

The Future of Retail

Optimizing conversion in today's "virtual economy".



Create and offer a stimulating, immersive experience.

The screens we carry with us 24/7, will surpass our realworld expectations by creating stimulating, immersive experiences.

As customers start trusting the internet for higher value purchases like luxury goods, jewelry, and cars, they will expect companies to design immersive, almost tangible marketing materials for an enhanced shopping experience.

The most successful platforms of the future will blur the boundaries between what is real and virtual by creating practical experiences that are spatial and rich with elaborate visual effects.

In other words, marketers need to create a connection between the online and offline world.



Imagery Has Become Currency

Today's consumers are looking for a visually stimulating and interactive shopping experience. A simple product image does not entice shoppers to complete a purchase.

Their online shopping experience should emulate the engagement of their in-store experience. 360°, 3D and AR product photography is the most effective way to give savvy shoppers what they want.

91%

According to Adobe scene 7, 91% of individuals surveyed want the ability to turn products around in full 360° spin and zoom in on any perspective.¹

¹ Source: https://www.syssolutionsllc.com/pdf/pmg_what_shoppers_want.pdf

3D Visualization Technology

Before we dig deeper, let's define what 3D visualization technology is, what it can do, and what kind of results retailers have seen.



360-Degree Interaction

A 3D browsing experience enables users to freely rotate and/or zoom on a desktop computer or mobile device. There is no restriction on viewing angles and high frame per second rates make the interaction smooth and visually appealing.



Augmented Reality (AR)

Augmented reality is the technology that expands our physical world, adding layers of digital information onto it. AR appears in direct view of an existing environment and adds sounds, videos, graphics to it.



Why invest in 3D/AR?

30%

Higher conversion rate amongst products using 360° view. ¹

71%

Of consumers say they would shop more often if they used AR. ²

61%

of consumers say they prefer retailers with AR experiences. ³

30%

Of consumers say that a 360° spin of a product is the visual feature that will most likely increase their likelihood of purchasing a product via a mobile device. ⁴

40%

Of consumers would be willing to pay more for a product if they could experience it through augmented reality. ⁵

63%

Of customers are sure that augmented reality may buff their shopping experience. ⁶

77%

Of customers prefer to use AR capabilities to preview product variations such as color or style differences. ⁷

1 <https://www.digitalcommerce360.com/2010/04/15/how-robots-help-golfsmithcom-save-time-and-money/>

2 <https://www.threekit.com/20-augmented-reality-statistics-you-should-know-in-2020>

3 <https://www.threekit.com/20-augmented-reality-statistics-you-should-know-in-2020>

4 <https://empoweryou.ca/wp-content/uploads/2013/12/Adobe-2013-Mobile-Consumer-Survey-Result.pdf>

5 <http://www.retailperceptions.com/2016/10/the-impact-of-augmented-reality-on-retail/>

6 <https://thinkmobiles.com/blog/augmented-reality-ecommerce/>

7 <https://www.invespro.com/blog/augmented-reality-in-e-commerce/>

How to justify budgeting for an Interactive 3D Experience

Billions of dollars are spent on PPC ads, and at the surface, these investments appear to justify the spend. Research shows that PPC web traffic has a conversion rate that's 50 percent higher than organic traffic, which makes sense considering nearly 90 percent of shoppers start their research online before making a purchase.

But a closer look suggests that not all companies may be receiving the level of engagement they desire through PPC ads.

Customers buying expensive products spend a greater amount of time in the consideration and decision stages before

converting into a paying customer. In the auto industry, customers visit an average of 4.2 websites before making a purchase. And in the home furnishing industry, nearly two-thirds of customers visit multiple sites before making a purchase while over a third spend a month making their decision. In other words, marketers are spending money to drive consumers to underwhelming landing pages that cause consumers to quickly bounce away.

Rather than diving deeper on one brand's product offering, the lack of a "sticky" brand experience encourages them to continue their buying journey elsewhere.

About Cela

Cela Technology, based in Vancouver, B.C., Canada, has developed a proprietary 3D and Augmented Reality (AR) technology augmented by AI/machine learning, focused on creating personalized online shopping experiences.

Since 2017, they have been working conjointly with global brands and retailers, to deliver an engaging and intuitive web-based product visualization.

We work with brands and retailers in footwear, fashion, home, toy, beauty, and food & beverage industries and support them:

- to create personalized and engaging product visualization
- to boost the conversion rate and reduce the return rate
- to enhance the relationship and loyalty with your customers
- to increase internet visibility and brand awareness
- to make a better business decision by using data analysis

Contact us for more information at info@thecela.com