



TPI Corporation Lifts Sales on Grainger By 58% With New Product Content

Industry: Industrial

Pain Points

- Buyers purchasing the wrong products
- Low-quality photography

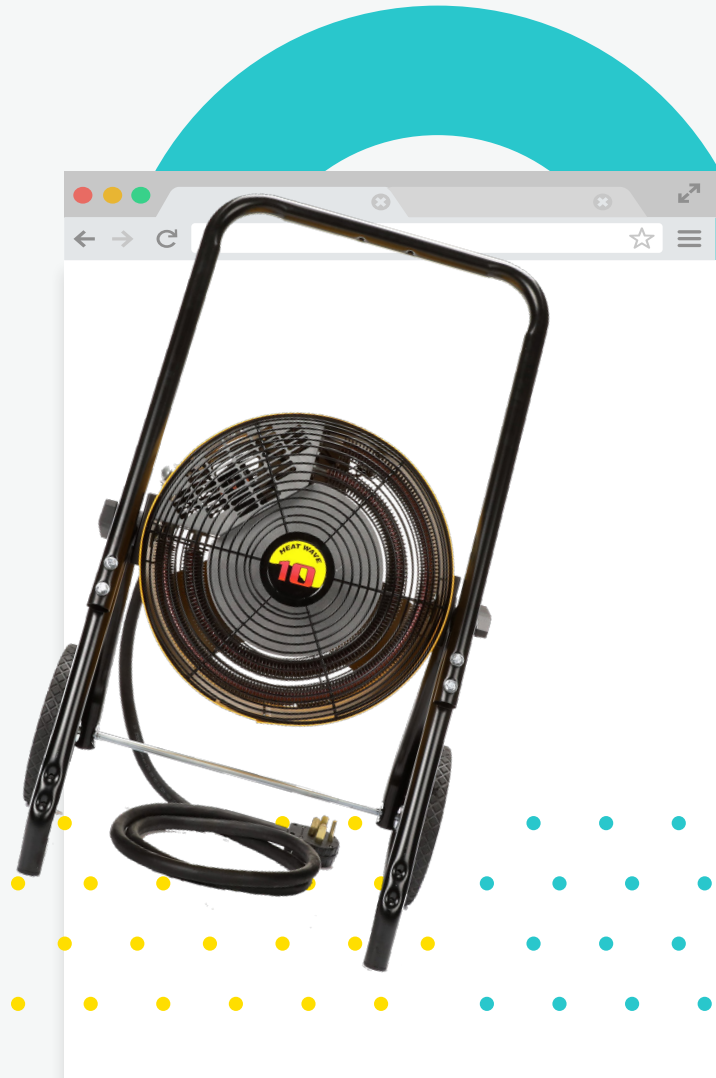
Results

- 58% increase in sales on Grainger
- Increase buyer trust and purchase confidence
- Decrease risk of product returns

Moving from Static to 360-Degree Product Imagery

To date, Snap36 has worked with over 130 Grainger suppliers, including Siemens, Schneider, Stanley Black & Decker, Bosch, TPI, and FEIN Power Tools, to create 360° images for over 20,500 products that are now live on Grainger.com.

TPI Corporation accounts for many of those products, ranging from electric heating and ventilation units to industrial lighting and ovens. Grainger is now a major force in the digital space, which inspired TPI to look for a more interactive and high-quality product imagery solution.



Enabling Buyers to Make Informed Purchase Decisions

Although TPI provides specs and other valuable information on its product pages, visitors are not always reading through all the details. "Some of our customers would come to us and say 'I didn't realize this thermostat had wires coming out of the back' and then they would have difficulty installing," said vice president of marketing at TPI, Mark Abell. "They don't read the information or look at the specs. The specs are provided but pictures say a lot more than words because people try to go through their selection process too quickly."

The consequences of not knowing accurate product information led buyers to make wrong purchases, which is inconvenient, frustrating and disappointing. 360° imagery provides the full product detail and control that consumers now expect, allowing them to inspect even the smallest product details.

360° Photography Provides a Comprehensive Product View

Due to Grainger's success with 360° photography driving higher conversion rates (up to 47%), TPI knew this would be a beneficial solution for its e-commerce platform. Prior to working with Snap36, TPI was shooting product photography in-house. Once Abell realized the need for higher resolution imagery with multi-angle shots, he decided to partner with Snap36.

"A still image will only give you a few angles, whereas a 360-degree image gives the full product view. An installer or contractor can inspect the back and see the little details which makes a huge difference," said Abell.

"360-degree product views highlight the components that are necessary for installation purposes, making installers lives much easier."

360° Spins Drive 58% Sales Growth on Grainger.com

In addition to using 360° imagery on its own website, TPI also supplies their imagery to Grainger.com. A few weeks after the 360° images were added to the Grainger website, sales had already increased.

"We were able to lift all of our Grainger sales by 58%. We flooded them with new product content and saw tremendous results," said Abell. "Since customers are now experiencing a better digital representation of our products, their purchase confidence and trust has increased, which has helped to increase overall sales."

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VP OF MARKETING AT TPI

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