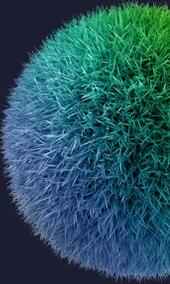
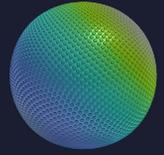
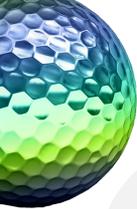


DOONEY & BOURKE

# Boosting Conversion Rates? It's in the *Bag!*

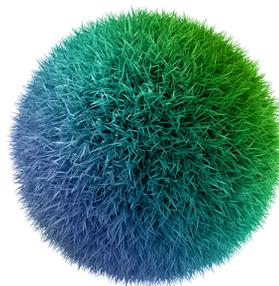
Case Study - December 2021





# 01

## The Goal



### Enhancing the Digital Experience

To better compete with leading luxury accessory brands, Dooney & Burke needed to upgrade their online shopping experience. They approached Hexa to develop a comprehensive strategy for implementing and optimizing 3D commerce. Their goal: **provide shoppers an immersive experience that boosts conversion rates and increases sales.**

### About Dooney & Burke

Dooney & Bourke offers a broad range of fashion accessories for women and men including handbags, small leather goods, watches, travel accessories, scarves, jewelry and more. They craft instant classics with the perfect union of timeless American style, and the highest regard for materials and craftsmanship.



### The Question:

Could upgrading Dooney & Burke's online experience with 3D increase sales?

### Our Aims



Create, test and reach goals for 3D within 2 months SLA



Show >5% increase in conversion rate



# 02

## The Test

### A/B Testing – The Process

Dooney & Bourke initiated the partnership with Hexa by conducting A/B tests to gauge the ROI of immersive shopping experiences. The test included traffic analysis, user behavior and UX optimizations, and lasted 6 weeks.

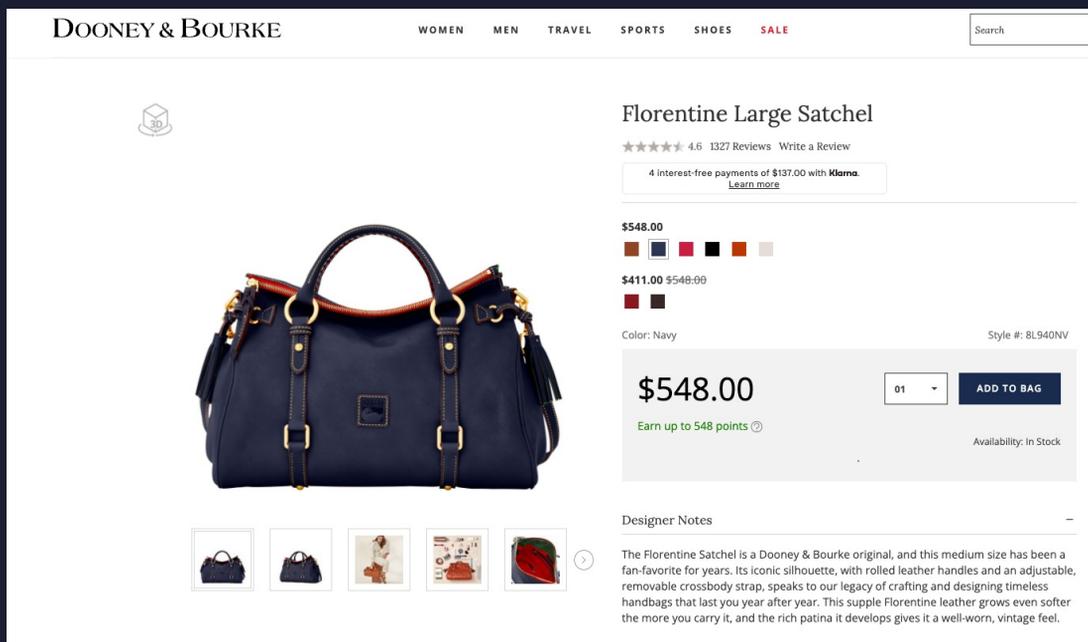
The goal as to measure the effect of 3D/AR on “Add to Cart” conversion rate.

### 3D/AR Experiences

Hexa built a custom workflow and created unique 3D models in 6 weeks.

Hexa’s 360° Viewer was implemented on selected product pages to enable customers to interact with items and view them from every angle.

Additionally, Dooney & Bourke implemented an augmented reality feature enabling customers to virtually try-on products at home.



The screenshot shows the product page for the Florentine Large Satchel on the Dooney & Bourke website. The page features a large image of the navy blue satchel with gold hardware and a rolled leather handle. Below the main image are five smaller thumbnail images showing different views and details of the bag. The product title is "Florentine Large Satchel" with a 4.6 star rating from 1327 reviews. The price is \$548.00, with a crossed-out original price of \$548.00. A "4 interest-free payments of \$137.00 with Klarna" option is available. The color is "Navy" and the style number is "8L940NV". The "ADD TO BAG" button is prominent. The page also includes a "Designer Notes" section at the bottom.

DOONEY & BOURKE WOMEN MEN TRAVEL SPORTS SHOES SALE Search

Florentine Large Satchel

★★★★☆ 4.6 1327 Reviews Write a Review

4 interest-free payments of \$137.00 with Klarna. [Learn more](#)

\$548.00

\$411.00 ~~\$548.00~~

Color: Navy Style #: 8L940NV

\$548.00 01 ADD TO BAG

Earn up to 548 points

Availability: In Stock

Designer Notes

The Florentine Satchel is a Dooney & Bourke original, and this medium size has been a fan-favorite for years. Its iconic silhouette, with rolled leather handles and an adjustable, removable crossbody strap, speaks to our legacy of crafting and designing timeless handbags that last you year after year. This supple Florentine leather grows even softer the more you carry it, and the rich patina it develops gives it a well-worn, vintage feel.

# 03

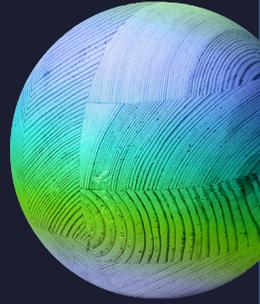
## The *Results*

### Exceeding Expectations

After a 6 week trial funnel test results showed an increase of 29.8% in the add to cart KPI. This exceeded expectations and resulted in an expansion of services and extension of a long term contract.

Within this relatively short period of time Hexa delivered 360 3D models, measured heavy traffic to the 3D viewer and launched an augmented reality feature on product pages that enabled shoppers to view items in their homes in real time.

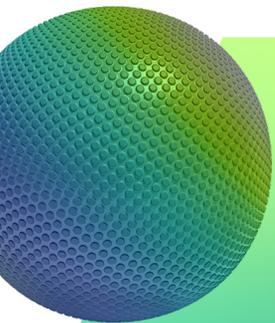
As a result of the test, Dooney & Bourke signed a 2 year contract with Hexa and are expanding the scope of 3D to include a large portion of their inventory.



**+29.8%**  
Conversion rate

**2-Year**  
Contract Signed

**800**  
Models to Create





# 04

## The *Conclusion*

### 3D Brings Brands to Life

Dooney & Bourke is a renowned luxury brand whose website needed a facelift. Being aware of cutting-edge trends, Dooney & Bourke decided to focus their efforts on the integration of 3D/AR. The logic being that by providing a more immersive, interactive and fun experience customers would develop a higher level of confidence in their purchase and that ultimately this would translate into higher conversion rates. This turned out to be correct.

### 3D Commerce – The New Standard

As these results prove, 3D Commerce is a powerful tool. 360 spins, view in your room, Virtual Try-on, synthetic marketing images, animations and many more experiences are available and effective to make online shopping more personal and boost both sales and brand image.

Hexa continues to support brands like Dooney & Bourke by creating custom pipelines for 3D creation, distribution and optimization. Our proprietary system requires minimum input and delivers maximum results for brands looking to enter into our scale up their 3D commerce experiences.

## About Hexa

### Industry Leading 3D Tech Stack

- Integrates with one line of code. No development required
- Creates 3D models from just a few images
- Complete solution: Creation, Management Delivery and Optimization
- Support for all formats and platforms
- 3D / AR / VR / Social Networks / 3D Advertising and more



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