

WHATNOT:

The Live Shopping Marketplace.

Shop, sell, and connect around the things you love.



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MEET THE TEAM



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ABOUT

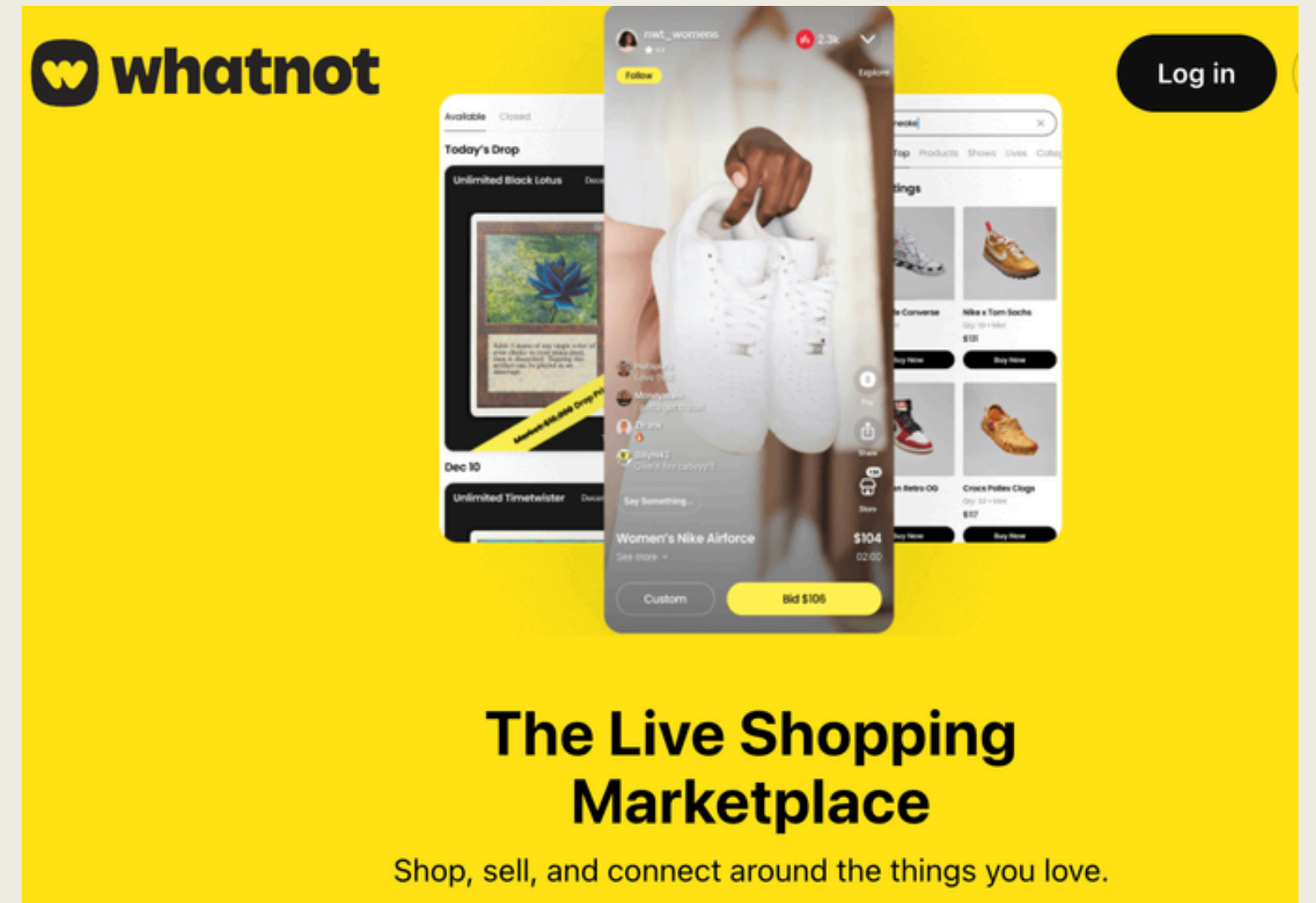


ABOUT



Whatnot is a livestream shopping platform that combines e-commerce, entertainment, and community. Sellers host real-time shows where viewers can bid, buy, and interact through live chat, turning shopping into an engaging, social experience. With hundreds of product categories- from fashion and sneakers to collectibles and sports cards- Whatnot connects millions of users through shared interests while redefining how people discover and purchase products online.

Shopping becomes content and content becomes commerce.



BACKGROUND



Whatnot has rapidly emerged as a dominant player in live commerce, driving over \$8 billion in live sales in 2025, more than doubling year-over-year growth. The platform added 20+ million new users and now holds significant market share across North America and Europe.

Live selling is proving to be a high-performing business model:

- 88% of sellers say live selling outperforms traditional e-commerce
- Over 50% of sellers generate the majority of their revenue through live selling
- Users spend an average of 95 minutes per day on the platform, signaling extremely high engagement

Additionally, seller success scales with consistency. Those who go live multiple times per week can earn 40-250x more than infrequent sellers, reinforcing the platform's emphasis on repeat engagement over one-time transactions.

FOUNDERS



Whatnot was founded in **2019** by **Grant LaFontaine** and **Logan Head** with the vision of making online shopping more interactive and community-driven. Originally focused on collectibles, the platform quickly expanded into categories like **fashion, sports, and electronics**.

Their goal was to recreate the energy of **in-person buying** within a **digital environment**. Today, Whatnot has scaled globally and generated billions in sales, proving the demand for live, experience-based commerce.



**Logan
Head**



**Grant
LaFontaine**

HOW IT WORKS



The Selling Process



1 GO LIVE

Items are demonstrated, explained, and highlighted live

2 SHOWCASE PRODUCTS

Sellers host livestreams to present products in real time

3 ENGAGE AUDIENCE

Viewers ask questions and interact through chat

4 SELL INSTANTLY

Products are sold in auctions or fixed-price purchases

HOW IT WORKS



The Buying Process



1 JOIN A LIVE

Users enter live events based on their interests and purchasing desires.

2 INTERACT + CHAT

Follow and chat with sellers and other viewers.

3 FEEL URGENCY

Limited inventory, countdowns, and auctions drive quick decisions.

4 PURCHASE INSTANTLY

Users bid or buy directly within seconds.

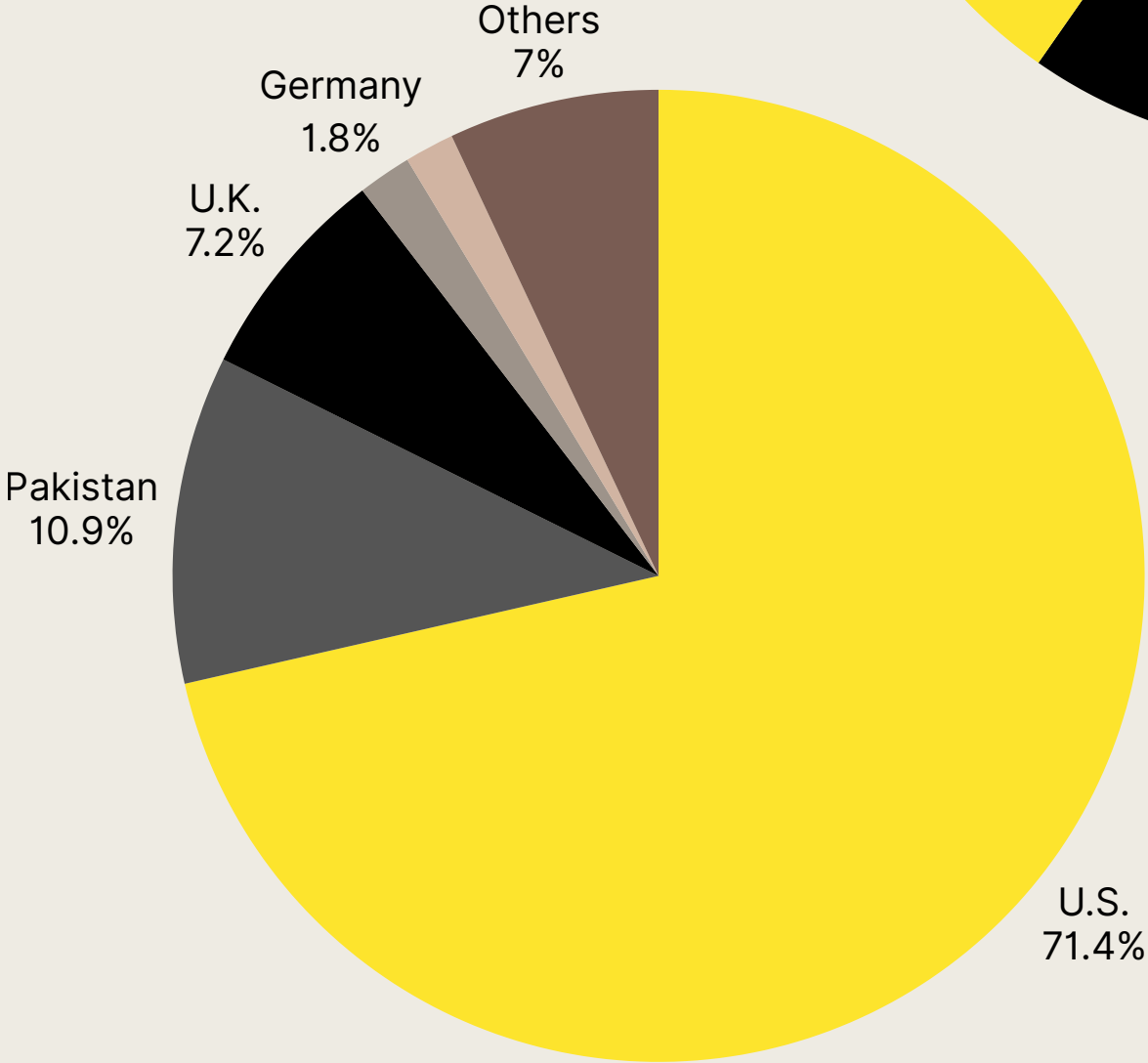
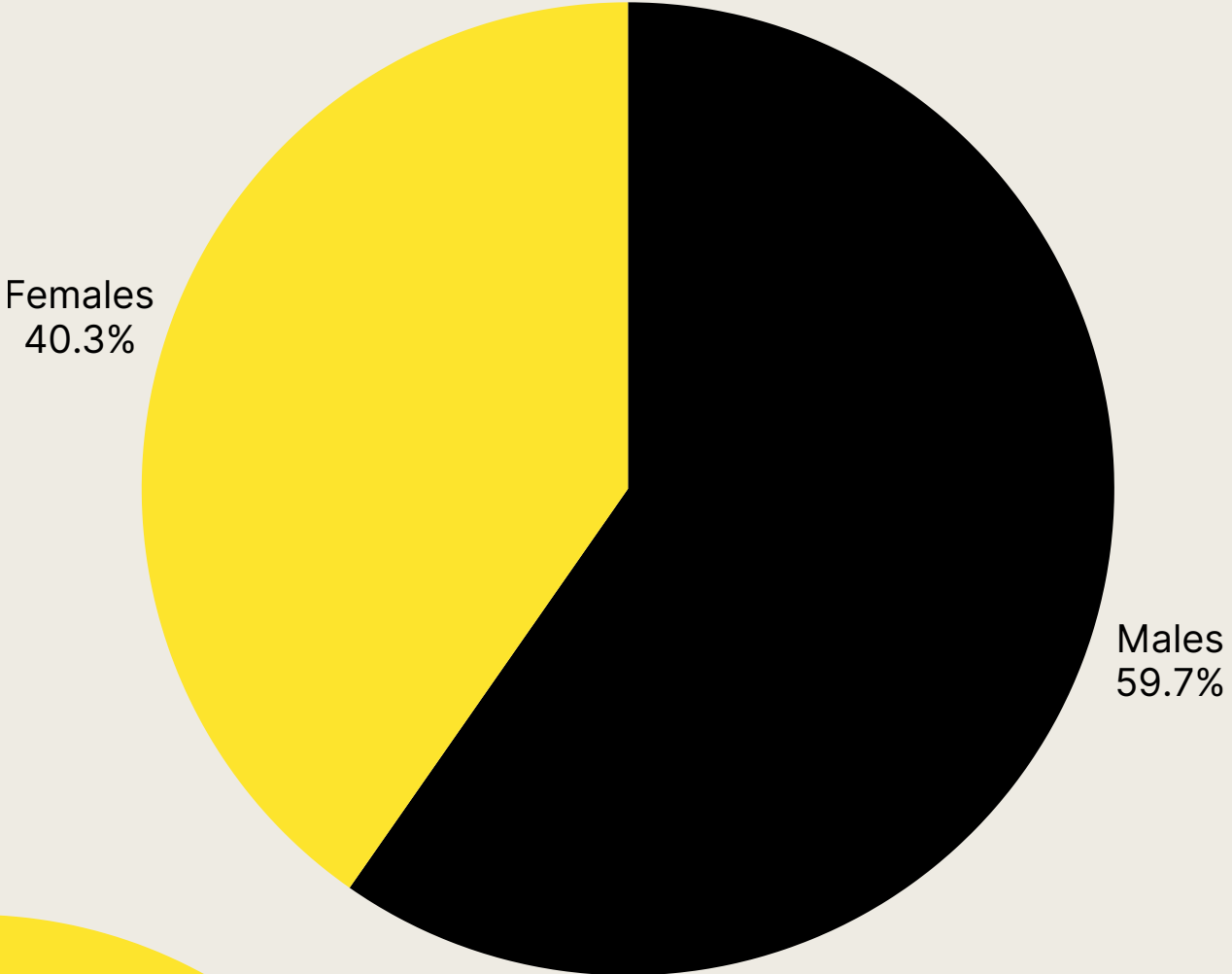
USERS & BEST PRACTICES



DEMOGRAPHICS



- **Gender:** 59.7% male / 40.3% female
- **Primary Age Group:** 25–34 years old
 - Widely Gen Z
- **Geography:**
 - United States: ~71.45%
 - Pakistan: ~10.91%
 - United Kingdom: ~7.23%
 - Germany: ~1.78%
 - France: ~1.65%
 - Others (Canada, Australia, etc.): ~7%



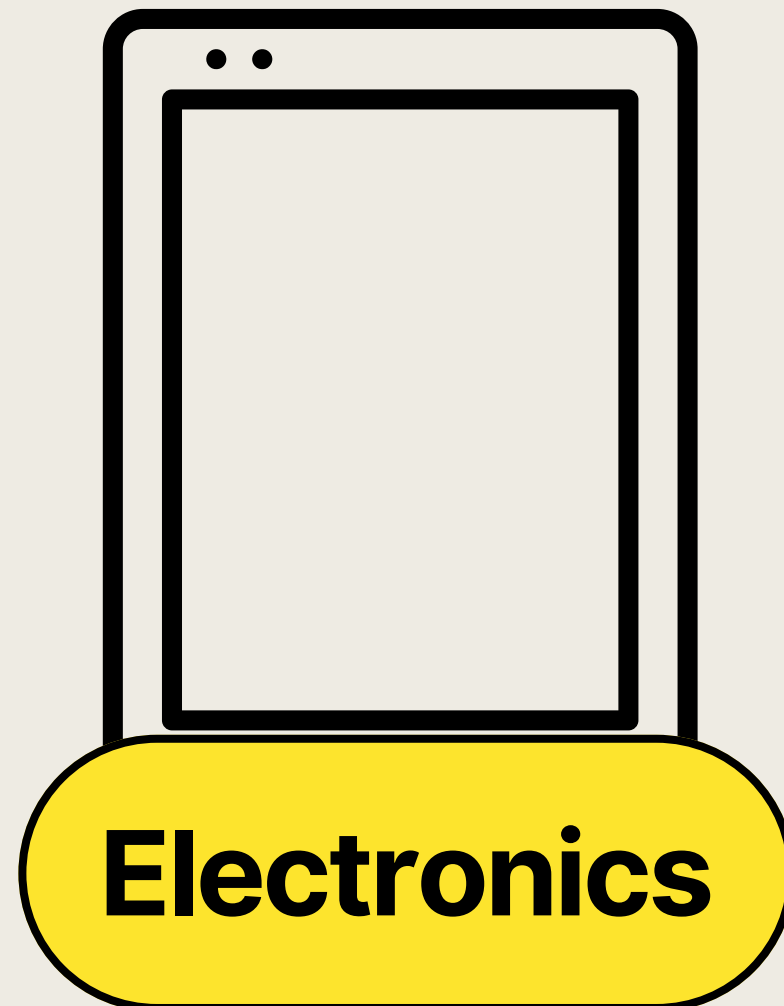
PSYCOGRAPHICS



- **Community-Driven:** Value interaction, shared interests, and real-time engagement
- **Collector Mentality:** Motivated by rarity, exclusivity, and ownership
- **Event-Oriented:** Drawn to live drops, countdowns, and high-energy moments
- **Impulse + Urgency Buyers:** More likely to purchase quickly due to auctions and limited supply
- **Entertainment Seekers:** View shopping as content, not just a transaction



FASTEST-GROWING CATEGORIES



BEST PRACTICES



Live e-commerce

- Real-time interaction with sellers and viewers
- Live chat builds community and trust
- Auctions and countdowns create urgency
- Products demonstrated live before purchase
- Entertainment + shopping combined
- Higher engagement and impulse buying

vs.

Traditional e-commerce

- Static product listings and images
- No real-time interaction with sellers
- Shopping done independently
- Limited urgency or time pressure
- Focused on search and browsing
- Lower engagement compared to live shopping

Community drives e-commerce

LIVE SELLS



Built on real-time interaction, community, and trust



95 Minutes

The average amount of time users spend per day on Whatnot



- **93%** of sellers in 2026 have reported live selling = long-term success
- **More than half** of sellers say the majority of their revenue results from live selling
- Customer retention landed over **80%** each month

EXAMPLE SELLERS



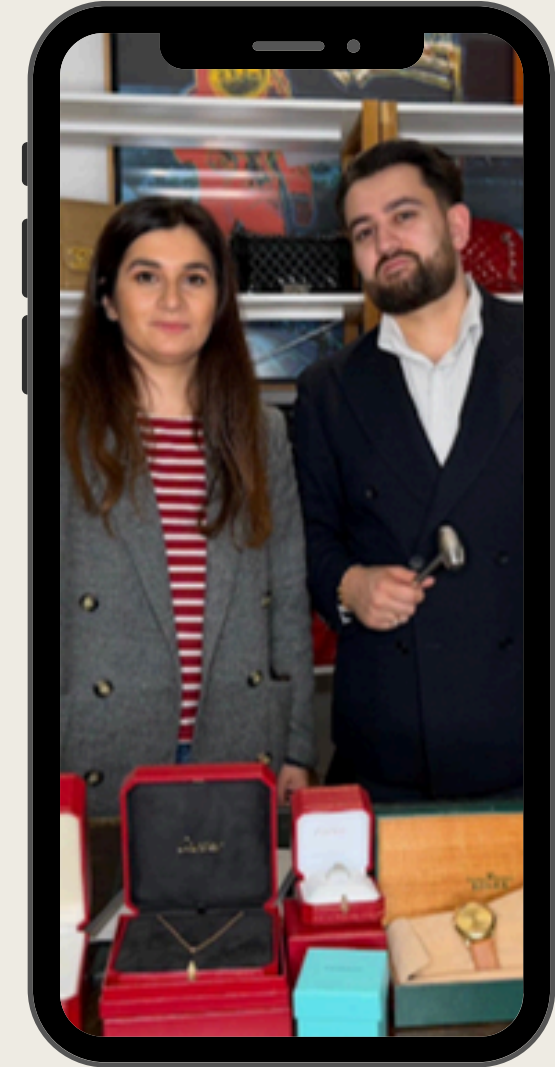
BEAUTYFINDS

One of the top beauty sellers with 20+ live shows a week & over 300,000 followers under a year



VAIKICKZ

Made over \$460,000 selling sneakers driven by community connection & product turnover



LUCEAT_LUXURY

First sellers to host a diamond auction with an average value of \$800.

WHY IT WORKS



Instead of feeling like you're browsing a store, it feels like you're conversing with someone and watching a livestream.

Shopping as Entertainment

Buyers/sellers interact within their niche communities through live chats and product demos that build trust and loyalty fast.

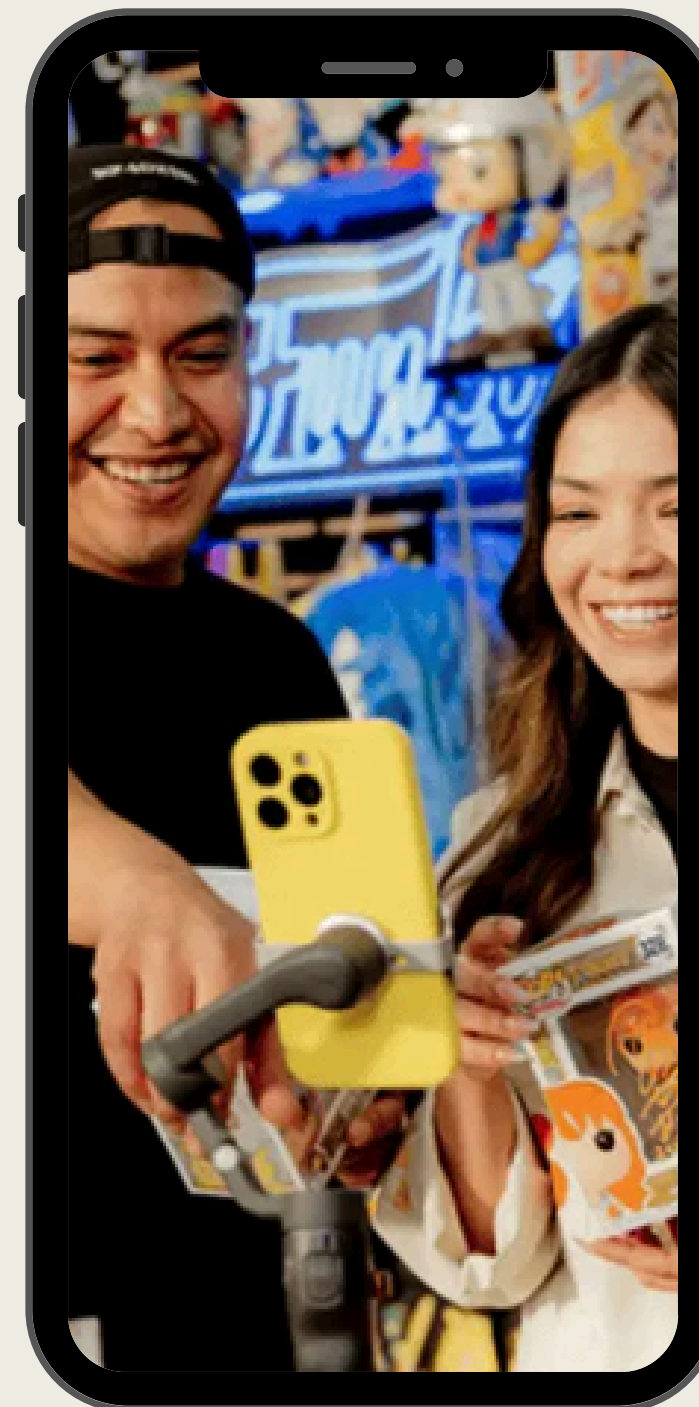
Community

With a discovery feed, buyers can find something new every day with little pressure.

Accessibility

Buyers/sellers can join existing communities they're passionate about, or create new ones.

Multiple Categories



SUCCESSFUL CAMPAIGN





MR BEAST

**MASSIVE GIVEAWAY EVENT BUILT FOR
LIVE PARTICIPATION ON  whatnot**

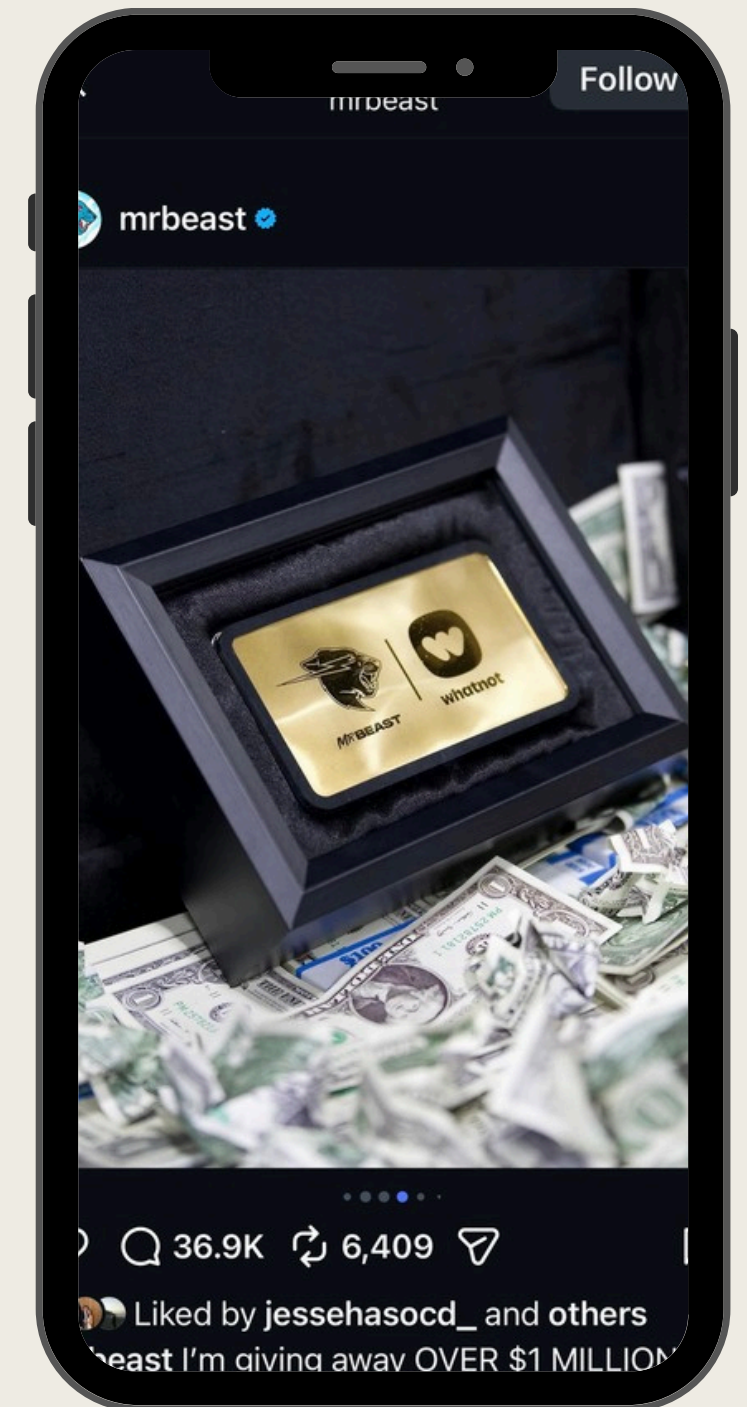
CAMPAIGN EXAMPLE



Whatnot partnered with **MrBeast** to host a large-scale livestream shopping event designed to drive **platform awareness, user growth, and real-time engagement** on Super Bowl Sunday.

The campaign centered around a high-stakes live event featuring **exclusive product drops, auctions, and large-scale giveaways**, transforming the platform into an interactive entertainment experience.

By leveraging MrBeast's massive audience and reputation for viral, high-reward content, Whatnot positioned the livestream as a **must-attend event rather than a traditional shopping experience**.



CAMPAIGN RESULTS



- Reached 583,000 peak concurrent viewers during a single livestream
- Over 555,000 users entered a single giveaway during the event
- Drove hundreds of thousands of new sign-ups within 24 hours of the event
- Built around a \$1M+ prize pool, including high-value items like cars and collectibles
- Became the largest live shopping stream in U.S. history
- Amplified reach across social platforms, extending beyond the live event audience



WHY IT WORKED



1. Scale + Scarcity Created Immediate Demand

With over 583K concurrent viewers, the combination of a massive audience and limited rewards created intense competition, accelerating purchase decisions and participation.

2. Incentives Lowered Barriers to Entry

The \$1M+ giveaway reduced friction for new users, turning passive viewers into active participants and driving hundreds of thousands of sign-ups in a single event.

3. Entertainment Drove Retention, Not Just Reach

Rather than functioning as a sales channel, the livestream operated as entertainment—keeping users engaged longer and increasing the likelihood of conversion.

4. Real-Time Interaction Increased Conversion Rates

Live chat, auctions, and instant feedback loops created a sense of urgency and social proof, making users more likely to act quickly.

5. Creator-Led Trust Accelerated Adoption

MrBeast's established credibility transferred to the platform, allowing Whatnot to rapidly acquire and convert users at scale.

MOCK CAMPAIGN





EXCLUSIVE WORLD CUP COLLECTION
ONLY AVAILABLE VIA  whatnot

WHY?



- Adidas is built on drop culture, which aligns directly with Whatnot's live, auction-based marketplace
 - Limited releases, high-demand products, and strong resale value
- As a leading supplier of World Cup merchandise, Adidas already produces products that fans actively seek out, collect, and compete for.
 - This inventory is best suited for auctions, exclusive drops, and real-time purchasing behavior.
- By combining global brand credibility with scarcity-driven product strategy, Adidas can translate fan demand into immediate, high-conversion sales on Whatnot.



Culture + Credibility + Hype

WHY?



FIFA WORLD CUP

UNITED STATES – CANADA – MEXICO

- The FIFA World Cup creates time-sensitive, emotionally driven demand with over 5 billion viewers globally
 - Fan attention is concentrated around specific matches, teams, and moments
- This event-based behavior aligns directly with Whatnot's live model, where brands can convert this attention into immediate sales
 - Fans are more likely to buy during key moments, such as match days, team wins, or tournament milestones.
- By turning global viewership into scheduled live selling events, Whatnot can convert peak attention into real-time transactions, maximizing both engagement and sales.



From Watching to Buying

TARGET AUDIENCE



Demographics:

Gen Z & Millennials (18–34)

- More likely to trust influencers and engage with live content
- 55%+ say they feel most like themselves online, reinforcing comfort with live, social shopping

Sports Fans & Soccer Enthusiasts

- Over half of global soccer fans are under 45, with rapid growth among younger audiences
- Increasingly diverse and digitally engaged, especially around major events like the World Cup

Sneaker Collectors & Streetwear Consumers

- Average transactions can range from \$180–\$800+, showing strong willingness to spend



TARGET AUDIENCE



Psychographics:

Passion & Identity-Driven

- Fans attach purchases to identity (team, player, culture)
- Gen Z fandom is increasingly tied to players, moments, and cultural relevance, not just teams

Exclusivity & Drop Culture Mindset

- 80% of sportswear collectors purchase when exclusivity + real-time access are combined

Community & Social Validation

- 62% of Gen Z/Millennials feel more connected online
- Users value:
 - Live chat interaction
 - Social proof (seeing others buy/bid in real time)



CAMPAIGN STRATEGY



Phase 1: Tease the Drop

Timeline: 6–8 weeks before the tournament

Adidas begins promoting the campaign across social media and Whatnot with teaser content announcing an exclusive World Cup collection only available through live drops on the platform. The goal of this phase is to introduce the partnership, drive awareness, and get users to follow the Whatnot account before products are released.

Focus:

- Awareness
- Follower growth
- Waitlist/notification sign-ups

CAMPAIGN STRATEGY



Phase 2: Early Access Drops

Timeline: 4–6 weeks before the tournament

Adidas hosts the first livestreams featuring entry-level World Cup merchandise such as graphic tees, hats, scarves, and basic apparel. Inventory is limited, but still broad enough to attract a large audience. This phase is designed to bring fans into the ecosystem and establish the habit of tuning in for future drops. It will also drive social buzz by word of mouth, with those able to gain access to products sharing their experiences.

Focus:

- Introduce the live shopping format
- Build momentum
- Capture broad fan interest

CAMPAIGN STRATEGY



Phase 3: Scarcity Builds + Influencer Streams

Timeline: 2–4 weeks before the tournament

The next set of livestreams becomes more exclusive, with lower inventory and more desirable products. In addition to official Adidas streams, select top Whatnot sellers will host their own curated drops using limited, distributed inventory. Each drop becomes smaller, more competitive, and more fragmented across streams, increasing perceived value and encouraging users to actively seek out different live events.

Focus:

- Increase hype
- Reward returning viewers
- Expand reach through trusted sellers

CAMPAIGN STRATEGY



Phase 4: Final Hype Drop

Timeline: Opening week of the World Cup

Adidas hosts its most exclusive livestream event, featuring premium merchandise, numbered jerseys, special-edition pieces, and surprise high-value items. They will also utilize giveaways during this stream to draw as much viewership and attention as possible. This final phase is positioned as the biggest event of the campaign and is timed to capitalize on peak fan attention as the tournament begins.

Focus:

- Maximize real-time demand
- Create a headline event
- Convert peak attention into sales

MOCK POSTS



MOCKUPS



Phase #1

Teasing The Drop



MOCKUPS



Phase #2

Early Access Drop



MOCKUPS



Phase #3

Scarcity Builds and Influencer Streams



davisuarez  ...
David Suarez Cabrera
303 posts 777K followers 1,658 following
Public figure
● Tiktok 5.2M (FUTBOL Y HUMOR)
● Yt + de 1.4 MILLONES
✉ Davisuarez@muganagency.com
@ davisuarez



adampfaris  ...
Adam Faris
637 posts 85.6K followers 2,911 following
Digital creator
NYC PDX
Sports stories, interviews, experiences
Inquiries: adam@teamdapper.com
@launch.mode @wherearetheynowsi... more
@ beacons.ai/adampfaris @ adampfaris



wrightyofficial  ...
Ian Wright
2,443 posts 1.9M followers 2,191 following
Public figure
Be what you be. Striker
@unclewrighty @crossways.pod @ringer @wearetheoverlap
@ wrightyofficial



MOCKUPS



Phase #4

Final Hype Drop

RARE ADIDAS X FIFA WORLD CUP ITEMS



\$2,870



**ADIDAS ARGENTINE WORLD CUP PLAYER ISSUE JERSEY
#21 DYBALA
'WHITE/BLUE/BLACK'**

\$999



**1998 FIFA WORLD CUP BALL
- ADIDAS - TRICOLORE -
OFFICIAL MATCH BALL**

\$2,329



**ADIDAS COPA MUNDIAL FG
'ARGENTINA'**

EVALUATION



METHOD #1



Live Conversion Rate & Sales Volume

This measures how effectively the campaign turns real-time engagement into immediate purchasing behavior, especially during high-scarcity moments.

- Conversion rate per livestream (% of viewers who purchase)
- Total revenue generated per drop and across campaign phases
- Sell-through rate of inventory (how quickly items sell out)
- Time-to-sell (how quickly products sell out after release)
- Conversion spikes during high-scarcity moments (final items, countdowns, etc.)

Views = Revenue and Purchases in Real-Time



METHOD #2

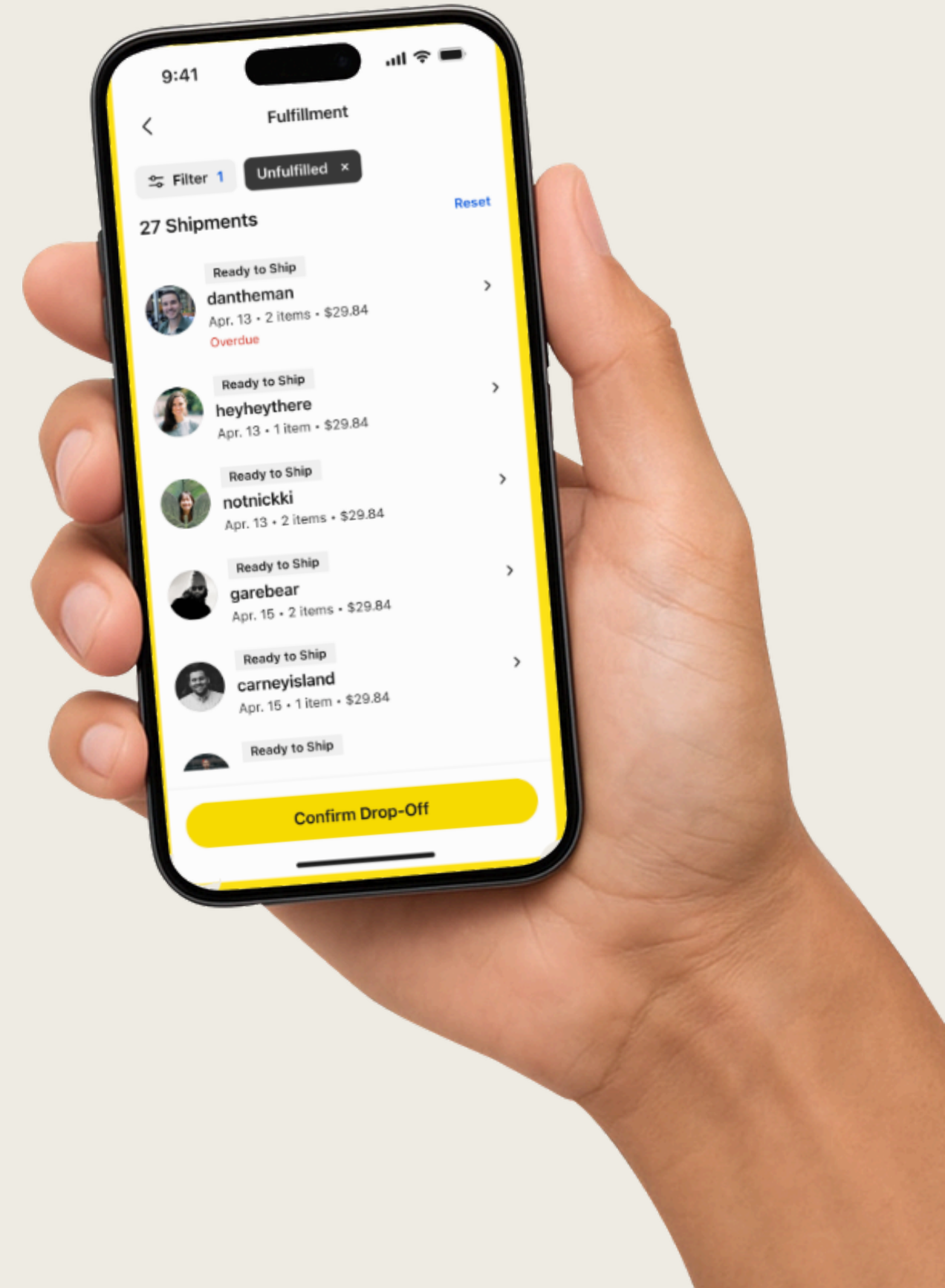


Audience Growth & Engagement

This measures how effectively the campaign builds sustained hype, community, and repeat participation across multiple livestream drops.

- Growth in followers on Whatnot throughout campaign phases
- Live viewership per stream (peak vs. returning viewers)
- Chat activity and participation during livestreams
- Repeat attendance across multiple drops (viewer retention)
- Engagement spikes during key moments (drops, countdowns, final items)

Engagement that Brings Viewers Back



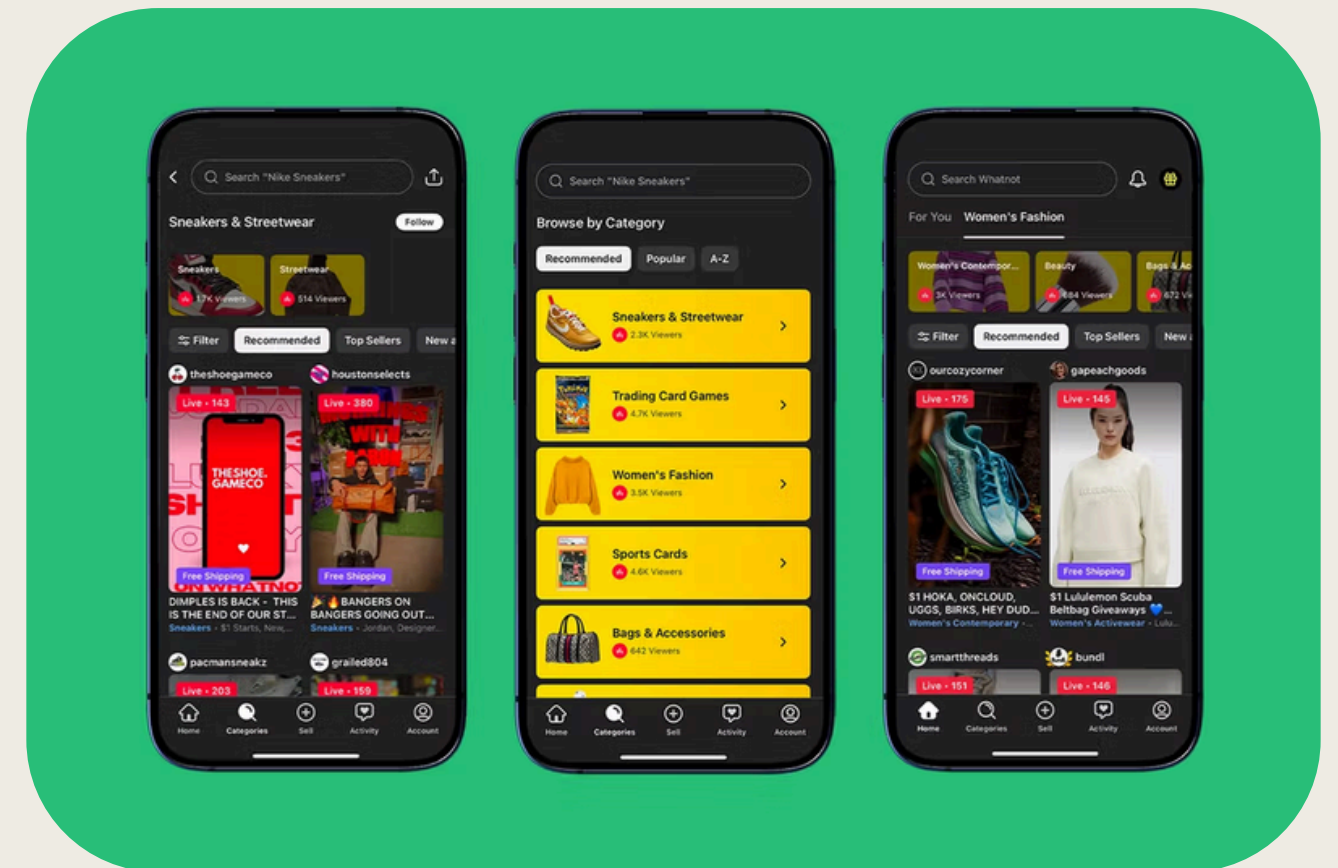
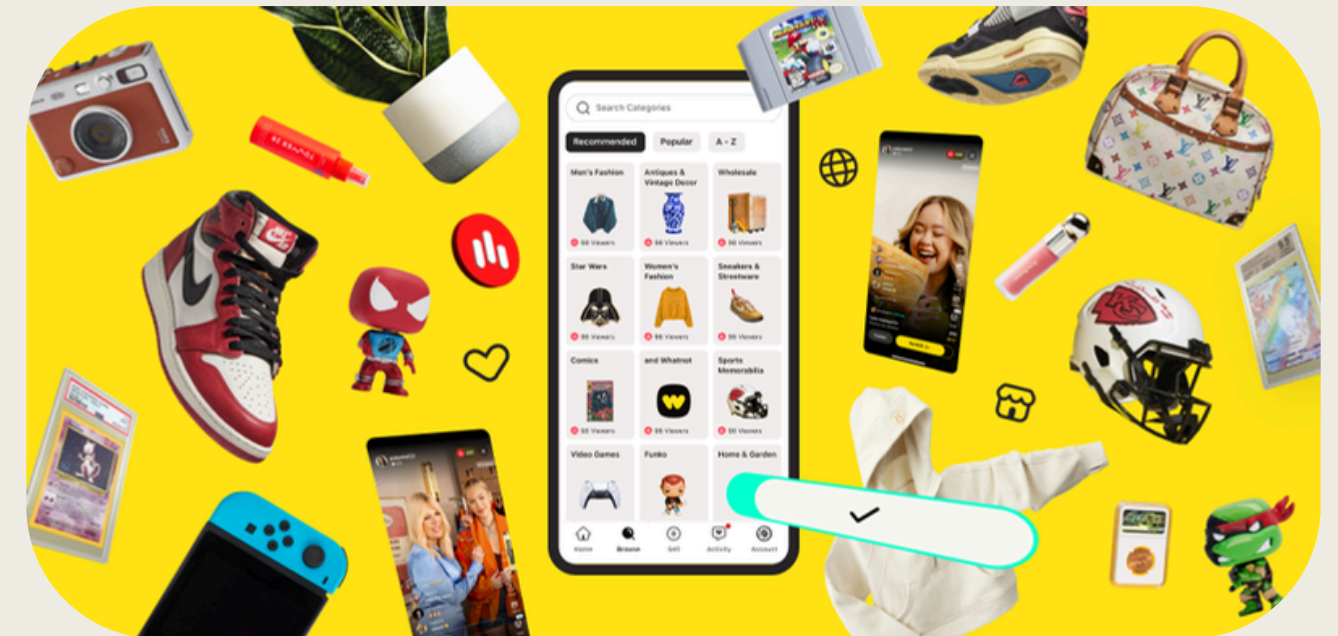
SUMMARY



KEY INSIGHTS



- **Live Shopping is changing e-commerce**
 - Platforms like WhatNot are driving real connections in real time
 - More conversations are being held about brands
- **Demand for exclusivity**
 - Limited stock and drops creates a high demand for product
 - This puts in the customer's head that there is a high value for this product
- **Live engagement**
 - Users are able to chat with customers directly
 - Buyers can put a face to the brand, which creates trust and loyalty
- **Data-driven**
 - Users can track viewers, revenue, peak engagement, top items



TAKEAWAYS

- **Integrating Adidas culture with Whatnot**
 - Whatnot is known for its niche communities, so combining Fashion and apparel are among some of the most popular items on Whatnot, making this collaboration a mix of the two.
- **Shopping experience x game experience**
 - Younger audiences treat shopping as entertainment. Livestream commerce blends content, community, and purchasing into one event
- **Fandom drives purchasing**
 - Real-Time Buying
 - Fans purchase based on identity, emotion, and key match moments — making live shopping the perfect way to convert peak attention into sales.
- **Trusted community**
 - Live chat, bidding, and social proof turn buying into a shared experience that increases confidence and impulse purchasing.



THANK YOU!



SOURCES



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