase. Once you go LIVE, your audience will be able to browse and purchase directly.

 **Best Practice:** Our top creators consistently promote **at least 10 products** in every LIVE session. ✨ The more products you have in your LIVE, the more chances you have to connect with different shoppers and boost sales. 💰

While you're LIVE, **don't forget to use the Pin button** to highlight a product on your viewers' screens; it helps draw attention and boost conversions. Try pinning each product at least once! *(Pro tip: Enable the LIVE script for a helpful outline - visible only to you - with talking points for each product!)*

☐ Check out the [Product Selection Playbook](#)



Tip: Add at least 10 products to your LIVE!

2. LIVE Giveaway



🔥 Ready to supercharge your LIVE sessions? One of the most thrilling ways to ignite energy and get your audience buzzing is with a LIVE Giveaway!

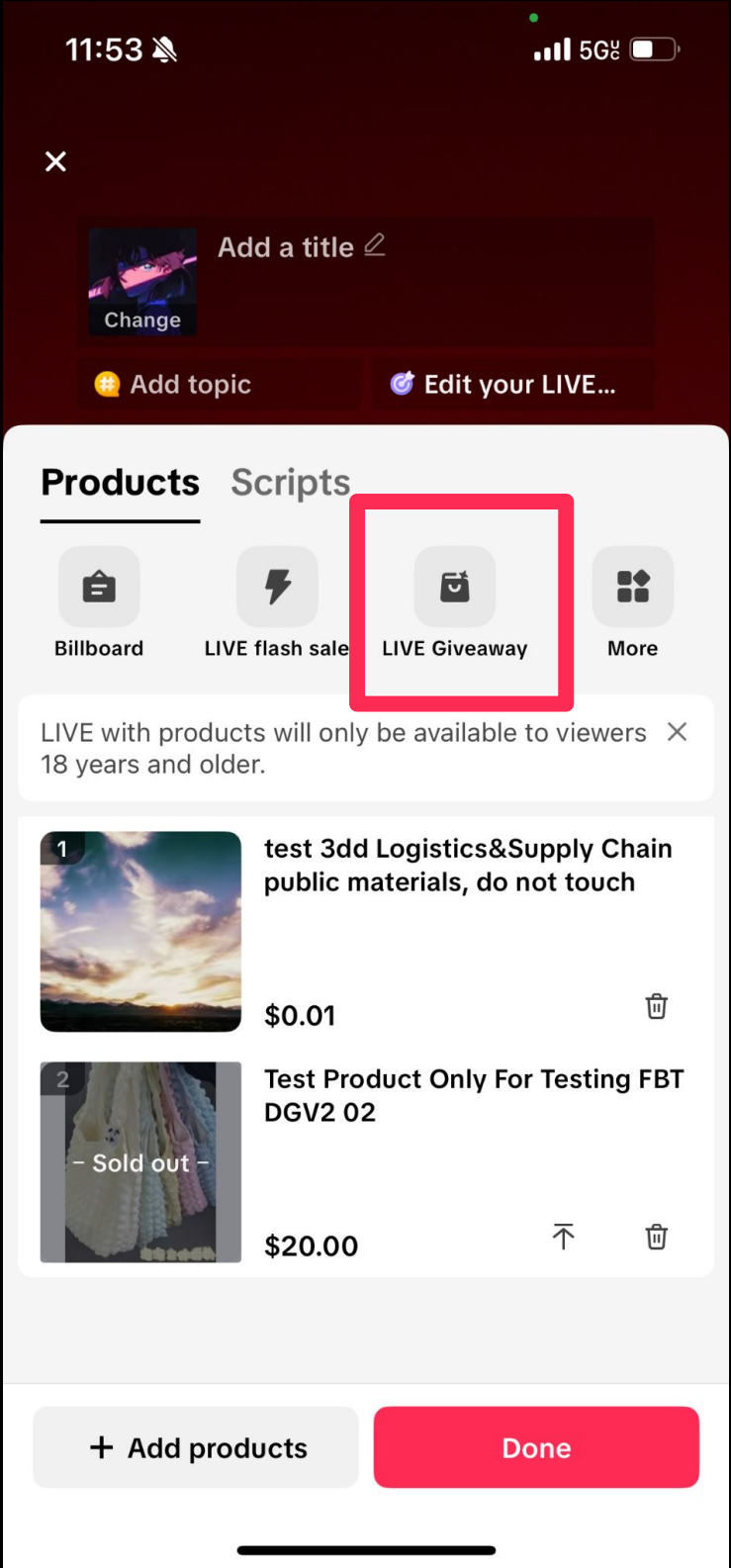
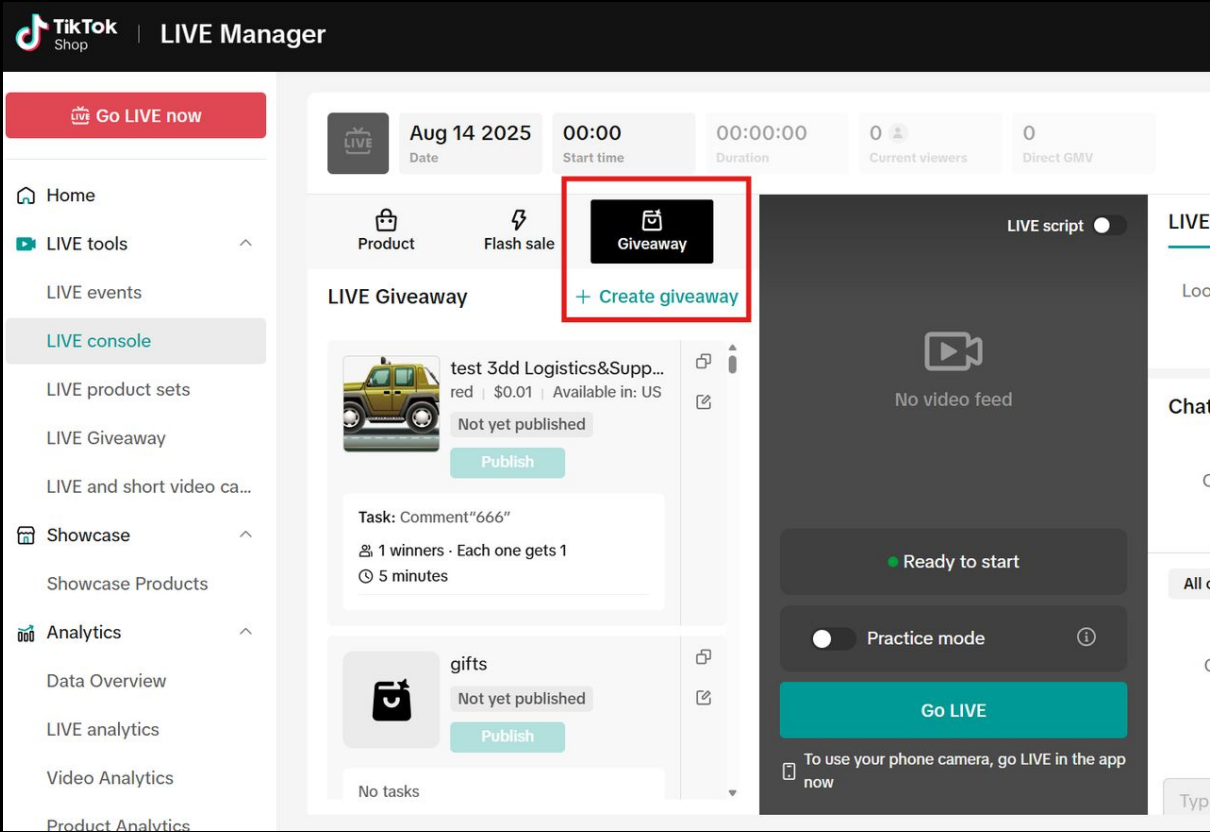
LIVE Giveaways are epic sweepstakes you can run *right in the moment* during your LIVE. There are **TWO** awesome ways to do it:

Seller-funded Giveaway: Let your sellers take the reins! They set up and fund the Giveaway, while you run the show live. No hassle with logistics: seller handles shipping the prizes to winners, so you just focus on the fun!

Creator-created Giveaway: Want full control? Create and host your very own Giveaway (you just need a Promotion Performance Score of 4 or higher). Pick the prize, hype up your audience, and personally send the goodies to your lucky winners!

Whichever type you choose, LIVE Giveaways are guaranteed to spark excitement and drive engagement. You can make viewers comment, follow, or stick around watching for a set time, all while your chat lights up with energy!

☐ Explore [LIVE Giveaway](#)



Through either your app or LIVE Manager on your PC, click on LIVE Giveaway and follow the prompts:

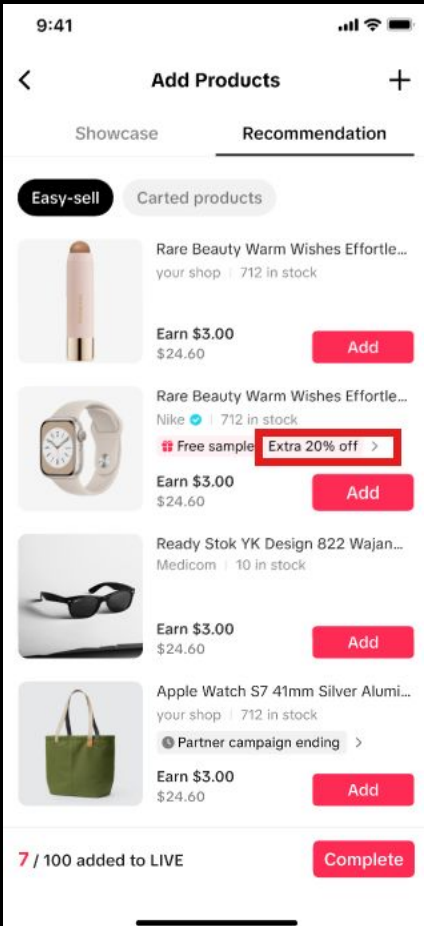


Tip

Use LIVE Giveaway strategically to drive comments and engagement during your LIVE

3. LIVE Coupons, Flash Sales & Exclusive Price

 **LIVE Coupons** are exclusive promotional discounts automatically displayed during a livestream when eligible products are showcased. These coupons are visible to all viewers in the session and can be instantly applied at checkout, driving urgency and boosting conversion rates.

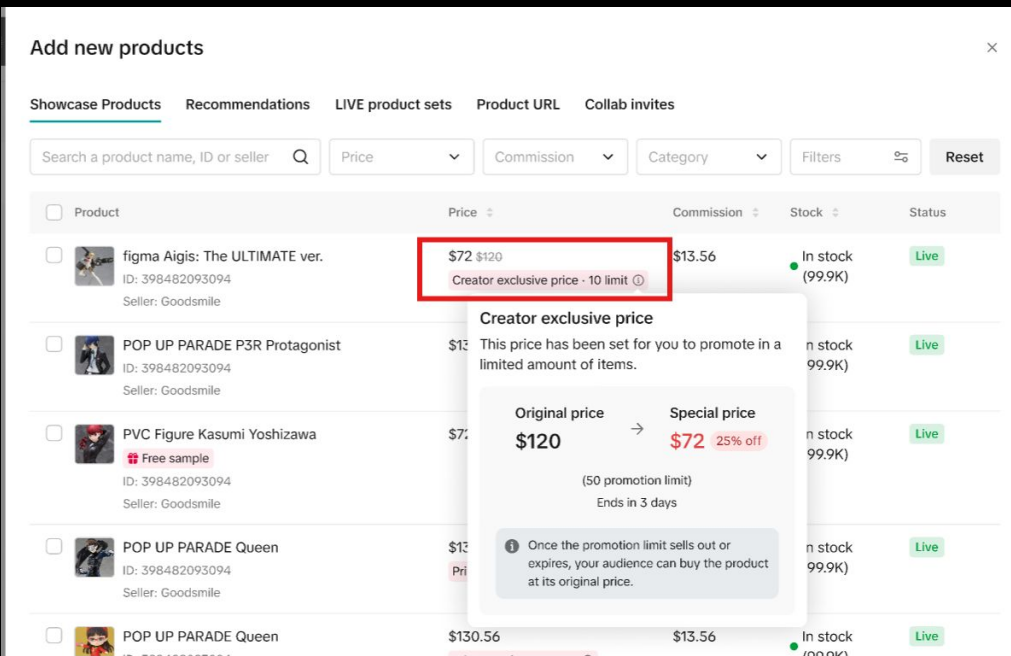
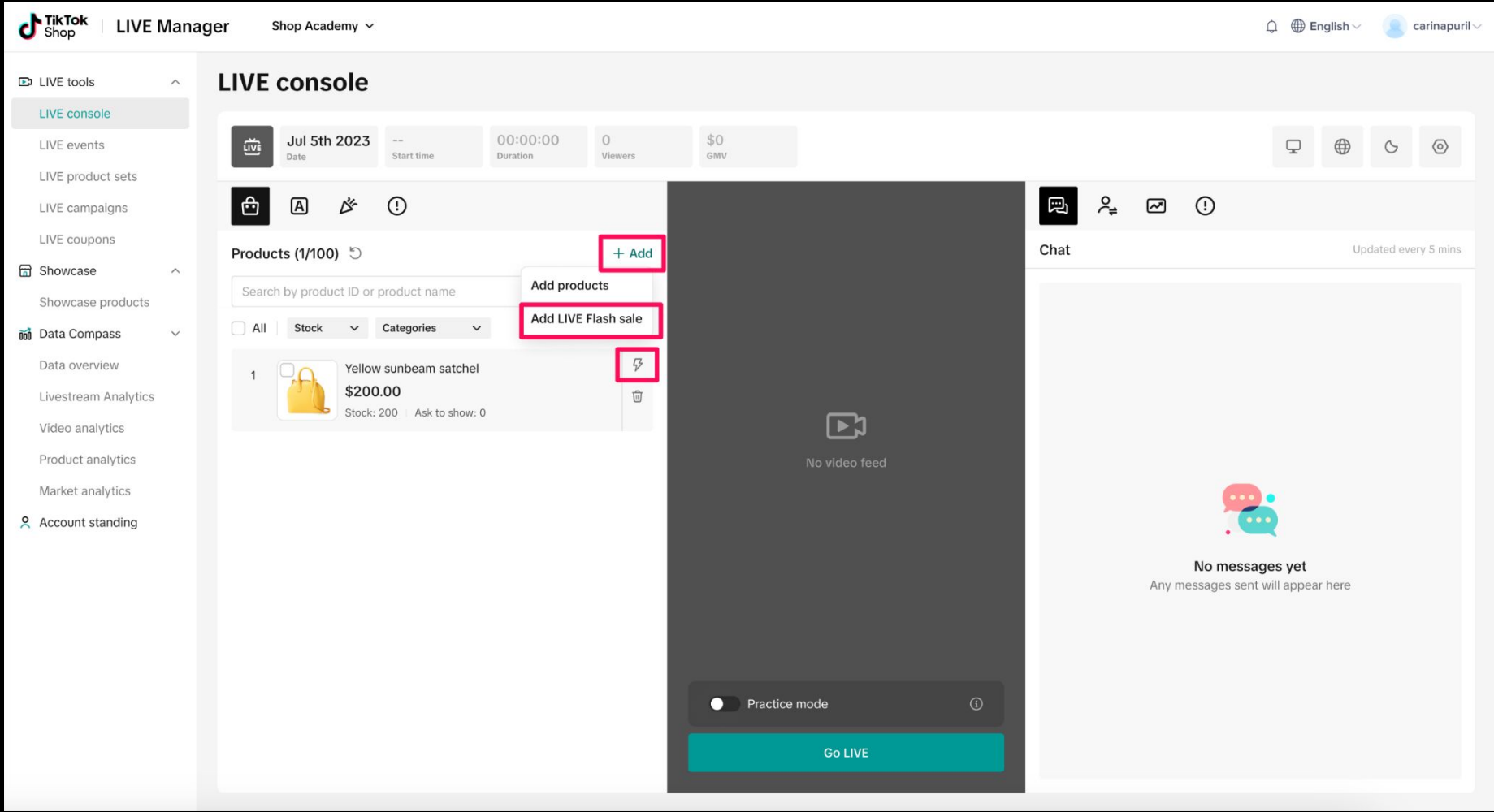


☐ Explore [LIVE Coupon](#)

 **LIVE Flash Sale** are time-sensitive deals for your livestreams. This is an effective way to incentivize immediate purchases and reward your viewers with special offers that wouldn't get otherwise.



☐ Explore [Flash Sales](#)



 **Creator Exclusive Price** is a seller-funded promotion that gives creators new ways to promote discounted products. Look for the tag **Exclusive Price** when adding products to your livestream!



☐ Explore [Creator Exclusive Price](#)

4. LIVE Dashboard

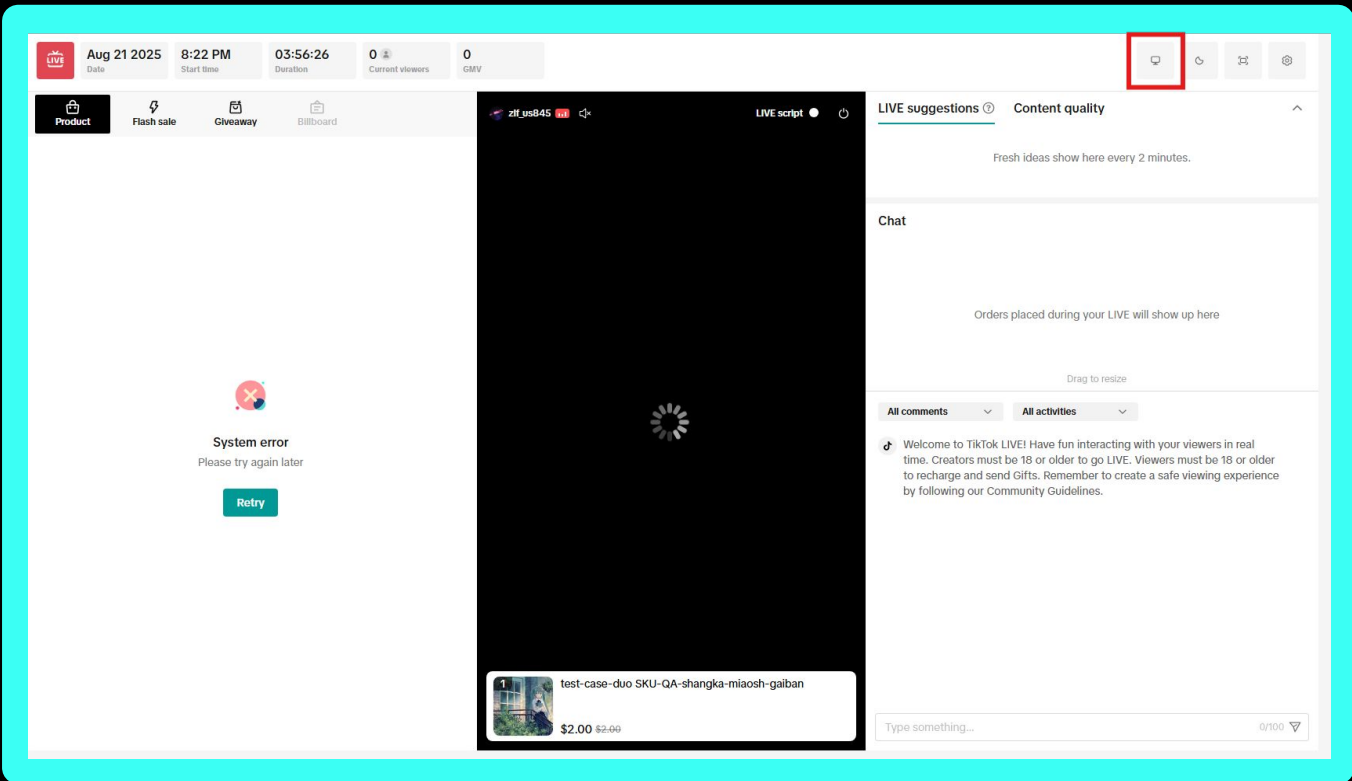
Did you know TikTok Shop gives you access to a powerful data dashboard during and after your LIVE sessions?

This dashboard helps you understand your LIVE traffic, track benchmarks, and optimize for your current and future sessions. It's one of the key differences between a good creator and a great one.

Here's how to access it:

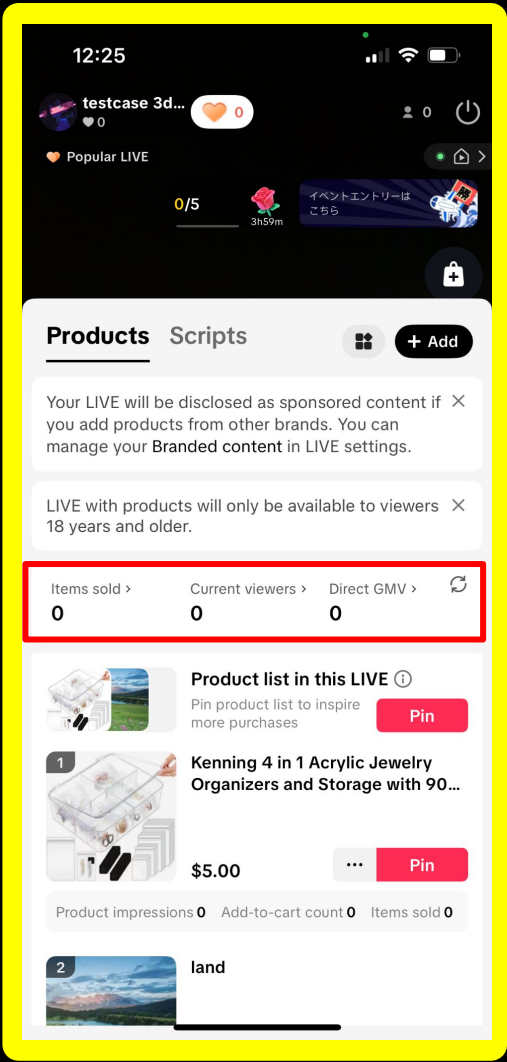
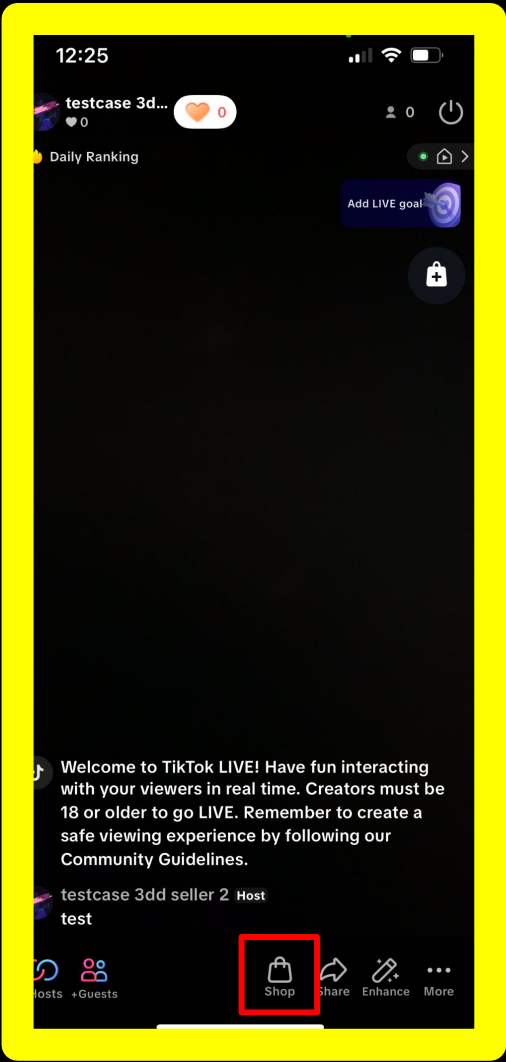
▶ On Desktop (LIVE Manager):

While going LIVE on your PC, click the small TV icon to open your LIVE dashboard. Inside, you'll find a treasure trove of real-time data.



On Mobile:

Tap the **shopping bag** icon while you're LIVE
Tap the **module in the center** of your screen
Your dashboard will open with all the key metric



Want to go deeper?

We created the LIVE Traffic Playbook to help you build data literacy and master your LIVE funnel, from reach to engagement to conversion. Inside, you'll learn how to:

- 🔍 Spot and fix traffic leaks
- 🌐 Understand traffic quality (FYP, Followers, Inbox)
- ⚡ Make smarter decisions during LIVE
- 📈 Track progress and replicate success
- 🎵 Use tools built for TikTok's unique LIVE ecosystem

This is more than a quick fix. It's a repeatable system to grow smarter with every session.

☐ **Explore [LIVE Traffic Playbook](#)**

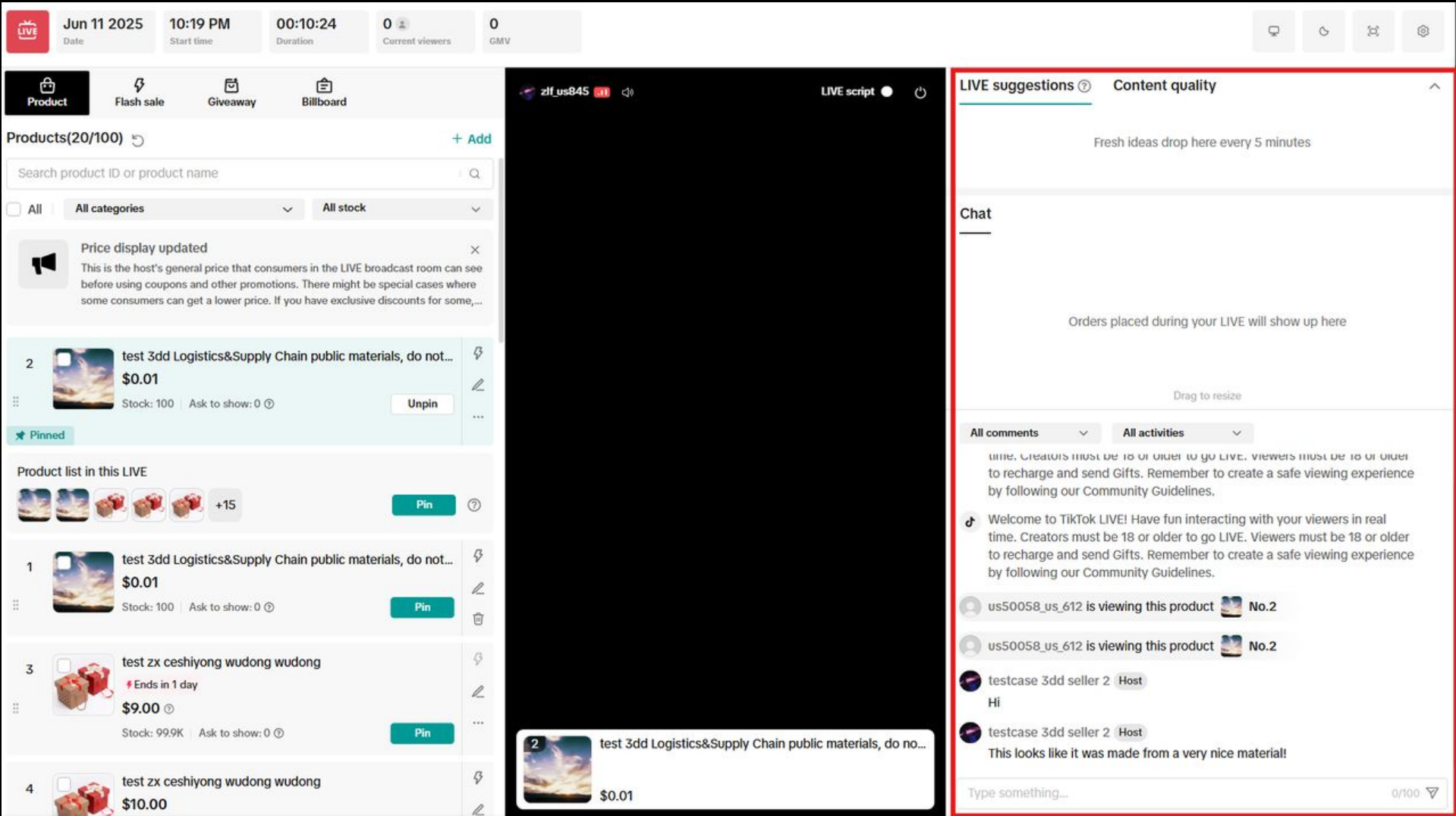


5. Prompter and Highlights



Ready to take your Shoppable LIVEs to the next level? With **Prompter** and **LIVE Highlights**, you can engage your audience in real time **during your LIVE** and extend your reach. Prompter surfaces key shopper actions like product views, cart adds, and purchases as they happen, and gives you instant prompts (like *"Pin this item and explain more"*) to help you respond in the moment. It's a smart way to stay connected with your audience and guide them toward a live purchase.

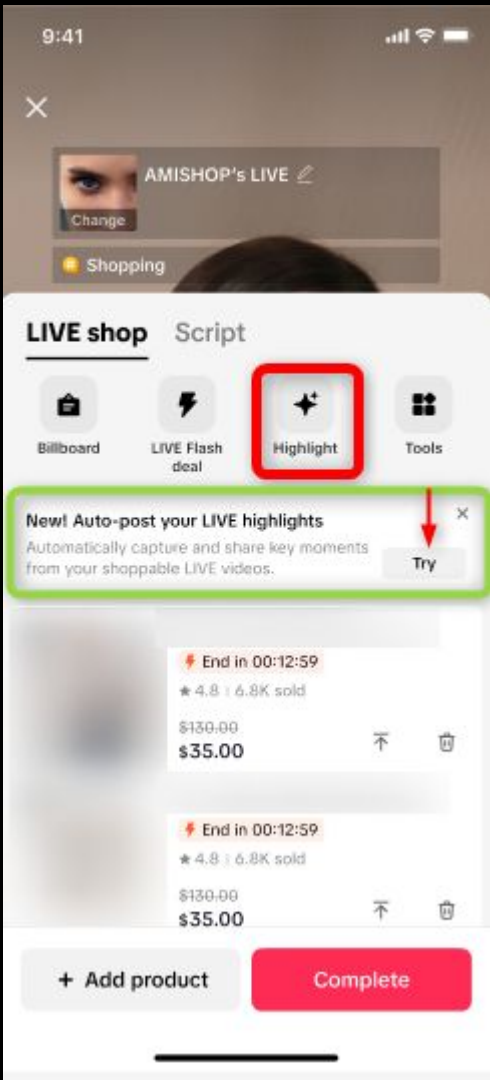
☐ Explore [Prompter](#)



Meanwhile, **LIVE Highlights** works quietly in the background to automatically capture your most engaging moments and post them as short videos to your profile while you're still streaming. These highlights drive traffic and viewer engagement by linking directly back to your ongoing LIVE, helping you reach more people and generate exposure effortlessly in the background.



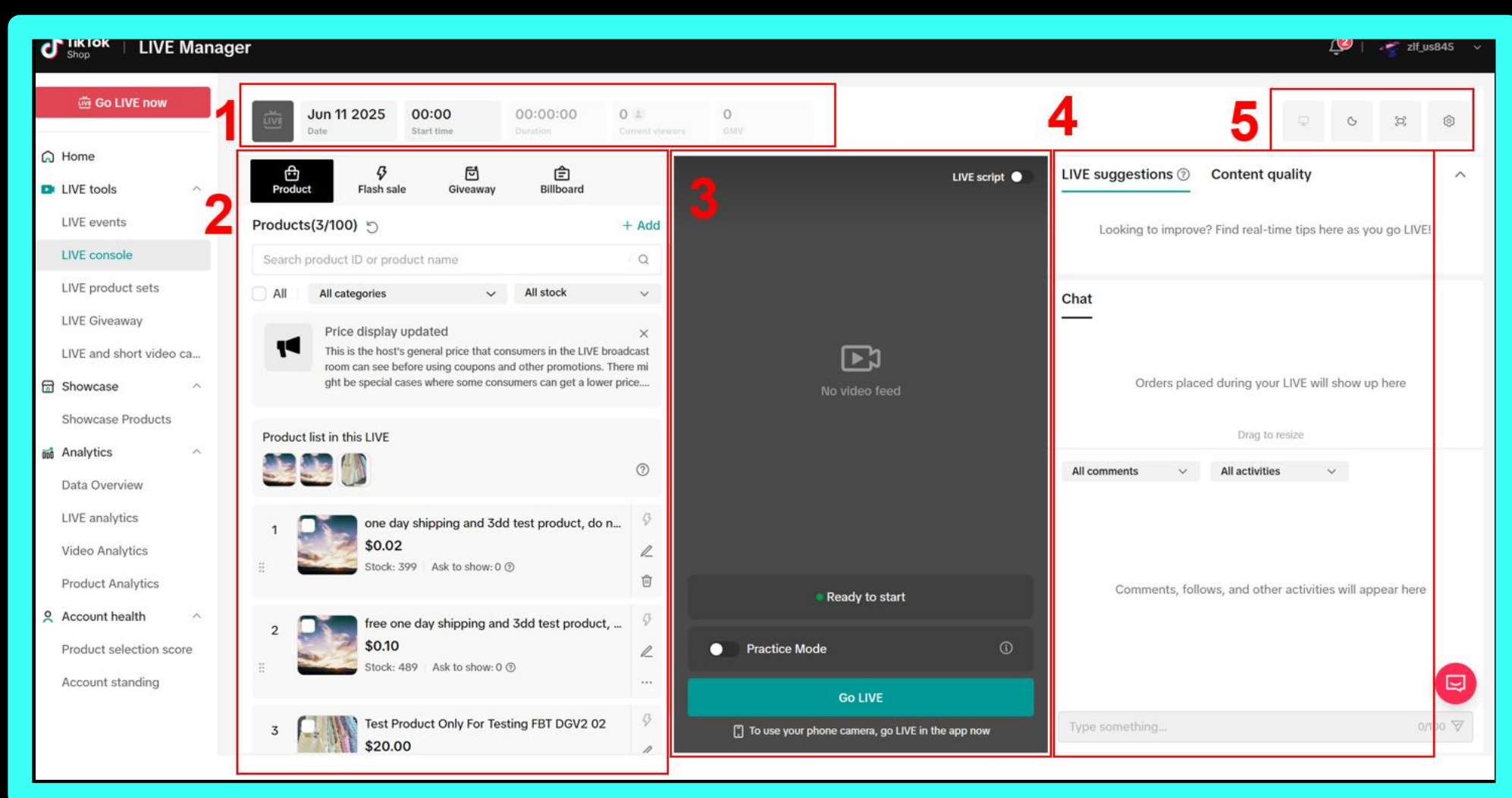
☐ Explore [LIVE Highlights](#)



6. LIVE Manager



LIVE Manager is your all-in-one mission control center that allows you to prepare and go LIVE. A lot of what we had gone through in previous slides are accessible in LIVE Manager, including LIVE Coupons, Flash Sales, Dashboard, and Prompter. Take a look around and take your LIVE to new heights.



1. **Metrics panel:** Allows you to track the viewers and GMV during a livestream.
2. **Product panel:** Allows you to add products to your Shopping Bag, which is the list of products that you'll be featuring in your stream for viewers to browse and purchase. You can sort products and pin them, as well as set up LIVE giveaways and LIVE Flash Sales.
3. **LIVE feed panel:** Allows you to see your livestream. When you first enter the LIVE console, the screen will be turned off.
4. **LIVE prompter:** Allows you to see suggestions during your LIVE session to drive engagement, violations, real-time orders, and comments.
5. **Advanced view and settings:** Review your metrics as you're going LIVE and toggle between dark and light mode.

☐ Explore [LIVE Manager](#)

IT'S A LIVE.



Tip

Use your app to go LIVE, while using LIVE Manager on your PC to manage all other LIVE operations, such as launching a Giveaway and Flash Sale