



Packaging Options Direct Enhances User Experience With 360-Degree Imagery

Industry: Consumer Goods

Pain Points

- High Demand In a Growing Industry
- Slow Turnaround Time
- Needed High-Quality Imagery

Results

- Increase in Sales and Conversions
- Sales Enablement Tool
- Improved User Experience

For the better part of two decades, B2C industries have been largely responsible for the rise in e-commerce and, rightfully, receiving recognition for changing the way consumers shop. Quite stealthily, however, B2B industries have taken note of these successes and paved their own path to selling online.

For example, Packaging Options Direct (POD), the e-commerce division of global packaging solutions leader TricorBraun, has dedicated its website to simplifying the purchase journey for B2B buyers with a mobile-first website design, as well as accompanying its entire product line with high quality imagery. To ensure this endeavor reached its full potential, POD partnered with Snap36 as its imagery solution prior to launching their digital content initiative: POD360.



Meeting the High Demands of a Growing Industry

In early 2017, amidst a significant push to increase inventory, POD recognized it was unable to create product imagery in a timely manner. In search of a solution, the e-commerce team at TricorBraun understood the importance of showcasing its products with consistent, high-quality imagery that could be produced and deployed at scale.

"Snap36 came up as not only a great resource that could move quickly on the photography but was doing some really innovative work with some folks in other industries," said Brian Bettcher, Vice President of e-commerce at TricorBraun. "The technology that Snap36 provided was a good fit, and we knew their team would be able to keep up with our rapid growth of inventory."

Prior to working with Snap36, TricorBraun outsourced its imagery to another vendor. However, the pace for producing imagery during its inventory expansion was proving difficult for them so Bettcher and his team reached out to business partners for referrals on alternative product content options, eventually turning to Snap36.

POD 360°
A NEW SPIN
ON PACKAGING



snap36

Scaling Content Creation

While 360-degree imagery was not the initial intention for TricorBraun, the e-commerce team worked closely with Snap36 to outline potential applications made available by using enhanced product content. Bettcher and his team soon recognized the unique opportunity to showcase its products in an innovative fashion that would offer tremendous value to customers.

The addition of 360-degree imagery on the POD website falls in line with recent data suggesting wholesale customers, including small-to-medium size businesses, heavily prefer the e-commerce experience compared to traditional sales methods.

Despite its wide-ranging product line featuring several different packaging solutions such as bottles, jars, caps & closures, wine bottles and more, it was apparent that 360-degree imagery needed to become a reality.

"Some of the packaging solutions we offer have presented some unique challenges in how to show and visualize the product, and the team at Snap36 took those head on and came up with some really innovative solutions."

Brian Bettcher

VP OF ECOMMERCE

360-Degree Imagery as a Sales Asset

In addition to the benefits 360-degree imagery has brought to the POD website, these digital assets have become extremely helpful pieces of collateral for the sales team. Since acquiring 360-degree imagery of its products, POD has made these visual content assets a point of emphasis throughout its sales and marketing efforts.

"Some of our more popular categories such as glass liquor bottles and dispensing closures have benefited the most from the enhanced content and are seeing significant sales growth. It's all about enhancing the customer experience. We are leveraging best-in-class technology by working closely with Snap36 to provide a more engaging and convenient experience."

Nicholas Jagger

E-COMMERCE MANAGER

"We are working with our sales team to make sure they are using 360-degree imagery when they are talking to customers," said Bettcher. "We are already seeing stronger connections when our team uses this content to introduce packaging solutions to customers. It's much faster and easier than a traditional sampling process. Right away, customers understand the look and feel of our products through a comprehensive view of our packaging solution. We are also using 360-degree imagery in our marketing efforts as a differentiator, including email and social media."

Shortly after launching an enhanced content initiative, POD revealed the company was already seeing considerable growth in website traffic and sales since adding 360-degree product photography to its website.

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