

# HARNESSING THE POWER OF 3D PRODUCT VISUALIZATION FOR HIGHER SALES CONVERSIONS



## CUSTOMER PROBLEM

The advance of modern imaging technologies is helping drive the demand for unique products and service experiences beyond 2D imaging. **Forbes** quotes that many e-commerce customers now expect additional content beyond photography, such as video, 3D, and augmented reality. As brands realize the limitations of 2D imaging and try to pivot, customers encounter specific challenges on e-commerce websites:

- ▶ Limited product information leads to low purchase confidence
- ▶ Product customization is not possible
- ▶ Lack of interactive experience
- ▶ Virtual trials are unavailable
- ▶ Uncertainty about product details resulting in longer shopping time
- ▶ The hassle of product return when it does not match expectations

## OUR CLIENT'S BUSINESS CHALLENGE

Our client faced similar challenges in creating an enjoyable customer experience with traditional 2D imaging of products:

- **Meeting market demand**  
The client noticed a growing market demand for more visually engaging and interactive experiences. Competitors or industry leaders already utilized 3D modeling to showcase their products and services effectively. They realized that they could stay competitive only by meeting evolving customer expectations.
- **Visualizing products effectively**  
The client encountered difficulties presenting or visualizing their products or services using 2D technology. Static images or drawings failed to capture their offerings' true essence or functionality.
- **Low customer engagement**  
The client's website could not attract potential buyers or prompt them to purchase, resulting in low conversion rates.

## RRD GO CREATIVE'S ADVISORY TO THE CLIENT

The RRD GO Creative team worked with the client to understand the business challenges. Based on the assessment, our team concluded that 360-degree videography and 2D imaging of products and services could not provide customers with an immersive experience, leading to fewer conversions. We proposed exploring cloud-based 3D modeling to create dynamic and realistic representations of their products.

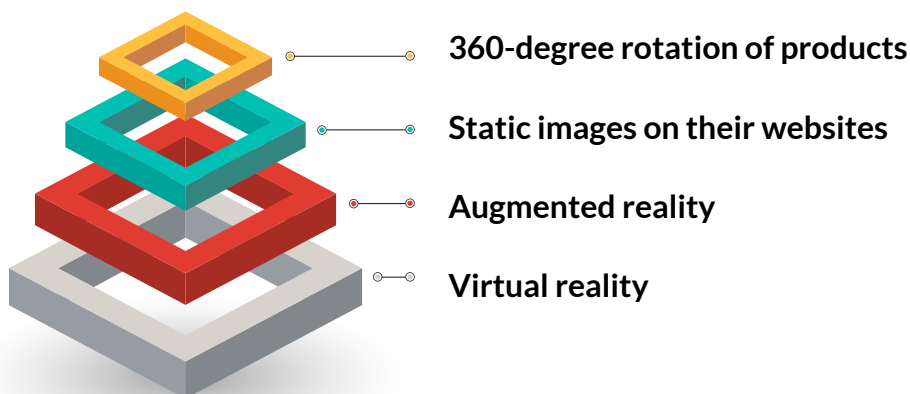


The rationale for the solution included the following:

- Enhanced visual representation
- Increased customer engagement
- Cost and time efficiency
- Customization options
- Competitive advantage

## RRD GO CREATIVE'S CUSTOMIZED SOLUTION

We established a team of experienced professionals that worked with the client to produce 3D models of products and services based on their specifications and reference images. The client utilized the images for a variety of purposes, including:



Our approach to collaboration and interaction with the client's team involved clear communication channels, regular collaboration and feedback sessions, efficient project management, and strong relationships. We leveraged multiple software pipelines, including Autodesk, Adobe, and other homegrown tools, to develop and deliver a customized solution to the client. Our 3D models accurately represented their products and maintained high visual realism by effectively capturing product details, textures, and colors. Customers could interact with the 3D models and easily rotate, zoom, and explore them without technical glitches or complexities. We went the extra mile to ensure the user experience was intuitive and seamless.

## SUCCESSFUL OUTCOMES

### FOR THE CUSTOMER

- Immersive and interactive customer experience
- Enhanced visual representation
- The longer time spent on the website
- Excellent customization options
- Virtual try-on and fit assessment
- Greater purchase confidence
- Fewer returns
- Heightened customer satisfaction

### FOR THE CLIENT

- Seamless customer experience
- Interactive product experiences
- Higher conversion rates
- Cost and time efficiencies
- Swift imaging transport for heavy and bulky products
- Larger space for imaging/video
- Enhanced visual representation
- Increased customer confidence and engagement
- Competitive advantage
- Customization and personalization
- Virtual try-on and fit assessment
- Improved marketing and sales strategies

Reference



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## RESEARCH FACTS

The 3D Imaging Market is valued at USD 19,025.19 million in 2022, projected to reach USD 75,994.78 million by 2030, with a CAGR of 18.90% from 2022 to 2028 - **Vantage Market Research**

82% of product page visitors activate 3D view if it applies, and 34% spend more than 30 seconds playing with it. - **CAPPASITY**

According to Shopify, interactions with products having 3D/AR content showed a 94% higher conversion rate for products than ones without. - **Harvard Business Review**

Apple says consumers are 11 times more likely to buy furniture if they can see it in their home environment using 3D and AR. - **Forrester**

## ABOUT THE CLIENT

One of the largest global corporations, our client serves consumers through its retail websites and focuses on selection, price, convenience, and an efficient delivery system. Guided by customer obsession, passion for invention, and commitment to operational excellence, the client consistently delivers innovative solutions that elevate the customer experience. With over 1.5 million employees worldwide, our client has evolved into a global conglomerate encompassing various sectors, including e-commerce, cloud computing, digital streaming, artificial intelligence, and consumer electronics. With 27 years of credibility in the market and a revenue of over 500 billion USD, the company operates in two segments: North America and internationally.

## ABOUT RRD GO CREATIVE<sup>SM</sup>

With more than three decades of expertise in business communications, marketing solutions, and digital productivity solutions, we successfully help reimagine customer experiences for companies. Our three pillars of Global Brand Solutions, Smart Work Solutions, and Technology & Innovation Services transform how businesses work for customers. Our 8,000 experts in 42 locations work across various industries to co-create a future-ready business landscape. We adopt a consultative approach to digitizing every aspect of the Customer Journey so you can effectively translate a strategic vision of expansion and efficiency into a superior Customer Experience. For more information, visit the company's website at [www.gocreative.rrd.com](http://www.gocreative.rrd.com).

