

# **SWIRL** grew 75x in 6 months using Gumlet video and insights

SWIRL is the premier live shopping mobile SaaS to engage, convert and retain more customers. It uses video as a backbone to power real-time virtual shopping – helping brands build authentic customer engagements by bridging the online-offline gap. They cater to premium ecommerce brands like Pantaloons, Vivo, Fabelle, etc. Swirl improves conversions for brands using a cloud-based interactive video commerce and live shopping software.

## **Challenge**

- Building a video analytics tool in-house is hard. Tracking in-depth video engagement data was critical for Swirl and its revenue model.
- Being a video-first company, providing end users with the best possible viewing experience and shipping videos faster was non-negotiable.
- Reinventing the wheel by building in-house would drain resources and time. As a start-up, finding a complete solution with everything working out of the box would accelerate time to market and growth.

## **Solution**

Gumlet Insights provides In-depth video engagement analytics and covers every aspect of video engagement and playback. SDKs dramatically simplify integration. Gumlet's unique charts API helped Swirl build campaign monitoring dashboards for their clients in no time.

 **SWIRL**

No. of employees:

**50**

ROI:

**57% increase in conversions**

Products:

**Gumlet Video  
Video Analytics**

Gumlet's GPU-powered transcoding engine offers fast transcoding out of the box at scale. State-of-the-art compression and codecs deliver a buffer-free TikTok-like video experience with every view across devices and variable network conditions.

Gumlet Video and Insights is a complete solution that does all the heavy lifting and automates the entire video streaming pipeline. To attract the best brands, an uncompromising end-user experience is a must, and Gumlet was the only solution that made the cut.

## Impact

- 75x growth in 6 months!
- Swirl accelerated product development and launched within weeks.
- Awarded the Best Live Commerce Platform from renowned ECommerce Show, iReC, in 2022.

"We were looking for a high-performing video platform for our rapidly growing live commerce product and that's where we found Gumlet. While doing internal comparisons, we found Gumlet's video performance was miles ahead of other solutions we were testing. Custom analytics was critical for our business use case. With Gumlet, we were able to build and deploy the complete analytics suite for our product within weeks. As a video first company ourselves, finding a partner that is as passionate about video as us has been delightful."

**Kaizad Hansotia**

Swirl founder CEO

Reasons To Choose



1

A complete solution to transcode and stream videos, run live videos, and get custom analytics via APIs.

2

Hands-on integration and extensive engineering support.

3

Feature-rich product, remarkable performance and simplified pricing.

[Book A Demo](#)