

# Leveraging 3D/360 Product Images for Successful Mobile Marketing



BY BILL BLOOM

**C** OVID-19 has radically altered the consumer shopping game. From a shopping perspective we are seeing the rise of what McKinsey & Company has labeled the “homebody economy.”

In a recent study they found that more than 70 percent of survey respondents don’t yet feel comfortable resuming “normal” out-of-home activities. For more than three-quarters of consumers who adjusted their behaviours due to the health crisis, the easing of government restrictions won’t be enough.

Physical distancing and stay-at-home orders have forced whole consumer segments to shop online. Although pundits may disagree on exactly how this will all unfold, they all agree that digital shopping is accelerating, and that the online shopping experience needs become more engaging, personal and intimate.

In this the “next normal” retail environment, market dynamics are also shifting fast and furiously to mobile shopping, thus increasingly challenging brands to engage the ever-evolving consumer. This striking behavioural change has also been reflected in a shattering of brand loyalties, with 36 percent of consumers trying a new product brand and 25 percent (McKinsey & Co.) incorporating a new private-label brand in their carts.

*In the next normal retailers and consumer-packaged-goods companies need to rethink consumer-decision journeys.*

## Going 3D to bring spending back

The inability to engage customers in a physical environment has pushed some retailers to experiment with ways to recreate the in-store experience online. And interactive product images will play a major role because 3D 360 product images placed within

a virtual shopping experiences can more closely emulate the in-store experience.

Clearly interactive 3D 360 product images offer customers a more intimate examination of the product. Retailers and brands that have implemented interactive 3D 360 product images have consistently reported significant increases in online engagement and sales.

## Why 3D 360?

As retailers flock to immersive commerce using augmented reality, 3D imaging should be treated as a crucial standalone asset that can communicate vital product information at a glance. 3D imaging can help shoppers resolve key questions about product size, style and dimensions. The ability to zoom in and examine products from any angle is especially crucial for mobile users, given that one in five smartphone shoppers hesitate to buy because they can’t see item details clearly.

While displaying multiple two-dimensional images can show a product’s back and sides, only 3D visual assets allow shoppers to tilt, flip and rotate items for a full view from every angle. And unlike 360-degree still photos, 3D images can be zoomed to show fine product details, such as buckles and zips on a handbag or ports on a computer, leading to a better shopping experience.

Some of the key benefits of interactive 3D 360 shopping as stated in 2020 McKinsey & Gartner studies, include:

- › **Reduction in purchase anxiety.** 3D has the power to give shoppers certainty and eliminate that anxiety that might have kept the shopper from hitting “buy”;
- › **Increase in confidence.** Today’s buyers face a crisis in confidence in their ability to make good

online buying decisions; and

- › **Bridging the online-offline shopping continuum.** Brands that maintain an on-and offline presence often struggle to create a cohesive customer experience across channels. 3D product images can make that process easier by enabling an online shopping experience that includes more tactile elements of in-store shopping.

## The importance of testing

With many leading brands beginning to implement interactive 3D 360, the ability to market test interactive images in a simulated eCommerce environment is a significant competitive advantage. Recognizing the opportunity for marketers, in Q3 2020 we launched a software testing enhancement that enables brands to display and measure the impact of industry standard interactive 3D 360 image files.

The test environment we created closely mimics the desktop and mobile eCommerce experience. In step one study respondents are given a choice of competing product designs to vote for by spending virtually currency (tokens). Prior to investing virtual currency, the respondent can pop up the 3D model and spin it 360 degrees, closely mimicking the shopping experience. Survey respondents not only respond to the visual design but also to the quality of the interactive experience, which is an essential component to predicting eCommerce behaviours: click, buy or pass.

By using virtual currency and scarcity to mimic a real consumer experience, respondents must carefully weigh the pros and cons of each idea in relation to each other. Scarcity is key as it enables analytics to predict what



Four illustrations of a spaceman toy scene from various angles.

consumers will do, not just learn what they say they will do.

Once the respondent spends all of their tokens they are asked why they spent them. Doing so enables research analysts to correlate the behavioural token investments

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## The Customer-Driven Changes to Manufacturing

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even those with non-technical staff, to configure products. With an emotional attachment to the product they created the customer is more likely to purchase it.

### Empowerment with CPQ integrations

Creating a frictionless experience isn't just for customers, it's also for businesses like manufacturers. Instead of passing a messy spreadsheet it is easier than ever to connect, with integrations, CPQ to customer relationship management (CRM) and enterprise resource planning (ERP) systems.

Pairing CRM and ERP systems with integration to CPQ can help reduce order errors by keeping data centralized to one spot. That even includes updates to product portfolios and new pricing. Removing human error can ensure sales team confidence that they are using the right data, every time.

### Unlocking data with CPQ analytics

Many businesses view CPQ as a means to accelerate the sales and quoting processes for their customers. While this is very true, CPQ gives a wealth of data that is often overlooked by businesses. This data can change how operations does business by utilizing CPQ analytics. From customer insight data to improving and optimizing discounting and pricing structures CPQ analytics can give manufacturers data their competition isn't thinking of.

Today's B2B customers, regardless of product complexity, increasingly expect a personalized, fast buying experience. To meet these customer expectations, manufacturers' teams need to be in sync: by using the same platforms and tools to create an omnichannel experience that enhances the CX at every touchpoint. ✓

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with respondents' purchase rationales. Altogether the entire session takes only a few minutes so respondents remain engaged and do not suffer survey fatigue. (why is this very important?)

### The Passion Score

Once the data is collected a proprietary metric, optimized to closely predict purchase intent, which we call a Passion Score, is calculated.

This metric is created by exclusively focusing on those consumers who are most passionate about purchasing or who have the strongest belief in the idea. Additional metrics, such as Affinity and Controversiality, assist in adding colour and providing direction for decisions based on consumer insights.

By employing a scarcity design model, combined with deep scoring metrics, brand stewards have a powerful new way to optimize the interactive 3D eCommerce experience, enabling them to attain significant sales lift and sustain a competitive advantage.

**BILL BLOOM** - Over the last 20 years Bill Bloom, CEO and founder, Fast Focus, has established himself as an innovator and business builder: disrupting long established industries, driving growth and profitability through innovation operational, creative, and sales excellence. Bill's innovations include award-winning 3D digital games for Disney, launching the first digital brand for Unilever and the development of AI powered talent mining systems for the FBI.

In 2016, Bill started on his mission to reinvent the market research industry. Frustrated with traditional market research's slow, expensive and outdated methods, Bill and his team launched FastFocus in February 2018. FastFocus delivers qualitative and quantitative research, faster and cheaper than traditional solutions, positioning FastFocus to play a major role in disrupting the \$20 billion market global market research industry.

## What a Complex Time to be a Marketer

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analysis, and been open to agile ways of working and delivering — have proven resilient.

- › **Adapt.** We, as marketers, can work with our customers and create new ways of addressing evolving needs. The political, social and health crises of 2020 have accelerated change from a customer behaviour standpoint.

A push from our comfort zone that, in the end, will ideally better meet the dynamic needs of our customers. Participation and fusion are the Global Trends necessary for adaptation. Participation is the new currency, exchanging value between brand and consumer.

Brands that have adapted are starting to see new business models with finance around flexible funding. We see these companies overinvesting in martech and eCommerce to become more proactive in their messaging and respond in real-time. CMOs have the unique position to set the tone for that exchange, using fusion as the springboard for incorporating and adapting what value means for consumers.

- › And lastly, **Connect** — what I like to call the silver lining of this crisis. Core, fundamental values of a brand are on full display and humanity's role is unquestioned. It's also where brands can get stopped up. Consumers are paying attention to how brands are responding and adapting.

An August 2020 Deloitte survey showed that 37 percent of Canadian respondents would purchase more from brands that have responded well to the crisis

(largely defined by taking care of their talent, customers and community).

Connecting isn't about adding the word "human" to ads or making commercials that highlight "we're all in this together". Connecting is about tailoring the message to the customer's needs you're targeting and thinking about content that can support their broader context or relationship with your brand.

This is where the two Global Trends of purpose and human experience create meaningful and enduring connections. Purpose-based companies show empathy in a time where consumers seek to feel understood. Human experience satisfies expectations and addresses needs beyond just the purchase journey. These are both realities that marketers must look to deepen relationships and solidify connections. If it's done intentionally, the connection will last.

I'm so excited for all of you marketers out there and this expanded role that you play in a customer/consumer/citizen's life. Hopefully, our reports provide the space to elevate beyond the tactical, everyday demands of your roles and consider the broader impact you can have on your brand, employees, customers, and society-at-large. ✓

**LIVIA ZUFFERLI** is a senior marketing executive with more than 20 years of experience in retail and consumer goods. A leader in Deloitte's Customer and Marketing practice, Livia's areas of focus include brand strategy, marketing strategy and an integrated marketing planning, communication strategy, and creative/content development. Livia has an innate ability to build brilliant teams. Her current team includes Lauren Bradeen who contributed her expertise to this piece.

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