

Live Commerce Sold-out Strategies



Live Streaming Room Mark products as sold out Features

I. Function Introduction

Support In Management Backend/Instructor Side Mark live commerce products as sold out, This operation will not affect the actual product inventory. It can display the effect of 'Sold Out' on the user side, and viewers in the live streaming room cannot purchase the products..

II. Purpose of Use

During the live commerce process, as the products are being introduced, marking products as sold out can create a sense of scarcity, boost the atmosphere of live flash sales, and promote sales..

III. Usage Scenarios

Scenario 1: Merchants conducting live commerce hope to create a sense of product scarcity by marking products as out of stock, thereby encouraging viewers to place orders.

Scenario 2: Merchants can mark products as sold out in the live streaming room even when there is still stock. The product cannot be ordered immediately in the live streaming room. Combined with marketing slogans, this can control the rhythm of the live streaming atmosphere..

IV. Operation Path

Merchant side: Merchant Backend → Live Streaming → Live Streaming Management → Live Commerce → Product List → Mark as Sold Out

Instructor side - WeChat H5, elink Live Mini Program, elink Live Client: Live Streaming Room → More → Product List → Product Management

Student side - WeChat H5, elink Live Mini Program, elink Live Client: Live Streaming Room → Product Cards, Product List

Usage Tutorial

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Step 1Add live commerce products(Management Backend)

1. In the live commerce section of the live streaming details, enable live commerce, add the products needed for the live stream, and pay attention to setting the instructor's permissions. If you need the instructor to manage products (display/hide products, mark as sold out/cancel sold out, etc.), you need to enable the instructor's permissions. If not, you can disable the instructor's permissions.

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(Management Backend - Live Streaming Details - Live Commerce)Details-Live Commerce)

Step 2Mark products as sold out(Management Backend,H5, elink Live Mini Program)

1. Mark products as sold out in the management backend. If you operate the live streaming management backend in real - time during the live stream, you can mark products as sold out in the management backend..

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(Management Backend - Live Streaming Details - Live Commerce - Product List)

2. Mark products as sold out on the instructor side. After enabling the instructor's permissions, the instructor can enter the product management section. In the product management, you can operate [Mark as Sold Out]. At this time, the product will show 'Sold Out', which is different from the display of products with actual inventory of 0 showing 'Sold Out', making it easier for the instructor to distinguish. If you want to continue selling, you can operate [Cancel Sold Out], and the product will return to the normal selling state.

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([Instructor/Teaching Assistant] H5 Store,elink Live Mini Program - Live Streaming Room -Product List-Product Management)

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([Instructor/Teaching Assistant] elink Live Client - Live Streaming Room - Product List - Product Management)

Step 3Products show 'Sold Out' on the student side(H5, elink Live Mini Program)

For products marked as [Sold Out], the display on the student side will be the same as that of products with normal sold - out inventory, showing 'Sold Out', and users cannot click into the product details to purchase.

([Student]Live Streaming Room -Product Cards, Product List)

Revision #2

Created 2026-06-08 04:40:36 UTC by Admin

Updated 2026-06-08 08:37:55 UTC by Admin