

How Orange France drives conversions with Binkies 3D

Thibault Bonneton, Jérémy Hervins, and Jean-Baptiste Leroy, at the forefront of the Orange France digital team, share their experience and the results they've seen since implementing 3D.

The challenge

Orange France leads the national mobile market in online sales, holding a 37% share. To maintain that lead, the team remains focused on continuous improvement—particularly when it comes to customer experience on product pages.

“One of the challenges we’re facing is delivering a top-notch experience online” they explained. “In-store, customers can touch and compare devices... The question is: how do we make this experience really concrete, online?” Thibault explained.

The solution

With customer experience as the priority, Orange partnered with Binkies 3D to **bring interactive 3D visuals** to the Orange and Sosh product pages. Users can now explore devices from every angle, rotate them, and compare sizes with familiar objects like a credit card.

“We use Binkies 3D to show the mobile phone models on our site. The implementation was effortless—totally plug and play,” they said. “Binkies adapted the models to fit our design,, security, and tracking requirements” Jérémy mentioned.

The result

A/B testing on the pages showed immediate improvements:

Orange

▲ **17%**
conversion rate

▼ **6%**
bounce rate

Sosh

▲ **14%**
conversion rate

▼ **3%**
bounce rate

The outcome

The integration of 3D helped Orange France bring immersive experiences on their product pages, leading to higher engagement and measurable improvements. At the same time, **“The integration was seamless and required minimal effort from our internal teams”** said Jean-Baptiste Leroy. **“Working with Binkies has been a game-changer.”**

The collaboration aligned well with Orange’s goals—both in terms of execution and results.

“When we correlate the results with the effort it took to implement, we see a major impact” Thibault concluded.



Jean-Batiste Leroy

Program Manager Digital & Transformation E-Commerce
Orange France

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