CAPPASITY

3D IMAGING MARKET RESEARCH

INFLUENCE OF 3D TECHNOLOGIES ON E-COMMERCE

82%

82% OF PRODUCT PAGE VISITORS ACTIVATE 3D VIEW

34% OF CAPPASITY USERS SPEND MORE THAN 30 SECONDS INTERACTING WITH 3D

95% OF RESPONDENTS PREFER INTERACTIVE 3D VIEW TO VIDEO PLAYBACK

95%

Customers interact with 3D products the same way as with real ones. They look at them from all sides, see the details and better understand what they are about to purchase.

Such immersive experience is essential for e-commerce and results in **higher conversion** and **lower return rates**. The following research is based on Q&A sessions with online shoppers and business owners and on Cappasity platform statistics.

WHAT ARE THE MOST IMPORTANT FEATURES FOR 3D SHOPPING EXPERIENCE

80%

Mobile device compatibility

72%

Smooth 3D rotation and intuitive UI

58%

3D zoom

More and more shoppers use mobile devices to shop online, and compatibility of 3D view mode with smartphones and tablets is an essential feature for any 3D imaging solution. Not all 3D imaging technologies provide smooth rotation of 3D product images, and often users can only see a slideshow of product's photos. The zoom feature is important only for respondents that sell products with small details where zooming makes sense.

WHAT ARE THE KEY FACTORS FOR MERCHANTS LOOKING FOR 3D SOLUTION

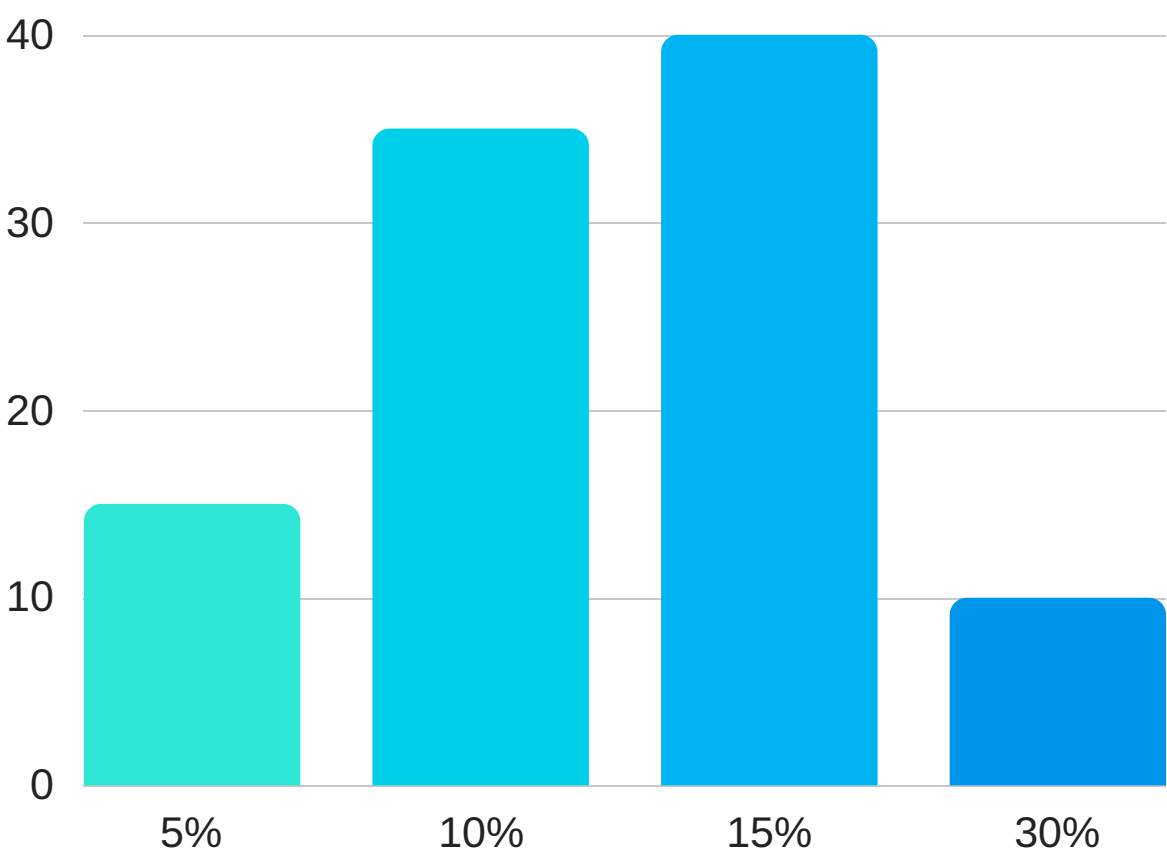**89%**

3D production speed and costs

86%

Doesn't slow down performance

54%

Easy embedding, synchronization with product catalog

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MINIMUM CONVERSION INCREASE FOR BUSINESS TO CONSIDER INTEGRATING 3D IMAGING

40	
30	
20	
10	
0	

5% 10% 15% 30%

3D SHOPPING EXPERIENCE: VR / AR

85%
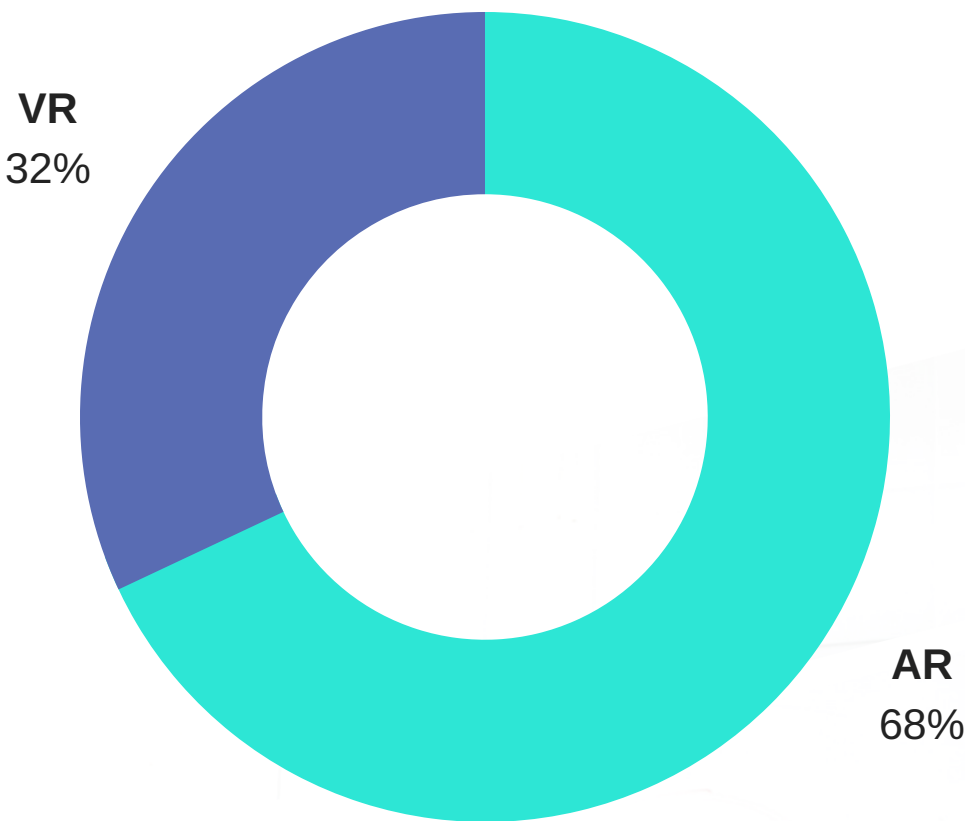Don't have experience of VR or AR shopping

70%
Want to try and believe it can help them select the right product

35%
Already have a VR or AR device or are going to buy one in the near future

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

VR
32%

AR
68%

Although VR and AR technologies are getting more popular, they are still not widely applied in retail industry. The main challenge to growth being the 3D content production speed, quality, and price. With emerging complex solutions for fast and affordable 3D imaging, it is expected that immersive shopping will become more prevalent in 2018. Most respondents believe that Augmented Reality will provide a more enhanced shopping experience and will be more popular.