

How Magenta Austria improves conversion and efficiency with Binkies 3D

With over 20 years of experience in optimizing online customer journeys, Michael, a digital e-commerce manager at Magenta, shares how Binkies 3D helped transform both product visualization performance and internal operations.

The challenge

At Magenta, continuous improvement of the online shopping experience has always been a major priority. Before implementing 3D, product presentation involved a lot of manual work for the team.

"We had a lot of manual effort related to product visualization and content maintenance," Michael explains. **"At the same time, the visual presentation of devices was not very interactive and not fully optimized from a usability perspective."**

UX analyses revealed evolving customer expectations and a clear user demand: customers wanted to explore devices more realistically before purchasing.

"Our customers clearly expressed the need for a 360-degree view of devices to better support their purchasing decisions and reduce returns," he mentions. **"With static images, especially for features like size comparison, it's very difficult to deliver that experience."**

The solution

Following strong recommendations from other Magenta (T-Mobile) markets, the team decided to

implement 3D product viewers and a size comparison tool by Binkies across their product detail pages.

Customers can now interact with devices in 3D, explore them from every angle, and compare their size with familiar objects like a credit card, making the online experience more intuitive.

"With Binkies, these processes became fully automated, while at the same time significantly improving visual quality and usability for our customers," Michael explains.

As for the initial integration process, Michael's team found that **"the integration effort was relatively small compared to the value delivered"**, as they were able to go live in a few weeks.

The result

After the implementation of 3D on their product pages, Magenta has seen clear improvements across both performance and operation, namely:

- Increased conversion rates
- Higher customer engagement with product content
- Improved funnel performance
- Significant operational efficiency

"We have seen an improvement in conversion rates, which we partly attribute to the introduction of 3D," he shared.

One of the most impactful changes has been the reduction in manual workload. Product visualization is now fully automated, allowing teams to focus on higher-value tasks.

"In many cases, newly launched devices are already available with 3D visualization in our webshop within 12–24 hours," Michael adds.

The outcome

Beyond performance metrics, the biggest impact has been on the overall customer experience.

"In UX tests, customers consistently describe the 3D animations as useful, practical, and supportive for their purchasing decisions," Michael says.

The collaboration with Binkies has also stood out as a key success factor.

"The team is always available, highly professional, and proactive—it truly feels like working as one team."

Looking ahead, the value of the partnership is clear: For Magenta, 3D has become a natural part of how products are presented online—improving both the customer experience and internal efficiency at the same time.



Michael Kontsinas

E-commerce Manager
Magenta AT

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