



Interactive E-Commerce **With Custom Product Images**



snap36



Imagine an Interactive E-Commerce World With Your Best Product Images

Consumer behavior is shifting and the time to adjust is now! Over the last decade or so, we've observed consumers metamorphosize into ecommerce-driven buyers. It's clear that as time progresses, the demand for product content, including image capture, is insatiable as e-commerce is here to stay.

These days, digital storefronts must have clear and up-to-date product images in order to drive sales across multiple channels.

Image Capture Services

1WorldSync is the single global enabler of trusted, brand-verified supply chain and e-commerce product content and simplifies product content exchange between 13,000 brands, suppliers, distributors and recipients.

1WorldSync understands the urgency of having high-quality online image interactions and has partnered with [Snap36](#) who specializes in providing 360° and 3D image capture. Together, we provide customers of any size and industry an added advantage with high-quality, web-ready images, enabling a 360° view of the product, as well as important eCommerce attributes captured from the product label.

Providing multiple product image views allows consumers to interact with your product online and gives them more confidence to make a purchase. This is the closest customer involvement you can get online to interaction with a product. Combining rotating imagery with 4K (high definition) zoom functionality is an even more powerful way to empower your visitors with an in-store experience.

What Are The Image Capture Features?

Give your consumers the ability to visualize a product so that it can boost sales and customer engagement!

Image Capture offers:

- Multiple images of your product from all angles
- Planogram, marketing, nutritional/ingredient and barcode
- Full 360° spin imagery and metadata



*Product images are incredibly powerful product content which strengthens attribution, discovery, loyalty, engagement and ultimately **conversion to sales for our brands and recipients.***



Karin Borchert,
CEO 1WorldSync

*Providing multiple images help a potential customer feel a product online, without being able to physically touch it, gives them **more confidence and experience** to make an informed purchase.*

What's In It For You?

- Product Imaging
 - All images are compliant with GS1 US Standards Initiative
 - Delivery of a 360° spin set includes multiple static images that can be used for all of your product marketing and sales needs (email, online catalogs, displays, etc.)
- Weights & Dimensions Data Capture
 - The 360° process includes data collection for product height, width, and depth
- Mass Uploading of Digital Assets
 - Images formatted, uploaded and delivered to 1WorldSync's Digital Asset Management (DAM) solution, a one-stop shop for all images

Why Does This Benefit You?

- Expedite time to market and let consumers interact with your products in a brand new way!
- Increase time spent on product pages
- Increase conversion rates
- Increase trust factor and brand consistency
- Improve customer experience/engagement
- Affordable images and hosting
- Retain ownership of your images for multiple purposes
- One stop to meet all your product information needs



Jeff Hunt,
CEO Snap36

*Retailers and brands are quickly realizing that high-quality product imagery is the **quickest path to customer engagement and conversion online**. This trend is only going to increase, especially as more CPG and Grocery companies are adding e-commerce in the wake of retail giants Amazon and Walmart. By partnering with 1WorldSync, we will be able to more easily optimize content for these companies and help **them deliver positive results**.*

Put a Spin On Your Product Content

75% of consumers listed the quality of the product images as the most important feature when shopping online (Internet Retailer Report).

360° & 3D spin product photography is the most effective way to capture your product and provide visual information that builds customer trust in your products and your brand. Product spin imagery replicates the 'in-store' experience while shopping online.

Customers aren't able to touch your merchandise making it difficult for them to decipher whether they like it or not. Without the ability to hold, feel, squeeze or otherwise handle the items they're interested in, potential customers don't have much to rely on in order to make their decision.

Regrettably, without high-resolution images or product reviews, consumers are less inclined to buy a product.

But Don't Let Your Product Content Spin Out of Control

There is no doubt investing in a 360° product image experience will not only benefit our company's conversion rates but most importantly it will improve the usability of your website for your visitors driving them to be

more engaged and determined to buy your products again. Brands and retailers are adding 360° product imagery to their sites every day and increasing online conversions by as much as 47%.

360 Spin Product Images Increase Sales!

- Increase in conversion rates over 30%
- Cut product return rates by 50%
- Increase average time on site by 32%
- Reduce customer service calls by 24%

(Source: Snap36)

360 Spin & 3D Product Imaging is Ideal For:

- Selling to retail and e-commerce stores such as Walmart, Lowe's, The Home Depot
- Online Catalogs
- Website
- Social Media
- Marketing and Advertising

Looking for standard images or full spin imagery? Whether you have 1 or 10,000 products, we can help!

[LEARN MORE](#)



Products from different angles



About 1WorldSync

1WorldSync™ is the leading provider of product content solutions, enabling more than 13,000 global companies in over 60 countries to share authentic, trusted content with customers and consumers, empowering intelligent choices for purchases, wellness, and lifestyle decisions. Through its technology platform and expert services, 1WorldSync provides solutions that meet the diverse needs of the industry. 1WorldSync is the only product content network provider and GDSN Data Pool to achieve ISO Certification 27001. For more information, please visit www.1worldsync.com.



About Snap36

Snap36 is the leading rich-product content solution for retailers and brands, enabling them to improve consistency and trust during the online purchase experience. Rather than using traditional photography processes, Snap36 efficiently automates image capture using innovative robotic equipment and workflow software to deliver 360° and 3D imagery, augmented & virtual reality, video, and interactive content. For more information, please visit <https://snap36.com/>.