

The impact of interactive 3D content on online shopping

We worked with O2 Czech's Senior Product Manager, who wanted to provide visitors a fully immersive digital buying experience. O2 noticed an opportunity to enhance its digital performance because visitors couldn't obtain the same in-store experience of the gadgets only by looking at images.

O2's objective was to boost online engagement, increase digital sales, and offer visitors high-quality, interactive device representations.

With Engage 3D and SizeWise, visitors had a higher conversion rate, and a lower bounce rate.

14.58% ▲

Higher conversion rate

10%

Lower bounce rate

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No impact on page load time

To gauge the results, we ran an A/B test in which 50% of the visitors saw 3D, and the other 50% saw the regular page. When comparing the pages, the test revealed that with 3D, O2 measured a significantly **higher conversion rate (+14.48%)**, a **lower bounce rate (10% less)**, and no impact on the page loading time.

In conclusion, we discovered that clients who view 3D material had a higher likelihood of converting and have a better overall digital experience.



Martin Kučera

Senior Product Manager

O2.cz

"We were initially not convinced of any significant benefit of the 3D models on the O2.cz e-shop. We did an AB test and now we are sure that 3D models help us to sell more devices."