# snap36

Grainger Sees Conversion Rates Soar With 360° Imagery

As e-commerce is Grainger's fastest-growing channel, continued growth requires a strategy that satisfies the evolving needs of its customers while increasing online sales for its suppliers. To achieve both, product imagery is a prerequisite.

Grainger's Supplier Product Content team wanted to help its suppliers create scalable product content that would maximize their brand and investment while also creating a better online customer experience. The team turned to Snap36 to help them develop and scale best-in-class, interactive 360° product imagery.
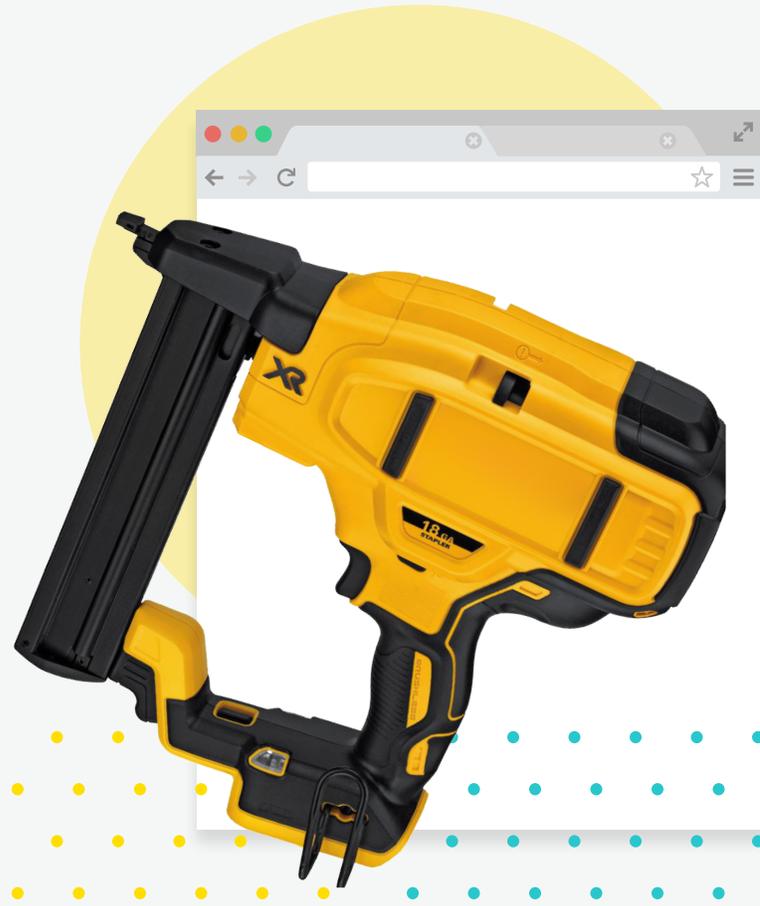
360° Imagery Converts In eCommerce

360° images are a collection of 24 to 72 individual static pictures (JPGs). Products are placed on a turntable, and an image is captured every 15° using an automated robotic photography and software solution.

Grainger began collecting empirical evidence to validate 360° imagery by surveying its online customers and analyzing feedback. The results showed that 360° product imagery addressed three of the four top issues visitors experienced on Grainger.com:

 1) "I need more product information" 2) "I need more product images" 3) "Incorrect/misleading images"

Grainger also began measuring the impact of 360° images and comparing it to other enhanced content types, such as product videos and technical PDF documents. The team found that on average, **conversion rates increased 47% when products were shown with a 360° image** versus standard product photography.
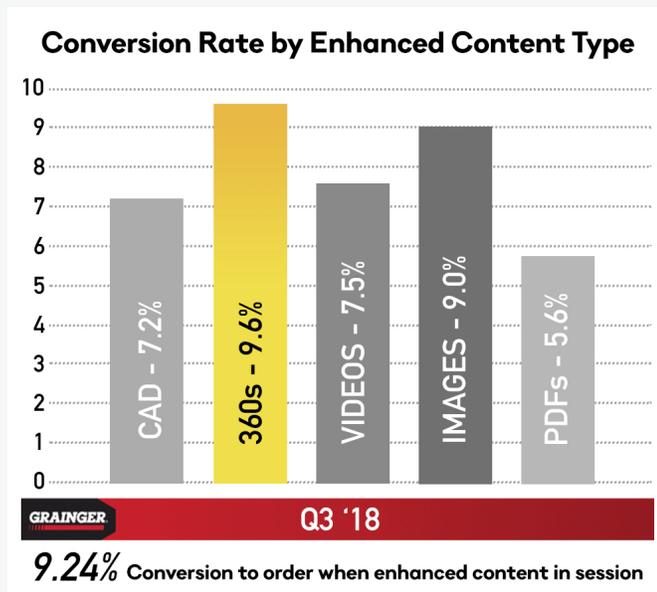
> "Our goal is to provide customers with more informed buying experiences that increase purchase confidence and improve online sales. After seeing such positive results with 360-degree images, we're even more excited about our partnership with Snap36 and want to help suppliers quickly increase the number of 360° product images they have on Grainger.com."

Steve August

**SENIOR MANAGER,
BUSINESS SYSTEMS & SOLUTIONS**

The Right Product, The First Time

The perceived value of a supplier's products is directly influenced by the quality of product photography. If product images are transparent, comprehensive, reliable, and credible, buyers are more confident and likely to complete an order. A 360° image lets buyers see every angle and inspect small details. This rich content experience builds trust, removes doubt, and breaks down the barriers to purchase.

Conversion Rate by Enhanced Content Type

- CAD – 7.2%
- 360s – 9.6%
- VIDEOS – 7.5%
- IMAGES – 9.0%
- PDFs – 5.6%

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9.24% Conversion to order when enhanced content in session

Perhaps more important than brand perception is how satisfied a buyer is with his/her purchase. For Grainger customers, the consequences of ordering the wrong product are invariably greater than for consumer purchases. Ordering the wrong product results in downtime for customers. It's a pervasive problem that leads to lost money across the board. 360° photography eliminates confusion to make sure the right product is purchased the first time, every time.

In addition to increasing online sales and customer satisfaction on Grainger.com, 360° images give suppliers multipurpose sales and marketing assets that can be used for their entire distribution network. The supplier owns the digital assets and can deliver them to other distributors, wholesalers, and retail partners, or use them for internal campaigns-providing maximum value and versatility for the supplier.

Helping Suppliers Build a Content Repository

By launching an integrated program effort, Grainger and Snap36 have successfully increased both the number of suppliers with 360° product images and the number of products with 360° images on Grainger.com. To date, Snap36 has worked with over 130 suppliers, including Siemens, Schneider, Stanley Black & Decker, Bosch, TPI, and FEIN Power Tools, to create 360° images for over 20,500 products which are now live on Grainger.com.

The partnership between Grainger and Snap36 has laid the groundwork for the continued success of Grainger's e-commerce channel. Grainger's e-commerce sales, which represent more than 50% of its total sales, increased 23% year over year in 2018.[1]