

INTERACTIVE 3D CONTENT AT WOM CHILE

How interactive 3D improved the digital shopping experience for WOM Chile

For **WOM Chile**, digital experience plays a key role in how the brand competes, connects with customers, and builds preference in a fast-moving telecom market.

The team saw an opportunity to improve how devices were presented across its e-commerce channels. Static images were not enough to show the look, feel, and details of each product, so WOM wanted a **richer user experience** that could help its online journey stand out and support stronger commercial results.

Interactive 3D content became the natural next step, helping WOM **differentiate** from competitors, **improve** the customer experience, support NPS, and ultimately **drive** stronger digital sales.

To bring this idea to life, WOM Chile partnered with Binkies 3D to integrate an interactive 3D product viewer.

The viewer allows users to explore devices from every angle and compare their size to a credit card, creating a more informative and engaging shopping experience.

Binkies 3D led the integration process, requiring minimal effort from WOM's side. To validate how 3D could support WOM's goals, Binkies 3D proposed an A/B test on product pages, comparing the standard version with an enhanced 3D experience.

The results showed a clear positive impact: users exposed to 3D generated **a significant increase in sales**, an **uplift in revenue**, and a **decrease in bounce rate** among users who interacted with the 3D content.

For WOM Chile, interactive 3D became a practical step toward improving the online shopping experience.

▲ Increase in Sales

▲ Uplift in revenue

▼ Bounce rate



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"The pilot conducted with Binkies enhanced our e-commerce value proposition, allowing us to bring products closer to our customers in a more immersive, engaging, and exploratory way. This innovation not only raised our user experience standards but also translated into tangible results across our commercial indicators."