Kicking up *KPIs*

paris
cencosud

rosen

Lo nuevo de Rosen
Ahora en Paris

REALIDAD AUMENTADA

Prueba los muebles en tu habitación antes de comprar

NUEVA COLECCIÓN
MUEBLES

LIQUIDACIÓN
MUEBLES
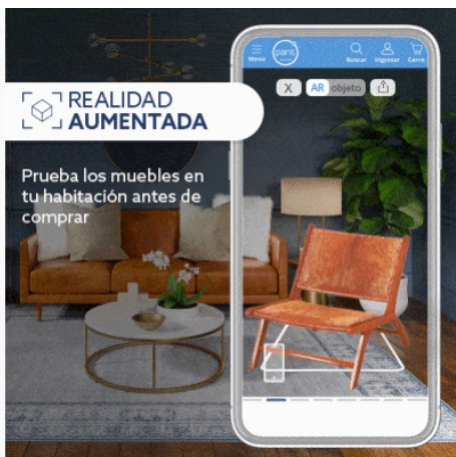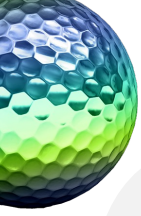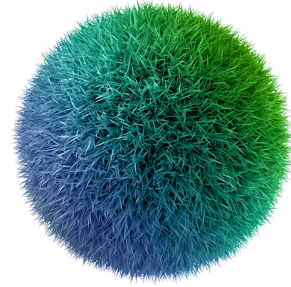
ROPA DE CAMA EN
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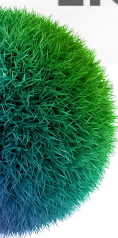
The *Goal*

With a website that features a comprehensive range of products and over 12 million monthly visitors, Paris.cl was looking for innovative solutions to increase conversion rates and optimize its most valuable online asset.

Their research on immersive technology led them to Hexa who suggested the first step of conducting an A/B test. Would 3D/AR have an impact on priority KPIs for Paris and would there be sufficient ROI to justify scale? The A/B test would be key to a future agreement.

About Paris.cl

Founded in 1900, Paris.cl has more than 49 stores in Chile, incorporating more than 280,000 m^2. Their business provides a unique shopping experience, incorporating differentiation in design, production, logistics, as well as a digital and in-store shopping experience and raising awareness of responsible consumption among all their customers. Their wide array of inventory includes electronics, clothing, household appliances, exercise equipment, furniture, and more.

The Question:

Could deploying 3D/AR experiences on Paris.cl's eCommerce site have a significant effect on sales?

Our Aims

Devise a business plan to align with Paris.cl's strategic goals

Create roughly 600 3D models within a 6 weeks SLA

02

The *Test*

A/B Testing – The Process

Paris.cl conducted A/B tests where they implemented 3D models on 50% of their product pages and left the other half as is with 2D images. They ran the test for two weeks and featured Hexa's 3D models, 3D viewer, and augmented reality experience, which allows users to virtually visualize products in their own homes.

Paris.cl wanted to test whether or not immersive, 3D shopping experiences would directly impact their bottom line.
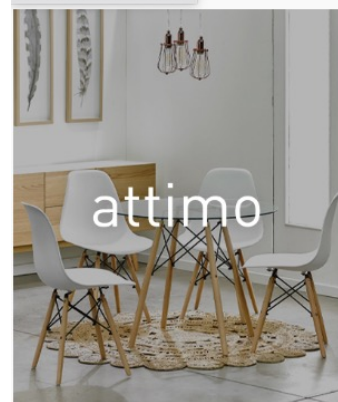
3D/AR Experiences

Hexa created 600 high-quality 3D models in 6 weeks and leveraged them to provide both 3D and AR experiences on the Paris.cl product pages. Customers could view products from every angle and, via augmented reality, in their homes.
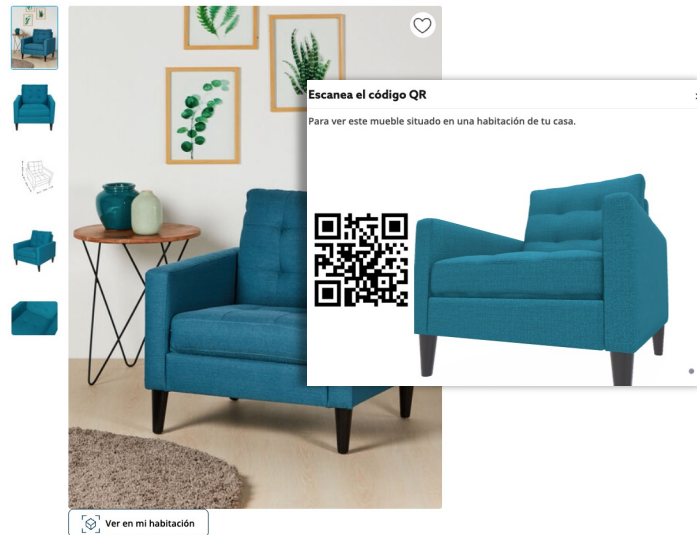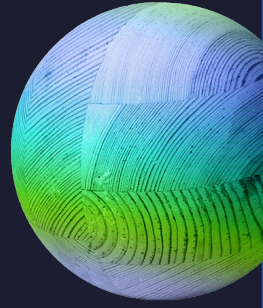
The *Results*

An Improved Vision

At the culmination of the two week test, Paris.cl witnessed a 64.42% increase in conversion rates. The department store achieved a 47.2% increase in revenue per user (RPU) and a 20.16% growth in "Add to Cart" conversion rate for the product pages with Hexa's 3D models and Viewer, as compared to those without.

The figures spoke for themselves. As a result of the test, Hexa and Paris.cl are continuing their partnership by executing and extending their 3D content strategy together. They have chosen to implement 3D models for all their PDPs.

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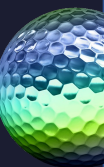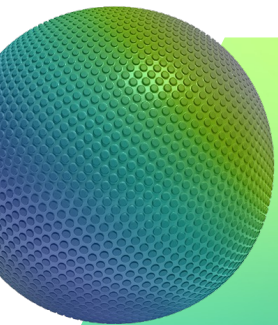## +64%
Conversion Rate

+47%
Revenue per user

+20%
Add-to-cart Rate

The *Conclusion*

Immersive customer experiences improve results

Paris.cl has been a long-established and renowned department store in its country of origin. However, doing things the old way was not cutting it as they wanted a creative way to market their products online to increase sales.

With a wide array of products that are meant to be for long-term use and require a significant investment they wanted people to be able to experience the products in their entirety before purchasing.

Hexa's 3D viewer and AR capabilities provide this possibility. From clothing to furniture, customers can "try on" or "try out" products virtually and view them with immense detail and quality before making their purchase decision.

# What They Have to Say
It's all about the experience

"With realistic 3D models, impactful AR, and the engaging 3D viewer, our customers are able to see how our furniture would look in their desired space easily and successfully. It's been a pleasure working with Hexa's team and witnessing the uplift in our KPIs. " –

Pilar Sanchez Lopez, Deputy Marketing Manager, Paris.cl (Cencosud)

www.hexa3d.io
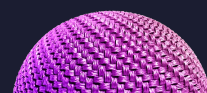
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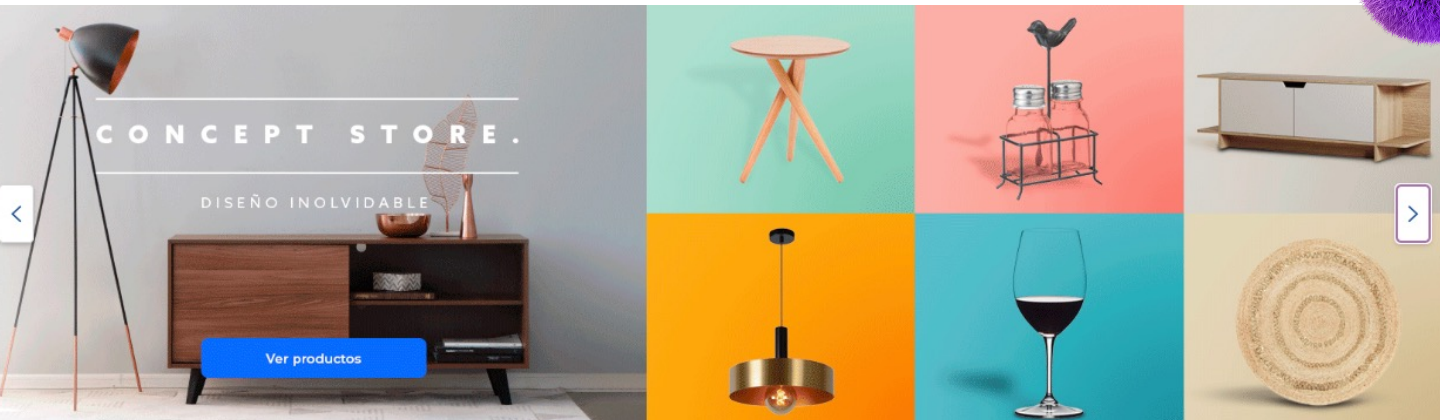
About Hexa

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

www.hexa3d.io