



ThreeKit

Interactive 3D for E-commerce

Why 3D?

Addressing Challenges to Improving Your E-commerce Portal

Executive Summary

This white paper outlines four major challenges to improving your e-commerce portal:

1. [Increasing online sales](#)
2. [Demand for product configurability](#)
3. [Enabling better mobile experiences](#)
4. [Enhancing the customer buying experience](#)

3D visualization technology can help you solve the challenges you face—and it's easy to move from static images to a completely interactive 3D experience on your e-commerce portal.



3D E-commerce Solution

Challenge #1: Increasing online sales

Best practices in e-commerce show us that **emulating the in-store experience** increases buyer confidence and generates higher basket conversion rates. Recreating the 'hands-on' experience online supports informed decision-making that leads to the highest likelihood of buyer satisfaction. Providing a better online shopping experience also has an immediate impact on product returns—a major grievance for many e-commerce merchants. Nearly **one-third**¹ of all online sales are returned, causing frustration for both customers and business owners.

Online products that can be explored from multiple angles have a nearly **30% higher** conversion rate than still images.²

Turn *browsing* into *buying*

Personal interactions with products **instill buyer confidence and reduce the uncertainty** of online shopping, increasing customer satisfaction by as much as 50%³.

Improved customer satisfaction also has a positive impact on support teams and call centers as better online purchasing experiences result in a **24% reduction in the number of calls** made prior to purchase.

¹ [Invesp](#)

² [Internet Retailer](#)

³ [Snap36](#)

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Challenge #2: Demand for product configurability

Customers demand the ability to customize the products they want to buy as a form of creative expression⁴. New technologies give manufacturers the ability to **display a deep assortment of product configurations** using individual customer preferences. Product customization allows for a better connection with the customer—instead of saying “*here is what we have for you,*” e-commerce sites with product configurators can ask “***what would you like?***”.

More than 36% of all consumers surveyed have interest in buying a personalized product⁵.

Listen to customers and earn higher price points

Consumers value personalization and flock to companies that embrace the technology that simplifies customization. Product configuration offers retailers a number of advantages: **increased spending, conversion rate, and revisits** to the site. Product configurability increases the average selling price of a product by **up to 30%**⁶ by offering premium options. The conversion rate of customized or configured products is doubled compared to non-customized products.

⁴ [Entrepreneur Hideout](#)

⁵ [Deloitte](#)

⁶ [Bain & Company](#)

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Challenge #3: Enabling better mobile experiences

Mobile shopping is becoming a significant portion of the e-commerce business. **Three-quarters** of today's digitally enabled consumers rely on online resources to begin the buying process⁷. Over the coming years, more and more customers will rely on mobile devices to shop, explore, and make online purchases.

Savvy e-commerce merchants continually look for ways to ensure their online platform **offers the best possible mobile shopping experience**. Web developers must find a difficult balance between data transfer limitation and displaying high-resolution images on the mobile device.

42% of respondents say that a '360-degree spin of a product' is the visual feature that would most likely increase their likelihood to purchase a product via a mobile device⁸.

Most mobile devices have constraints on the size of the screen. In a recent UPS survey, 38% of people stated that the inability to have a clear picture of a product was the main reason for not making purchases on a mobile device⁹. Over half of people surveyed also had issues with not having access to a keyboard or mouse.

⁷ [Deloitte](#)

⁸ [Adobe](#)

⁹ [UPS](#)

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Challenge #4: Enhancing the customer buying experience

Customers are engaged by interacting with the products they want to purchase. Interactive virtual products invite customers to *feel* the item, *explore* intricate details, and *discover* key features—activities that were once restricted to in-store interactions. The buying experience becomes even more realistic when the 3D models are rendered using advanced visualization techniques, similar to the visual effects used in movies.

3D visualization allows the consumer to take control of the product. It's the closest thing to handling the product in-store.

Turn the purchasing process into an experience

We are naturally curious creatures, but traditional product photography provides little opportunity for customers to interact and discover more. Imagine being able to spin a product and see intricate details close up, the same way you would in a store. Virtual products put **power in the hands of customers**, stimulating engagement and positive response.

3D products are a tool for sophisticated selling—arming customers with the right information to make an informed purchase. Offering a **unique, compelling experience** is essential for brand survival in today's market. It helps to mesh the brand's story with the e-commerce experience.

