LIVE COMMERCE

# Real-Time AI Avatar Live-Commerce Bot

*AI avatars that host always-on live shopping, wherever audiences are.*

### Brief Description

Live commerce converts, but it depends on human hosts, studios and scheduling. Brands can't stream around the clock or across every platform and time zone, so most live-selling potential goes uncaptured.

AI

### How AI Was Applied

Folktalk powers AI avatars that run live commerce streams in real time — presenting products, answering viewers and driving purchases during the session. AI enables always-on live selling without a human host needing to front every stream, across platforms such as TikTok.

## Impact

**Always-on**
24/7 live selling

**Up to 3x**
Longer viewer watch time

**Auto-scale**
Across platforms & time zones

*Live commerce runs continuously — no studio, no host, no downtime.*

**About Folktalk** | Folktalk AI Services Private Limited is an AI creative-intelligence company building agentic tools and hyper-personalized video at scale for performance, CRM, out-of-home and commerce marketing.