

INTERACTIVE 3D CONTENT AT GIFFGAFF UK

The impact of interactive 3D content on online shopping

We worked with the Head Of Business Intelligence and Optimisation and the Head of Experience who wanted to prove that the latest implementation of 3D content on giffgaff.com delivers persistent improvement to the performance of the online channel.

Back in 2017, prior to the first launch of 3D, giffgaff showed static images to site visitors. Many visitors felt the need to check how devices look on other sites as well. This increased the risk of losing customers in the journey.

The implementation of the 3D content resolved that and helped close more sales online. And now, so did the upgraded version of 3D.

The test has shown a 5.7% uplift in conversion rate using the 3D content, when compared to the static images, and also an increment compared to the previous test results. All in all, the services provide a 3x ROI at the current performance.

5.7% ▲

Conversion rate

3x

ROI at current performance

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No impact on page loading time

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**Riaz Ali**

Head Of BI and Optimisation
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“We have independently proven that Binkies drives extra sales for us and delivers a healthy 3x ROI. Not only is Binkies easy to implement and maintain, but our members love it too.”