

# Allied Electronics & Automation Drives Digital Innovation with 360-Degree Imagery

Allied Electronics & Automation recently announced its partnership with Snap36 to create 360-degree product content. The leadership team was looking for a differentiated solution to improve the customer experience and chose to pursue a 360° photography initiative.

“At Allied, we want to be known for best-in-class digital marketing. We are constantly looking for ways to be a disruptor in our industry and be the first to pioneer digital transformation initiatives. 360-degree product imagery modernizes the customer experience and provides relevant, beneficial information that will keep people coming back to our site.”

**Dan Stewart**

**VICE PRESIDENT,  
MARKETING & E-COMMERCE**



Prior to working with Snap36, Allied relied heavily on its suppliers to provide imagery, but the content lacked consistency and rarely met its quality standards. Allied figured at least one product image for customers shopping online was better than none and attempted to fill the gap with a makeshift photo station (consisting of a table, some lights, and a camera).

The solution was proving difficult due to the lack of equipment, talent, scale, and speed required to produce the high-quality content Allied needed. The company turned to Snap36 and embarked on a project to improve all product images for deployment online.



## Creating Customer Trust

One of Allied's biggest draws to 360-degree product imagery was quality. Allied's customers want to know they are purchasing the correct product the first time. An interactive, high resolution product photograph that can be inspected from all angles is the most impactful element of data Allied can provide online.

For example, a Maintenance & Repair Operator (MRO) may find that a machine is no longer functioning correctly because a part needs to be replaced. Since many machines are very old, the malfunctioning part has likely experienced severe wear and tear, making it difficult for the MRO to determine which product is needed when he searches for it online.

While the MRO can read through detailed copy accompanied by an image, he will still be unsure as to whether or not it's the correct product. With 360-degree product imagery, the MRO is able to zoom in and view specific details about the product, thus building confidence to ensure he has selected the right one.

**"When customers look at a product on our website, we want it to be the exact same thing they expect to see when they open the box. Snap36 and 360 images helps us give customers that experience, as if they were opening the box and pulling out the product before they ever buy it."**

**Dan Stewart**

**VICE PRESIDENT,  
MARKETING & E-COMMERCE**

**"From the customer perspective, we want to gain their trust and confidence. On top of being flat-out sexy, 360° imagery gives an engineer the ability to see the product details which is critically important. It's definitely proving to be a differentiating factor in somebody buying from us over somebody else."**

**Stacey Ostermann**

**DIRECTOR OF DIGITAL PRODUCT CONTENT**

## Expanding Digital Initiatives for Suppliers

After the success of Snap36's initial 10,000 product on-site project, Allied purchased the equipment to build its own studio, which has become an engaging showcase for customers and suppliers. Going forward, Allied will be creating a dedicated showroom as part of a massive warehouse expansion.

With over 20,000 products now spinning online, Allied has started to see increases in conversion rates online for products using 360s as well as a positive impact on offline sales. The technical support and sales branch teams also report higher engagement during their interactions when using the spin product views.

By partnering with Snap36, Allied is clearly demonstrating its digital technology leadership. As is happening in several other industries, those who recognize the benefits of providing their customers with a trustworthy, authentic, and realistic online experience are reaping the rewards.

