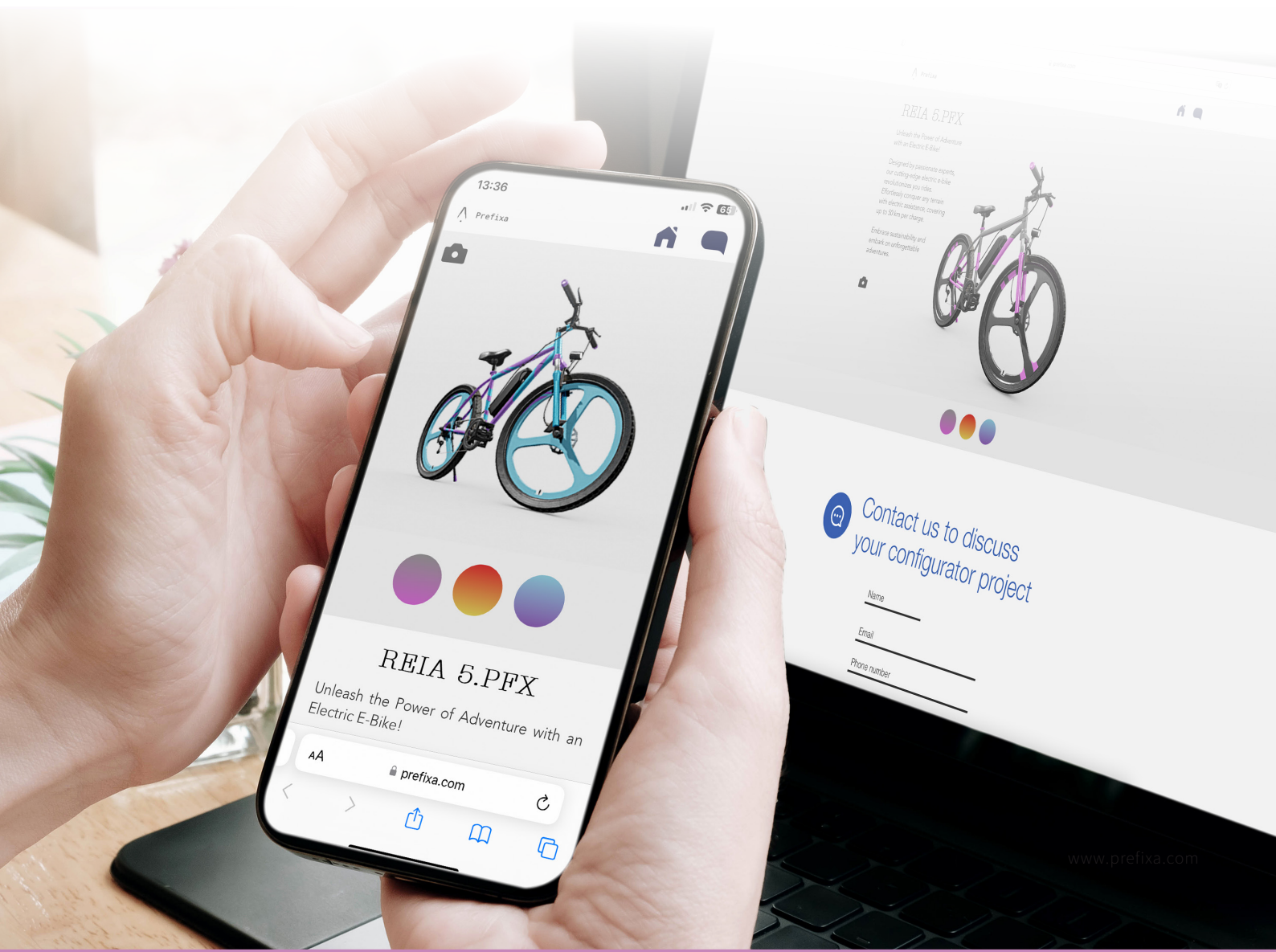


RE-DESIGNING EXPERIENCES ACROSS E-COMMERCE WITH 3D VISUALIZATION



A COMPREHENSIVE GUIDE FOR 3D VISUALIZATION IN E-COMMERCE

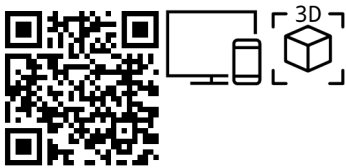
IN THIS DOCUMENT YOU WILL LEARN ABOUT THE BENEFITS OF 3D VISUALIZATION AND INTERACTIVE 3D IN E-COMMERCE.

SCAN THE QR CODES TO NAVIGATE THE VISUALS IN 3D, OR CLICK THE IMAGES FOR VIDEO EXAMPLES.

1. THE POWER OF 3D VISUALIZATION TECHNOLOGIES

- INTERACTIVE 3D MODELS
- 3D CONFIGURATOR
- AUGMENTED REALITY

2. ENHANCING E-COMMERCE WITH 3D VISUALIZATION



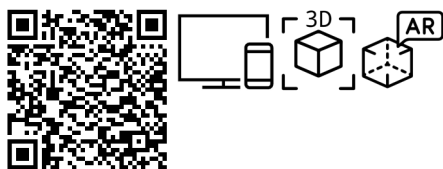
E-commerce has revolutionized the marketplace, driving tremendous growth and innovation across industries. However, the ability to effectively communicate the value and functionality of a product is a significant challenge for many marketers and sales representatives. Traditionally, marketers rely on photographs and videos to showcase their products. Although helpful, these tools often fail to accurately represent the product's scale, dimensions, and functionality.

The introduction of 3D visualization is a game-changer, allowing businesses to explain, present, and promote their products in a way that leaves no room for interpretation. The user can interact with the 3D model of the product by dragging, rotating, and zooming it online. The prospect is

able to explore the product closely from all angles. Interactive 3D visualization can be effectively used in a range of mediums such as presentations, websites, product portfolios, catalogs, trade shows, and social media, thereby creating unique user experiences. 3D visualization significantly improves the user experience, fosters trust, and reduces misunderstandings and miscommunications, aiding businesses in their growth and expansion endeavors, and improving conversion rates and customer engagement by as much as 60%. Companies like IKEA, Nike, Garten und Freizeit, and Fatboy are among brands that have implemented 3D Visualization in their e-commerce strategies with success.

1 THE POWER OF 3D VISUALIZATION TECHNOLOGIES

3D visualization technologies bring products to life, showcasing their functionality and purpose in an easily understandable and engaging way. Interactive 3D models offer [a higher level of engagement than video or static images](#), providing an unparalleled level of detail that helps the audience to understand the product from every angle. This interaction improves customer relationships based on trust and informed feedback, creating an understanding of the product's impact and value.



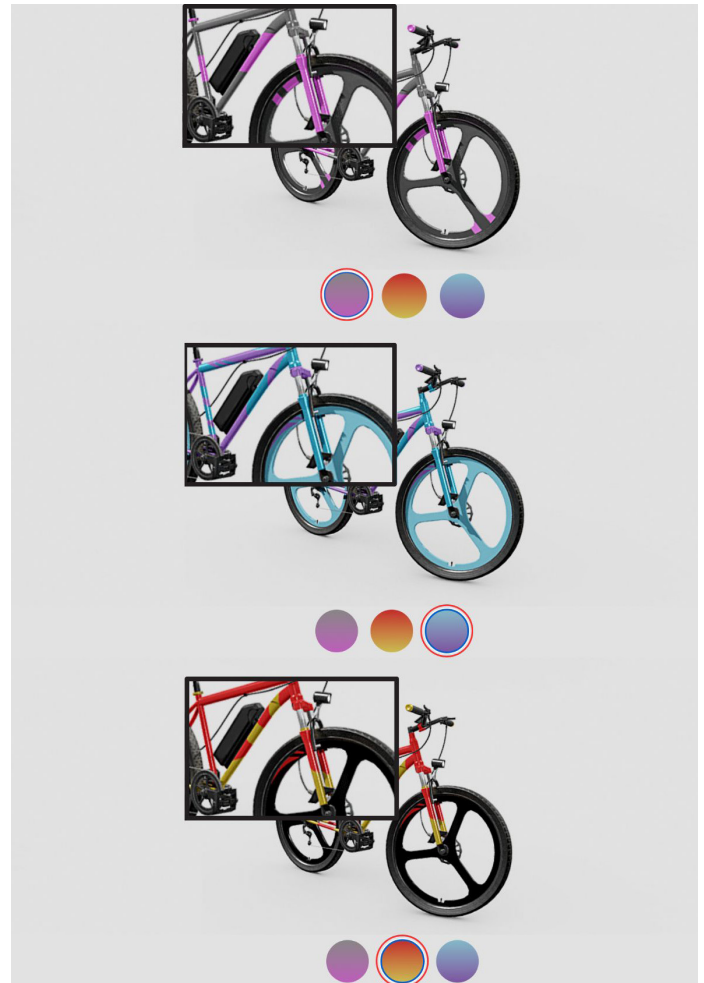
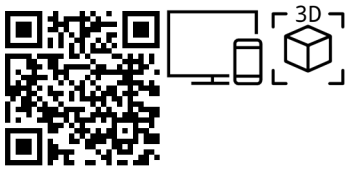
INTERACTIVE 3D MODELS

Interactive 3D models allow viewers to manipulate and inspect the product from every angle, providing a more immersive and engaging experience. Interactive 3D models are embedded in standard websites so visitors can interact with them while visiting the site, engage with the product they are looking for, consequently spending more time on the website and increasing the memory retention of the product they experienced in 3D. Additional features such as animations and annotations can further enhance the experience by bringing movement to the model and providing valuable information about the product's functionality,



3D CONFIGURATOR

A 3D Configurator is another advanced tool that showcases variations, customizations, and upgrades within a product family. A 3D configurator allows viewers to explore and compare different product options easily, like colors, materials or accessories, ensuring that the chosen product meets their specific needs. Furthermore, a 3D configurator can help the user explore product variations, such as color and accessories, in an easy and effortless way. When compared to static 2D configurators, 3D configurations increased user engagement 66%. Product personalization creates a more intimate user experience, helping users find the right product for their needs.



AUGMENTED REALITY

Augmented Reality (AR) technology superimposes a 3D model of the product onto the viewer's real-world environment, giving a realistic and accurate impression of the product's scale and fit within the intended space. AR enables businesses to present their entire product portfolio through any mobile device, making it particularly beneficial for large-scale products. A prime example of a brand implementing augmented reality in their product catalog is IKEA. An early adopter of the technology, IKEA increased their online sales by 43% adopting the technology in the form of a custom app designed for viewing furniture in augmented reality.



2 ENHANCING E-COMMERCE WITH 3D VISUALIZATION

Implementing 3D visualization technologies has the potential to significantly enhance business operations in e-commerce by addressing several key challenges. For instance, it can reduce shopping cart abandonment by enhancing product presentation, thus providing a more engaging and immersive customer experience. It also strengthens customer trust and security through accurate product representations, supported by secure payment gateways and robust data protection measures. With mobile devices increasingly dominating the online shopping scene, optimizing the e-commerce experience for these users is essential. 3D visualization facilitates this mobile optimization, further enriching the shopping experience.

In terms of personalization, 3D visualization plays a crucial role in enhancing customer satisfaction and loyalty by enabling a more tailored and individual shopping experience. Furthermore, as businesses seek to expand internationally, these technologies can help overcome language barriers by conveying product information visually to diverse audiences. Another significant advantage of 3D visualization is its ability to simulate the experience of a physical showroom, by compensating for the lack of a physical location in e-commerce. This feature allows customers to interact with products virtually, increasing their understanding and engagement.

Finally, by providing comprehensive product information, 3D visualization reduces the likelihood of returns due to misunderstandings or misaligned expectations. In this way, it aids in managing one of the most challenging aspects of e-commerce operations.

The rise of e-commerce has increased the need to effectively present, differentiate, and communicate the value of products in a virtual marketplace. Traditional methods such as photographs and videos have been valuable but often fall short in offering comprehensive product understanding. The development of 3D visualization technologies, however, has profoundly changed this dynamic, transforming the e-commerce experience. It has facilitated the creation of interactive and engaging user experiences, significantly improving how businesses explain, present, and promote their offerings.



3D visualization, in its various forms - from interactive 3D models to Augmented Reality and 3D configurators, provides a multi-dimensional view of products, allowing customers to interact with products virtually, understand their functionalities better, and make informed purchase decisions. 3D product visualization fosters customer trust, reduces the likelihood of returns, creates a differentiator, fosters customer trust and decreases shopping cart abandonment rates. By addressing the unique challenges and demands of the e-commerce landscape, 3D visualization has emerged as an invaluable tool for businesses.

Adopting 3D visualization for your website or e-commerce is not complicated. However, all products are different, and require a personalized approach. Our team at Prefixa are experts in creating personalized 3D solutions and making the 3D conversion and application process seamless and easy.

If you're curious and **want to learn more** about the implementation, benefits, and pricing of 3D visualization in e-commerce, **email us at hello@prefixa.com** or **contact us through our website at prefixa.com**.

LET'S TALK!



Email me



Eeva Kavenius
Customer Success and Marketing Specialist
eeva@prefixa.com