

INTERACTIVE 3D CONTENT AT ENTEL CHILE

The impact of interactive 3D content on online shopping

We collaborated with the E-Commerce Manager at Entel Chile who wanted to provide visitors an immersive digital shopping experience. Because visitors could not get the same in-store experience of the devices just with the images, Entel saw an opportunity to improve its digital performance.

Entel's goal was to improve online engagement, to increase digital sales and to provide visitors high-quality, interactive visualizations of the devices. With Engage 3D, visitors had a high engagement rate and a lower bounce rate, which increased the conversion rate.

129% ▲

Higher conversion rate

90% ▲

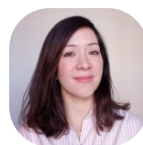
Higher # of page views

16% ▲

of sessions per user

When comparing the people who engaged with the 3D versus the people who did not, Entel measured a **higher conversion rate (129%)**, **higher number of page views (90%)** and a **higher number of sessions per user (16%)**.

In conclusion, we observed that customers who engage with 3D content have a higher chance of conversion, while the higher number of page views and sessions indicates that visitors are more likely to discover more products.



Claret de Almécija

Sr. Consultant eCommerce
Entel Chile

"We add value to the customer journey with interactive content on each product page.

This helps us improve the shopping experience. It was amazing working with such dedicated professionals and the best part is how easy it is to implement. Our sales increased and the use of the functionality by our users is a success."