

INTERACTIVE 3D CONTENT AT VODAFONE IRELAND

How Vodafone Ireland increased conversions by 25.8% with 3D

Vodafone Ireland partnered with Binkies 3D to transform the way their customers shop for mobile phones online. Fran Jordan, Vodafone Ireland's design and content chapter lead, shares the challenges that led to this strategic partnership and the impact it has had on conversion, engagement, and accessibility.

The Challenge

Vodafone Ireland's team identified a gap between online and in-store experiences. "We knew that many customers buying phones online struggled to get a proper feel for the phone. Images alone couldn't convey the size, form, and tactile qualities, which limited user confidence and sometimes created hesitation in purchase decisions," Fran explains.

Earlier attempts with mockups and external tools proved insufficient, lacking realism, speed, or flexibility. Vodafone needed high-fidelity visualizations that could boost engagement and align with their digital strategy.

The Solution and Collaboration

Binkies 3D integrated an interactive 3D product viewer into Vodafone Ireland's product detail pages, allowing customers to rotate, interact

with, and inspect devices from every angle. The **credit card size comparison tool** gave shoppers a simple way to grasp real-world dimensions.

To validate the impact, Vodafone and Binkies ran an A/B test on Pay-as-you-go pages. The results were decisive:

▲ **25.8%**
uplift in conversions

▲ **42.6%**
of users engaged with the 3D models

Fran recalls, "Integration into our PDPs was seamless, and ongoing updates or model requests are simple to manage. It was as simple as adding the Binkies tag to our website, and hey presto, it worked." He adds that the Binkies team joined Vodafone's innovation

sessions, “actively contributing ideas and iterating quickly to make sure the solution fit our needs.” Onboarding was equally smooth: “Because Binkies had worked with other Vodafone markets, onboarding was straightforward.”

As the partnership grew, accessibility became a major focus. Fran highlights, “One unanticipated benefit has been how well the Binkies team has adapted to our accessibility, design, and UI requirements. From CTA changes to button styling and mobile optimisation, they’ve been highly responsive — this has made the implementation feel like an extension of our in-house team.”

The Outcome

The collaboration started with a clear goal: to bridge the gap between in-store and online experiences for Vodafone Ireland’s shoppers. The implementation of 3D has delivered measurable business results and improved customer journeys. “Engagement is up, especially with phones that have more visual appeal. Users spend more time on product pages, and we believe this added confidence reduces decision paralysis,” Fran explains. On the quality of the 3D itself, he adds, “The fidelity and speed of the 3D models exceeded expectations.” Reflecting on the partnership

overall, Fran sums it up: “They bring deep expertise in 3D and are willing to adapt to real-world brand requirements, not just deliver a one-size-fits-all product. This kind of partnership shows what’s possible when you combine strong data signals with a team that’s ready to collaborate. It’s helped us improve both UX and business performance.”



Fran Jordan

Design & Content Chapter
Lead @ Vodafone IE

“The Binkies 3D experience brings our product pages to life, seamlessly bridging the gap between retail and digital while delivering a level of engagement and customer confidence we had never achieved before.”