



"We needed a first-of-its kind interactive platform to help retailers worldwide experience and share first-hand product knowledge with their customers. GoPro connects people together, and Brandlive helps us communicate that vision in a simple and cost-effective manner."

**Nick Stagge**  
SENIOR GLOBAL TRAINING MANAGER

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## GoPro Uses Brandlive to Increase Sell-Through 400%

### Phases of Training

With Brandlive as its training platform, GoPro has developed its "Phases of Training" program to connect product experts with retail sales people in real time, to answer questions and ensure clarity across GoPro's product line and massive marketplace. Training events are broadcast on a custom branded web page, and archived in a training library so they are always available for continued reference.

### Product Launch

GoPro's continuous product innovation requires constant communication to ensure clarity of new features and reasons to buy the new product. To launch the new Hero 3+ camera, GoPro hosted a multi-day training event on Brandlive, bringing together over 200 retailers for the product launch. The ability to deliver consistent messaging globally has been essential for GoPro's continued success and high sell through. Rather than use pre-made training videos, GoPro uses Brandlive's live video component to react to participant's questions and comments directly, ensure high level comprehension, and create an ever-evolving, dynamic learning experience.

### Results

Using dynamic training events through Brandlive's platform, GoPro has seen a nearly **400% increase in sell-through** from stores that participate in the training program. Moreover, participants have fun engaging with this method - **83% of participants** say that this style of training is fun, helpful, and they want to do more.