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Ways 360° & 3D Imagery Increase Revenue

Today's consumers are looking for a visually stimulating and interactive buying experience that emulates the engagement of their in-store experience. 360° & 3D product imagery is the most effective way to give buyers the freedom to interact with products online as if they were making the purchase in person, leading to greater revenue lift and customer delight.

1 Mobile Users Say it's the Number One Reason to Purchase

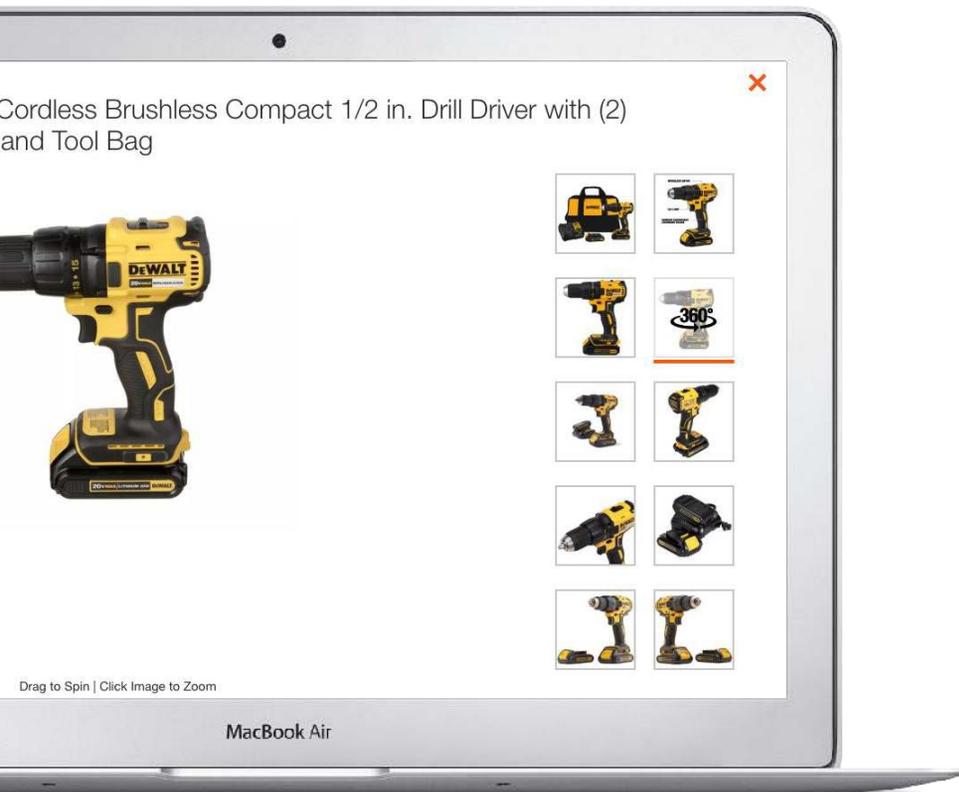
According to an Adobe Mobile Consumer Survey, when comparing videos (31%) and alternative images (29%), more mobile users (42%) say that a 360° spin of a product is the visual feature that will most likely increase their likelihood of purchasing a product via a mobile device.

Parts Town incorporated 360° & 3D product imagery-called PartSPIN-into the industry's first mobile app, allowing customers to see a part from every angle and viewpoint, while providing unprecedented access to inventory.



2

Authentic Product Images Lead to Fewer Product Returns



With 360° imagery, what you see is what you get. Companies are struggling to reduce return rates without raising costs or changing policies. 360° & 3D spin imagery helps customers make more informed purchase decisions and minimize future disappointment by accurately and authentically representing the product.

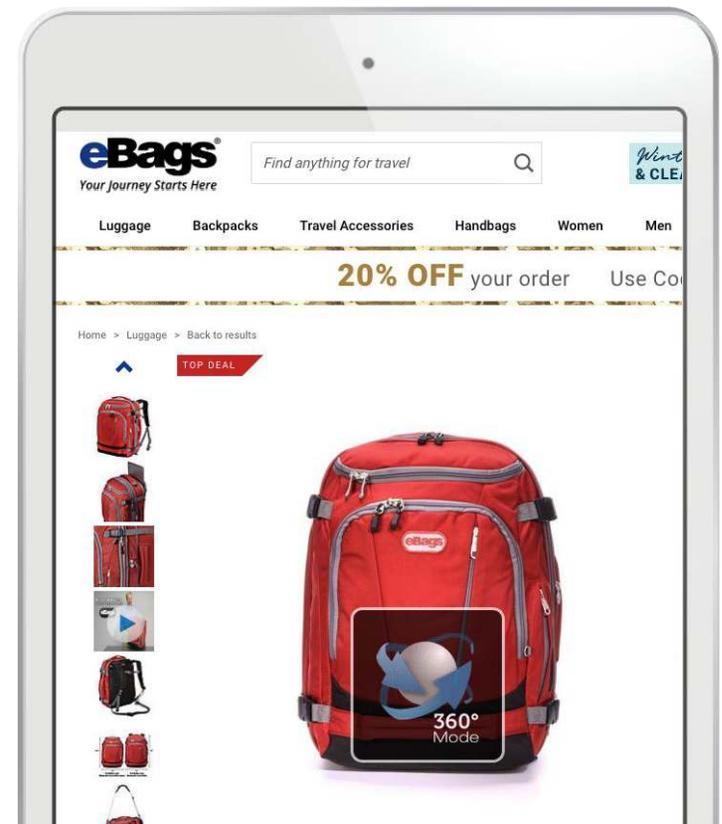
After using 360° & 3D photography to enhance its product content online, The Home Depot reported 35% fewer product returns.

3

Emulating the In-Store Experience Online Leads to Higher Purchase Confidence and Conversion

When strategically used to replicate the experience of picking up a product and examining it, 360° & 3D spin photography gives your customers the visual confidence they are purchasing the right product, the first time.

Online retail company eBags reported a 3X increase in conversions, and superstore Dick's Sporting Goods found 30% higher conversion rates among its golf products being showcased in 360° & 3D views.



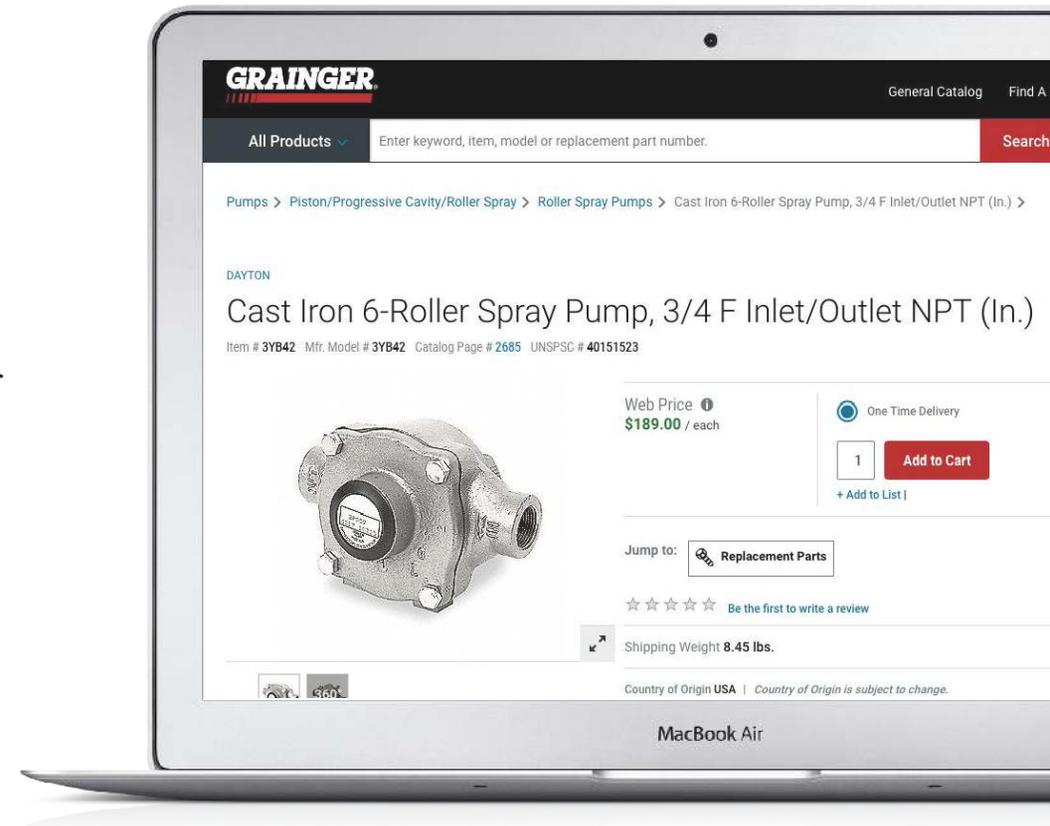
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Enhanced Content Proven to Outweigh Other Content Types

To win during the transition to the world of eCommerce, especially as research and transactions are increasing on mobile devices, brands require the ability to showcase authentic and interactive product experiences during prospect and customer interactions.

After adding 360° imagery to its website, Grainger reported:

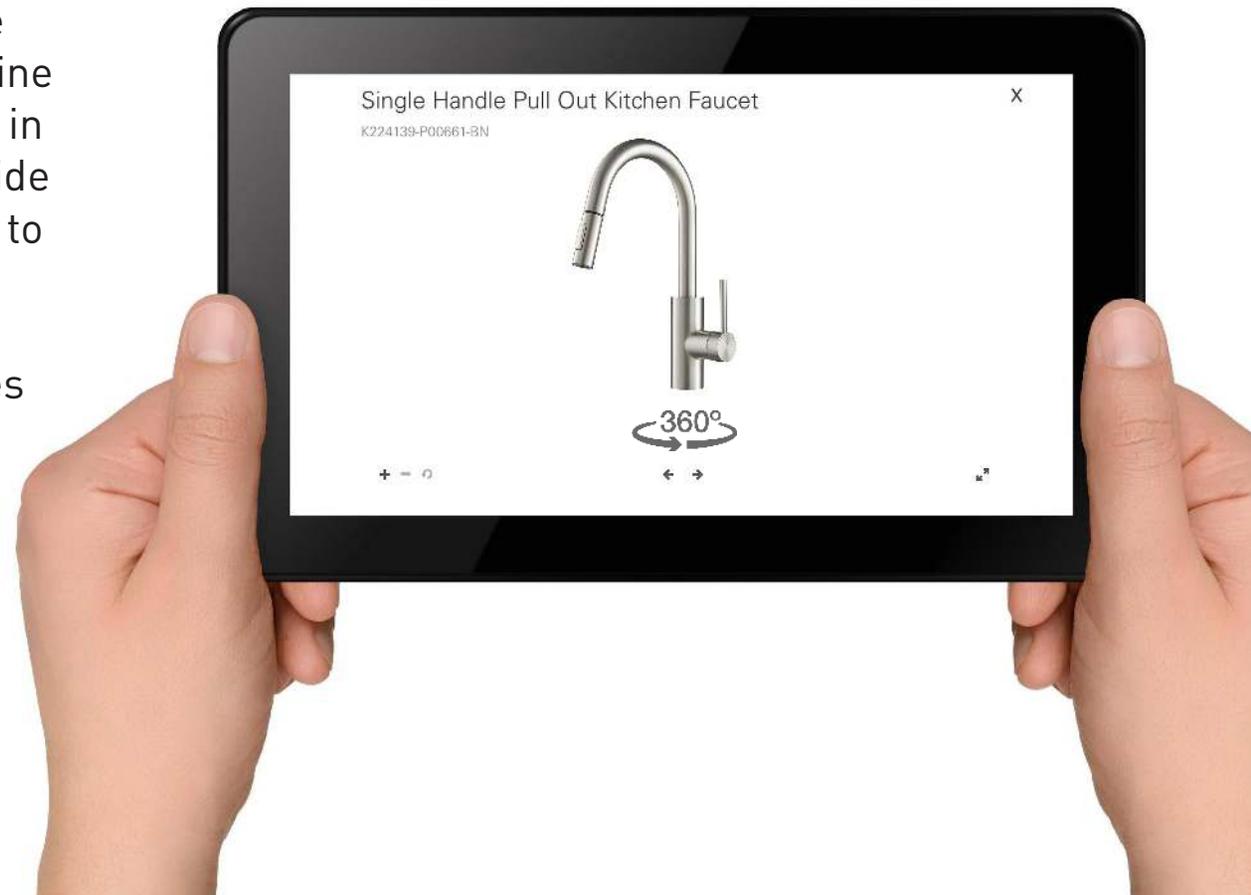
- 61% increase in enhanced customer interactions
- 52% increase in sales
- 360° imagery has had the most significant impact versus other product content



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Interactive Images Increase Customer Satisfaction

360°/3D imagery gives customers the freedom to interact with products online as if they were making the purchase in person. In turn, these insights provide brands and retailers with insight as to which aspects of products are most important to customers so they can tailor future products and experiences accordingly.

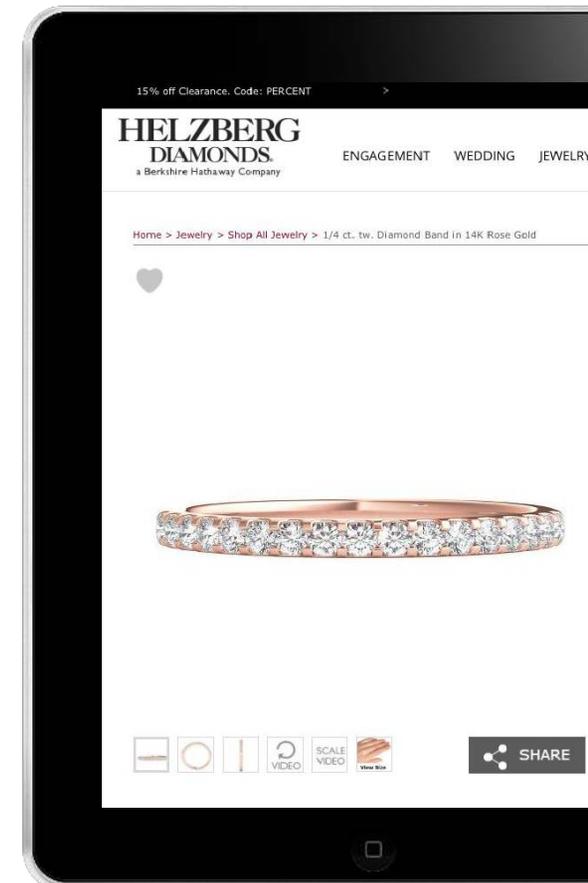


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Video Spins Create an Emotional Connection to Improve Brand Equity

According to Wordstream, 87% of online marketers use video content to provide an engaging experience for consumers. Companies such as Helzberg Diamonds are leveraging spin photography to offer more visual information that allows customers to have an insightful personal connection.

Increasing these emotional cues differentiates brands and improves customer retention. The use of video spins is easy and attention-grabbing versus the use of static ads or words. By converting product spins into video, Helzberg is able to showcase this emotionally connected experience on websites like Amazon.





Amazon Adds 360° Imagery

With 360° spin viewers recently added to product pages on Amazon, shoppers now have another confidence booster from their favorite shopping platform. Testing by amazon has proven 360° images increase time spent on product pages and conversion rates. And on mobile, Amazon has placed a significant emphasis on the 360° view, displaying it on the first screen.

“I saw the demos of how Snap36 do the 360° photography. There’s everything from jewelry being shot on a tiny, little platform to a fancy, vintage car. **It was really incredible to see their setup and how advanced the technology is to do this.** It is all done so quickly and it is so automated that they’re actually processing thousands of products a day through their facility.”

-Kiri Masters, founder of Bobsled Marketing mentioned in her podcast, *The 360° Spin Imagery Experience with Jeff Hunt*





Empower Your Customers

With e-commerce, your goal is to communicate product and service details in a way that entices shoppers to buy, return to a site and spread the word to others. The ability for shoppers to zoom in on a product's details and virtually "pick up" and spin a product around

as if they are holding it in their hands can quickly turn a lukewarm prospect into a full-fledged customer. On the other hand, if prospective customers can tell a product or part is not the right one, it's less likely that they will be dissatisfied, launch a customer service call, or initiate a return.

Ultimately, letting visitors truly see and interact with products online will increase trust, break down purchase barriers, and increase revenue. The concept is simple: visual information is the most powerful tool you can use to empower your customers.

Start your project today.

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