

INTERACTIVE 3D CONTENT AT PHONEHERO SWEDEN

The impact of interactive 3D content on online shopping

We collaborated with Patrik Sandgren, the CEO of PhoneHero in Sweden, who was looking to improve user experience onsite and increase conversion rates. Visitors had a limited experience with the devices when interacting just with conventional images, and PhoneHero saw the opportunity to improve its digital performance through our 3D content.

The goal was to enhance product presentation, to increase engagement and sales. Customers engaged with the devices in high-quality, interactive 3D visualizations, on all of PhoneHero's channels (mobile and desktop).

When comparing visitors' activity with those who saw 3D versus the ones who did not, the A/B test showed a higher number of page views (151%), a higher number of transactions (10%), and higher revenue per user (10%).

In conclusion, we observed that customers engaging with 3D content are more likely to discover new products, have a higher chance of conversion and a better overall user experience.

9.85% ▲

More transactions

10% ▲

Higher revenue per user

151% ▲

Higher # of page views



Patrik Sandgren

CEO

PhoneHero Sweden

"Our customers really enjoy viewing the device in 3D before hitting the purchase button. The content has high fidelity and feels professional."