

AnyMind Group enhances live commerce analytics feature on AnyLive

Enhancements enable deeper insights and scalable reporting for both human and AI-led live streams across Asia's leading platforms.

Singapore - October 2, 2025 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced enhancements to its live commerce analytics feature on [AnyLive](#), including live stream transcription analysis, comment analysis and the ability to bulk export live stream data.

Brands running frequent live commerce sessions often face a common challenge: identifying why one live stream converts better than another. Traditional metrics alone don't reveal whether it was a product demo, a discount mention, or a particular phrase that influenced purchases.

Live stream transcription analysis

The new transcription analysis feature automatically transcribes human- and AI-based live streams and categorizes key points into 5-minute intervals, making it easier to correlate script elements such as viewer count, conversions and top-selling products during these intervals. By comparing performance across multiple streams and markets, users can understand which scenes, topics or phrases drove audience engagement and purchases, and enables refinement of scripts with data-backed insights, accelerate preparation for future campaigns, and reduce reliance on guesswork.

Live stream comment analysis

Through the live stream comment analysis feature, AnyLive captures all in-stream comments of human-led and AI-fronted live streams, enabling brands to analyze common questions, perform sentiment analysis and identify recurring viewer concerns. Users can use these insights to refine future live streams and create FAQ or response strategies.

Bulk export of live stream data

The new bulk export capability enables users to extract desired data at scale utilizing filters such as store, brand, and date range. All metrics, including performance figures, viewer demography and behavior, traffic sources, transcriptions, comments, pinned products and ad performance, can be exported directly into spreadsheets for deeper analysis and customized visualizations.

On the enhancements to AnyLive's live commerce analytics, Ryuji Takemoto, Chief Product Officer, AnyMind Group, said: "The live commerce domain continues to evolve in Asia, as the industry looks to further measure and drive better optimization for both human and AI live streams. With these new capabilities, AnyLive looks to deliver faster time-to-market and deeper insights into providing better live commerce for brands.

On AnyLive, brands and sellers can deploy lifelike AI avatars - either developed from scratch or sourced from its [avatar bank](#) - across e-commerce and social commerce platforms, deliver host



scripts and engage with viewers in English and seven other Asian languages. In addition, AnyLive can clone voices and seamlessly integrate them into host scripts, enabling avatars to deliver consistent and natural-sounding narration that aligns with a brand's preferred style or persona - all through a single platform.

In June 2025, AnyMind Group [launched its live commerce analytics and script optimization feature](#) on AnyLive, its AI-powered live commerce platform. With the ability to track human-fronted and AI-led live streams, AnyLive's analytics feature enables users to measure standard live commerce metrics such as viewer comments, keywords, viewer retention rate, conversion rate, and is layered with deeper analytics into viewer interest moments, drop-off points, host-specific conversion rates and keyword trends, across integrated platforms such as TikTok Shop, Shopee, Lazada, Amazon, YouTube and more. By integrating AnyLive with AnyMind Group's e-commerce management platform, [AnyX](#), users can link live stream data to customer and order insights across digital channels.

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About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides end-to-end offerings to brands and businesses, publishers and influencers for digital commerce, marketing, logistics, customer engagement, data and AI utilization, publisher monetization and creator monetization. AnyMind Group has over 2,000 staff across 24 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

As of June 2025, the company serves over 1,000 enterprises for marketing, 190+ enterprises for e-commerce, 1,800+ publishers and 2,300+ creators. More information is available on the company's [investor disclosure site](#).

About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.