IMMERSIVE 3D TECHNOLOGIES FOR E-COMMERCE / 3D IMAGING MARKET RESEARCH

Immersive shopping based on 3D technologies is built around natural ways of perceiving information, such as through vision and touch. It means that online customers can experience a product not only through a 2D image but also through interactive 3D visuals (which they can rotate with their fingers) or AR/VR content (which makes the object appear as if it's real). This approach creates a dramatically different customer experience and results in more conversions, higher dwell time and fewer returns.

82%
of product page visitors activate 3D View

95%
of respondents prefer interactive 3D View to video playback

34%
of all users interact with a 3D view for more than 30 seconds

20 sec
Customers spend interacting with a 3D View on avg.

Cappasity has conducted holistic research to reveal the implications of 3D technologies for the retail industry. The research is based on Q&A sessions with online shoppers, Cappasity.AI statistics and evidence from real industry use cases.

THE IMPACT OF 3D IMAGING ON ONLINE STORES*
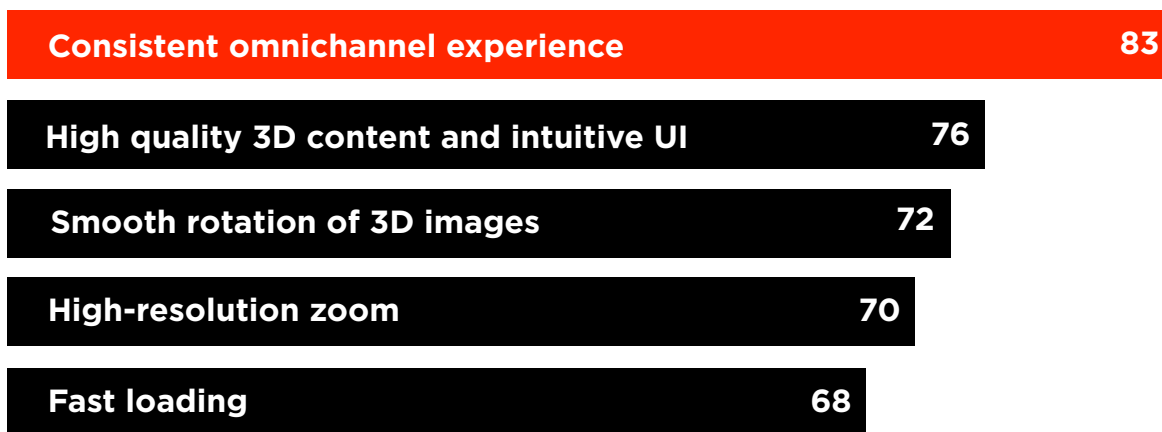
10-30% increase in conversion

6x growth in time on page

Fewer returns and inquiries

*The metrics are provided by the retail companies that use Cappasity's 3D imaging solution.

The largest share of respondents favored the consistent omnichannel experience feature, which means that customers expect the same level of interactivity wherever they shop: on web, mobile, AR or in-store. The basis for such interactivity is high-quality 3D content with detailed zoom, smooth rotation, and intuitive UI.

| Factor	Score
Consistent omnichannel experience	**83**
High quality 3D content and intuitive UI	**76**
Smooth rotation of 3D images	**72**
High-resolution zoom	**70**
Fast loading	**68**

What's more, online shoppers are no longer ready to compromise between the quality of 3D content and the loading speed. Both are perceived as integral elements of the shopping experience.
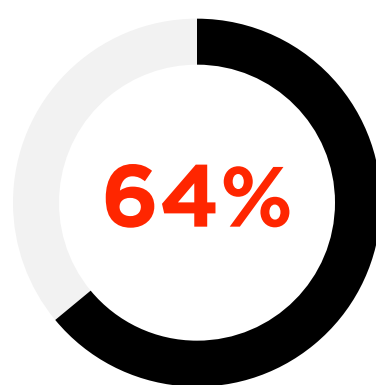
KEY FACTORS FOR MERCHANTS LOOKING FOR IMMERSIVE 3D SHOPPING

89%
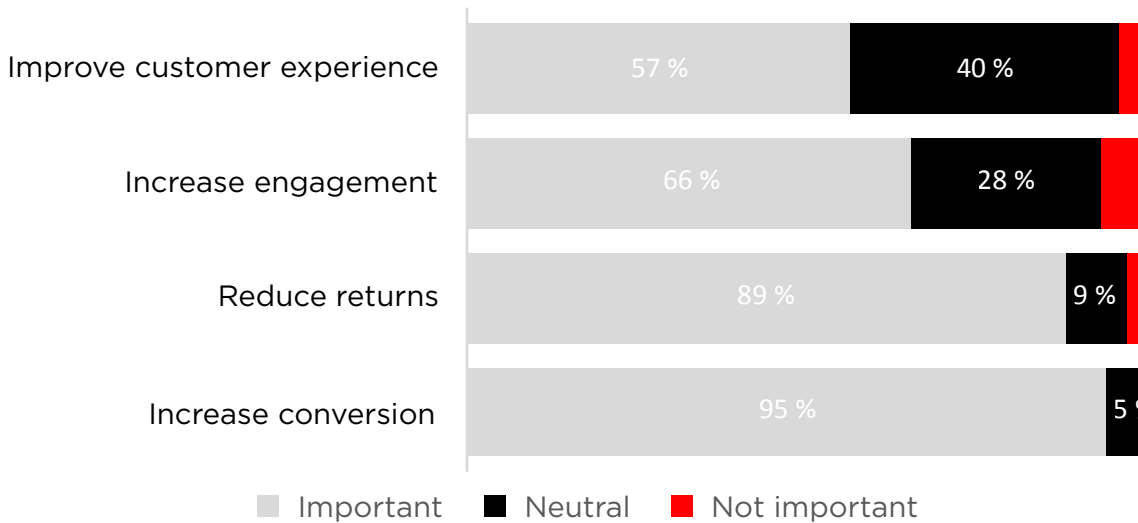3D production speed and costs
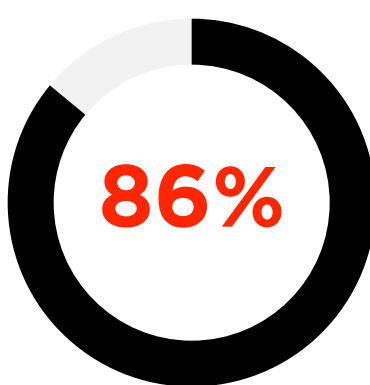
86%
Doesn't slow down performance

64%
Easy embedding and synchronization with product catalog

RETAILERS' MOTIVATION FOR ADOPTING 3D IMAGING SOLUTION

	Important	Neutral	Not important
Improve customer experience	57 %	40 %	
Increase engagement	66 %	28 %	
Reduce returns	89 %	9 %	
Increase conversion	95 %	5 %	

■ Important ■ Neutral ■ Not important

While customers naturally prioritize the user experience of 3D content, retailers seem to be more concerned with the costs of content production and integration. In their opinion, a perfect solution must be fast, cost-efficient, easy to adopt and shouldn't slow down the performance of a website or app.

By showcasing products in 3D, merchants mostly seek to increase conversions (95%) and reduce returns (86%). The vast majority of them are ready to consider the adoption of a 3D solution if it helps to increase conversions by at least 5-15%.

MINIMUM CONVERSION INCREASE FOR BUSINESSES TO CONSIDER INTEGRATING 3D IMAGING

38%

20%

32%

■ **15-30%** growth
■ **3-5%** growth
■ **10-15%** growth
■ **5-10%** growth
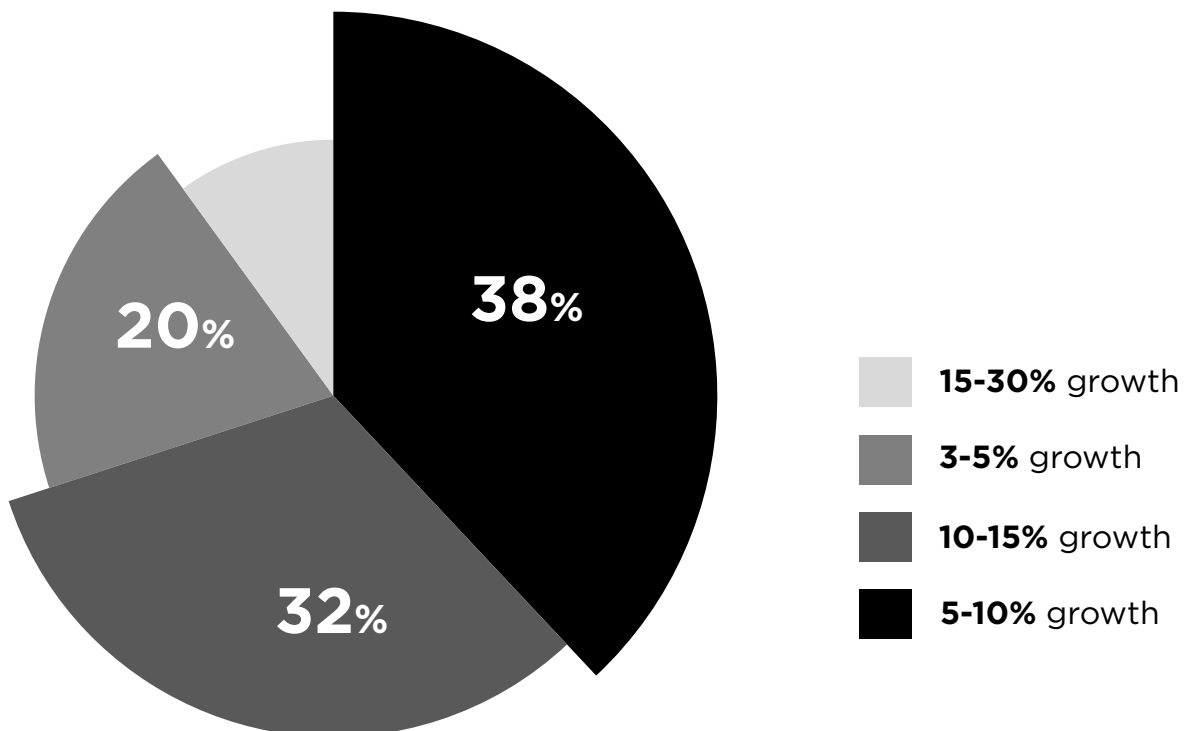
VR AND AR SHOPPING EXPERIENCE, % OF RESPONDENTS

38%
Already have a VR or AR device or are going to buy one in the near future

# 85%
Have not experienced AR or VR shopping

70%
Are willing to test if it can help them select the right product

Although VR and AR technologies have been around for quite some time, they are rarely applied in the retail industry: Only 15% of respondents have ever shopped in VR or AR. The major challenges for wider adoption are 3D content production speed, quality, and costs.

WHAT TECHNOLOGY IS THE FUTURE OF E-COMMERCE: AUGMENTED OR VIRTUAL REALITY?

AR

71%

VR

29%
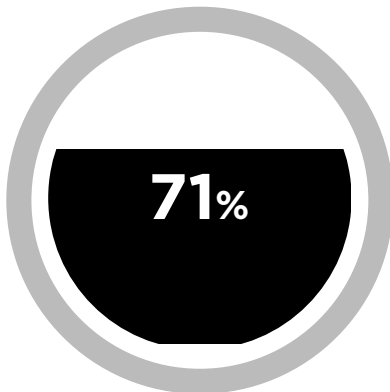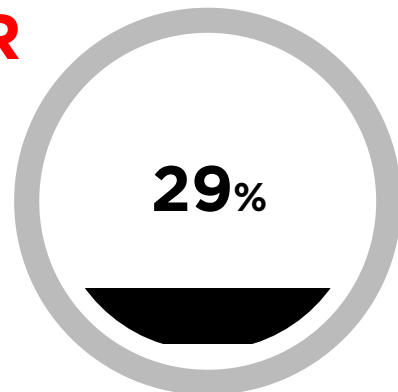
With emerging solutions for fast and affordable 3D/AR/VR content production, such as Cappasity Holograms for AR, it is expected that augmented and virtual shopping will become prevalent in 2020-2021.