



2020 | THE YEAR OF VISUAL COMMERCE

# THE ULTIMATE GUIDE TO VISUAL COMMERCE

Learn how Visual Commerce can transform your customer's buying experience. Plus helpful tips on getting started.



**ATLATL Software**

A VISUAL COMMERCE COMPANY

[www.atlatlsoftware.com](http://www.atlatlsoftware.com)

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# THE ULTIMATE GUIDE TO VISUAL COMMERCE

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# PEOPLE HAVE TO SEE IT TO BUY IT

## Imagine this...

You've wanted to buy a motorcycle for years. You've dreamed of open roads on sunny days and the feeling of wind rushing past you.

Now is the time. You're finally going to do it. You're going to buy a motorcycle.

You pull out your phone, tablet, or flip open your laptop and begin browsing. You begin to familiarize yourself with brands and dive into their websites.

Each has a sampling of imagery, but not much beyond that. Some even have a few videos, but even those don't let you see all the available options. You really don't feel like visiting a dealer just yet but you go ahead and search for any nearby. Most are over 30 minutes from your house.

Frustrated, you're not sure what to do next. The emotional high of preparing to make a purchase is crushed by this experience that is failing to meet expectations.

How are you supposed to make product decisions and learn more about the exact options you want if you can't visualize or configure them?

How do you build and purchase the bike of your dreams if all you can see are pictures?

Enter **Visual Commerce**.

**Christopher Beaudin**  
Director of Marketing, ATLATL





BUT WHAT IS  
**VISUAL**  
COMMERCE ?

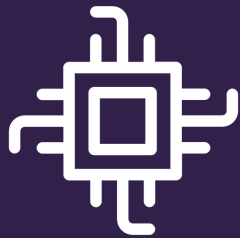


# VISUAL COMMERCE

Visual Commerce relies on Product Visualization which is the act of using renderings, images, and artwork to visually communicate your products to customers. Today, many companies are doing this through visual product configurators on their customer-facing websites. Let's examine how technology, product presentation, and go to market all combine to create these impactful buying experiences



# To understand Visual Commerce, we have to understand the elements that create visual buying experiences



TECHNOLOGY

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PRODUCT PRESENTATION

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GO TO MARKET

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Visual Commerce emerges when you combine new innovations and **technology** to improve your product's ability to be found and **experienced**, as you navigate the many channels of distribution in your **Go-To-Market** strategy

Thus, it's important that we examine each of these elements to understand their impact on **Visual Commerce**



# Key Technologies to Know in Visualization



## VIRTUAL REALITY

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### **What is it:**

A computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way. This can be done by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors

### **What you need to know:**

Super immersive, incredible depth of experience. But - this is not a mainstream part of the VC experience - don't let this be a distraction as you consider building your visual landscape



# Key Technologies to Know in Visualization



## AUGMENTED REALITY

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### **What is it:**

A technology that superimposes a computer-generated image onto a user's view of the real world, thus providing a composite view

### **What you need to know:**

Projecting a digital image against a backdrop of a real-world setting can provide true business value, but this is not where it starts - rather it's a great by-product of interactive 3D configuration

Learn more about how [AR can drive significant impact](#)



# Key Technologies to Know in Visualization



## INTERACTIVE 3D

### **What is it:**

Technology allowing the user to quickly render and view objects in 3 dimensions on a device's screen, getting a fuller view than a static image.

### **What you need to know:**

On screen = wide adoption

3D representation of products = digital twin

Product can be visualized, configured, and personalized in a much more experiential way than through looking at a still picture.

This increases awareness and understanding of the product. The interaction is also a more active, emotional engagement than the passive viewing of an image

To Understand Visual Commerce...  
We Must Also Understand The

# THE VISUAL LANDSCAPE

This represents the ways products are Visually presented to us. From passive, static imagery to highly configurable interactive product experiences





# THE VISUAL LANDSCAPE

Let's revisit our motorcycle story. Here's how a company could showcase their newest model

**Product  
Photography**



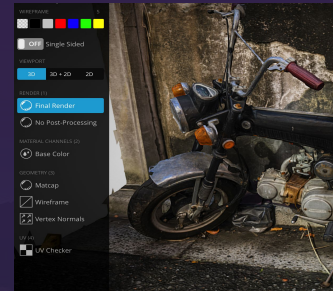
**Photorealistic  
Imagery**



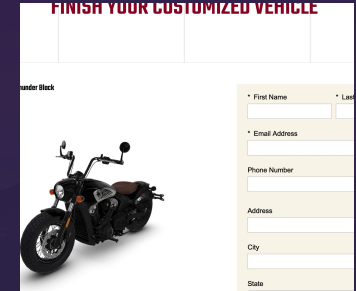
**Product  
Visualization**



**Visual Product  
Configuration**



**Visual Configuration  
+ Integrations**



## WHAT IS IT?

- Product photography includes the traditional method of capturing 2D imagery on a camera. Here we see a picture taken of someone riding an actual motorcycle

## PROS:

- Photography is still beneficial when you need to shoot video or have living elements placed in the scene, interacting with the product

## CONS:

- Once the image is captured, editing is limited greatly

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Photography**



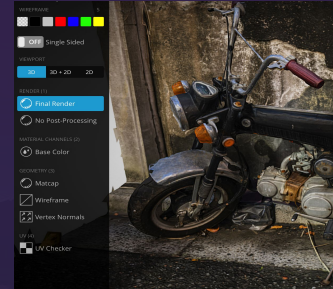
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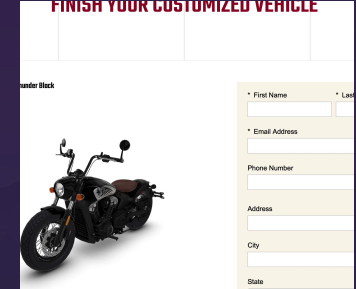
**Product  
Visualization**



**Visual Product  
Configuration**



**Visual Configuration  
+ Integrations**



## WHAT IS IT?

- Photorealistic imagery is the 2D digital creation of an image using computer generation (or CGI). Here we see a photo-real image of a motorcycle created by a computer

## PROS:

- CGI provides an easy path for future updates given the image was created digitally. This extends the ability to edit and adjust the image with new “camera” angles or product changes

## CONS:

- Including people or allowing for video can be difficult to incorporate with CGI



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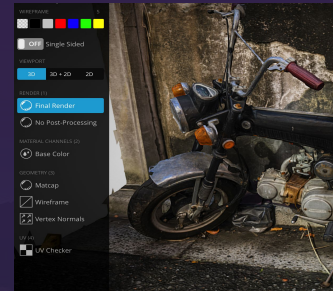
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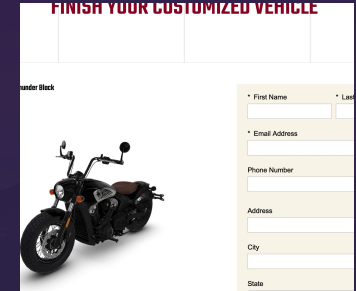
**Product  
Visualization**



**Visual Product  
Configuration**



**Visual Configuration  
+ Integrations**



## WHAT IS IT?

- Product Visualization takes 2D Photo-Realistic imagery and extends it into three dimension. 3D models allow viewers to rotate the product for a comprehensive view. Here we see a window where we can spin around this motorcycle in all dimensions

## PROS:

- This provides a much more accurate representation of a product, allowing the viewer to see all viewpoints, just as they would in a physical setting

## CONS:

- Visualization may meet expectations around a single product, but it does not show all available options at once

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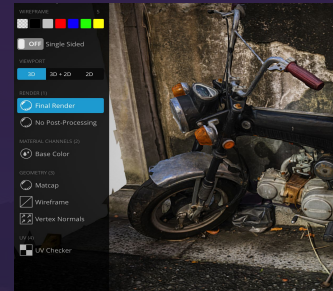
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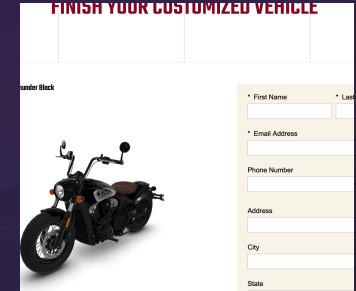
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**Visual Configuration  
+ Integrations**



## WHAT IS IT?

- Visual Product Configuration extends the visualization experience to encompass available options that the viewer can configure. Selections made create real time changes to the product being viewed. With this motorcycle, we can edit colors, body trims, and other options

## PROS:

- This provides the clearest, most accurate experience of a product through a digital environment where interaction leads to investment in the product purchase journey

## CONS

- There are limited vendors who can provide you with impactful visual product configuration platforms which makes vendor selection all the more important to enable growth and scale



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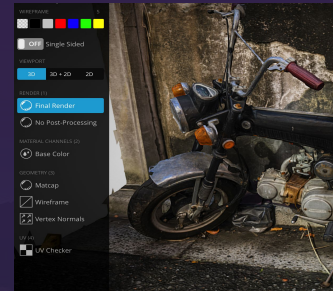
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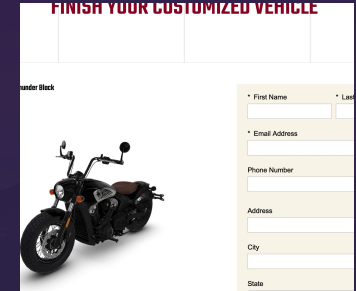
**Product  
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**Visual Product  
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**Visual Configuration  
+ Integrations**



## WHAT IS IT?

- Visual Product Configuration + Integrations refers to the continued experience post a product configuration. This could be through a CRM, Commerce Platform, or CPQ. Here we see the configured motorcycle being presented for purchase online (Commerce) or through a local dealer (CRM).

## PROS:

- The ability to take a product configuration into a Commerce experience completes the buyer's product interaction with a value added transition towards purchase

## CONS:

- Not all vendors or platforms can integrate, look for those with open API's like ATLATL's Visual solutions to ensure you can fully leverage your tech stack investment



## THE B2B GO-TO-MARKET HAS CHANGED

B2B companies have to take greater control of the customer experience from start to finish

**“OEM’S must consider the end consumer as they design buying experiences”**

A total commerce approach means servicing your distribution channels and the end consumer with inspiration, information, and experiences that help them make purchase decisions. Today’s buyers are more empowered than ever and will make decisions based on who provides the best experience. Think about examples in your daily life where we interact with the brands even when we don’t buy directly from them







# WHY IS **VISUAL** IMPORTANT ?

High level of visual communication is building visual rigour. Let's look at the end goal of what that means exactly.



# ITS ALL ABOUT THE CUSTOMER

## 3 THINGS YOU NEED TO REMEMBER ABOUT YOUR BUYERS

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### 1. Buying is a Journey

- a. Visual experiences take customers on a journey with the product - making choices & interacting with it - it's a large part of their overall buyer's experience

### 2. Buying is Emotional

- a. Visual experiences instill a sense of ownership with the product before purchase
- b. People see visuals and can see themselves with the product - especially if they can adapt it to their preferences

### 3. Buying is About Confidence

- a. Interactive 3D gives people the ability to try-out, test-drive, and interact with product before they buy - it's the digital equivalent of what they do in the store
- b. With visualization, you're less likely to disappoint customers - setting better expectations



# Benefits of VISUAL Content

93%

93% Of Human Communication Is Visual

60,000x

We Process Visual Information  
60,000x Faster

80%

People Remember 10% Of What They Hear  
20% Of What They Read  
But 80% Of What They See And Do/Interact With

PSE

Picture Superiority Effect: Pictures & Imagery Are More  
Likely To Be Remembered Than Words

INSIGHT

Visuals Add Greater Insights - This Enriches The  
Experience, Prompting Engagement And Preference

20%

Ecommerce Has A 20% Return Rate - 2x That Of Brick &  
Mortar - But Better Visualization Can Decrease Return  
Numbers

10%

One Brand Saw A 10% Increase In Sales Simply By  
Increasing Image Size

94%

Marketers Must Embrace Visualization Across Their  
Touchpoints - Proof - 94% More Views When The Visual Is  
Compelling To The User

2020

Visual Commerce Widely Agreed To Be A Leading  
2020 eCommerce Trend

# BUT WHY VISUALIZATION

# VISUALIZATION LEADS TO ROI

When there's so many ways to showcase product, why should you consider 3D visualization in place of photography or video?

To understand why, we must examine how our customer's expectations have evolved and increased:

- Demand for product video rose dramatically as consumers were **not satisfied with static imagery**
- But Video is only a slight improvement. It shows greater dimension, but it **does not empower the user** to control their experience of the product
- With 3D visualization and product configuration users are finally **empowered to see and select** what they want
- With integration into a commerce experience this generates **actual returns on investments**
- Thus, for the greatest opportunity to **capture and increase revenue** brands need to feature product visualization and configuration as their **primary form of product presentation**



# HOW IT WORKS

- High level, who, what, where, when, why, how, visual, etc? Let's look at the hands-on of what it's exactly



# 5 STEPS TO VISUAL

1. We (the platform provider) work with you to understand your desired visual experience
2. We prepare for integrations into your current platforms (CRM, Commerce, CPQ)
3. You provide 3D models of your products
4. These 3D models (digital twins) are converted into configurable versions
5. Configurable versions of products are packaged into a user experience
  - Users then can:
    - Visualize
    - Configure
    - Commerce



A man in a white shirt is pointing at a glass wall covered with colorful sticky notes. The text "GREAT EXAMPLES" is overlaid on the image.

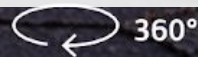
# GREAT EXAMPLES

## AUTO MANUFACTURERS

Many auto manufacturers have figured out that there is a strong emotional connection to purchasing a car. Aside from great design, proven performance, and lasting durability - makers are also investing heavily in the experience around their models. This doesn't mean even more super bowl commercials, but it does mean stronger online presences where potential buyers can build and price the model and options that they desire.

This example is from Kia motors, one of many who've made the commitment to providing an immersive and interactive experience with their lineup of available models. Buyers can go online configure each detail with their choices coming to life in the model above.

erlasting Silver



Seat Trim: Black SOFINO Seat Trim





## HOME GOODS SUPPLIERS

A number of companies providing home goods have recognized the power of visualization in the buyer's journey. The planning and inspiration phase for home remodel projects can stretch over months even years. It begins on sites like Pinterest and Houzz, but quickly extends to brand sites. Smart manufacturers have recognized that to provide the best opportunity to capture market share, they must engage end consumers with valuable visualization and configuration tools.

Companies like Kohler have invested in visually centered experiences for people to find inspiration, education, and begin the configuration process as they plan their dream remodel.

[START PLANNING »](#)

[BUY NOW »](#)



## FASHION & APPAREL

Personalization and customization are becoming more and more prevalent within many sectors of the Fashion & Apparel landscape. New innovations in production have enabled cost effective customization of stock items allowing buyers to create a piece that's truly unique. The corporate apparel industry has been one of the first to make a significant investment in putting a strong digital experience around this process as the stakes are raised when you're buying for the many and not just the one.

This example is from CustomInk, a site that lets anyone design and customize apparel of all sorts. This extension of visual configuration lets everything from a local sports club to a large corporation explore and create apparel that fits their brand identity.





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## The Best Ways to Continue your Exploration into Visual Commerce

1. Read more from others [here](#)
  2. Explore more of our helpful resources [here](#)
  3. Talk with one of our Visual Strategists [here](#)
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[www.atlatlsoftware.com](http://www.atlatlsoftware.com)