

3D For E-com

Guide

Explore new scalable content formats



Why did we write this guide?

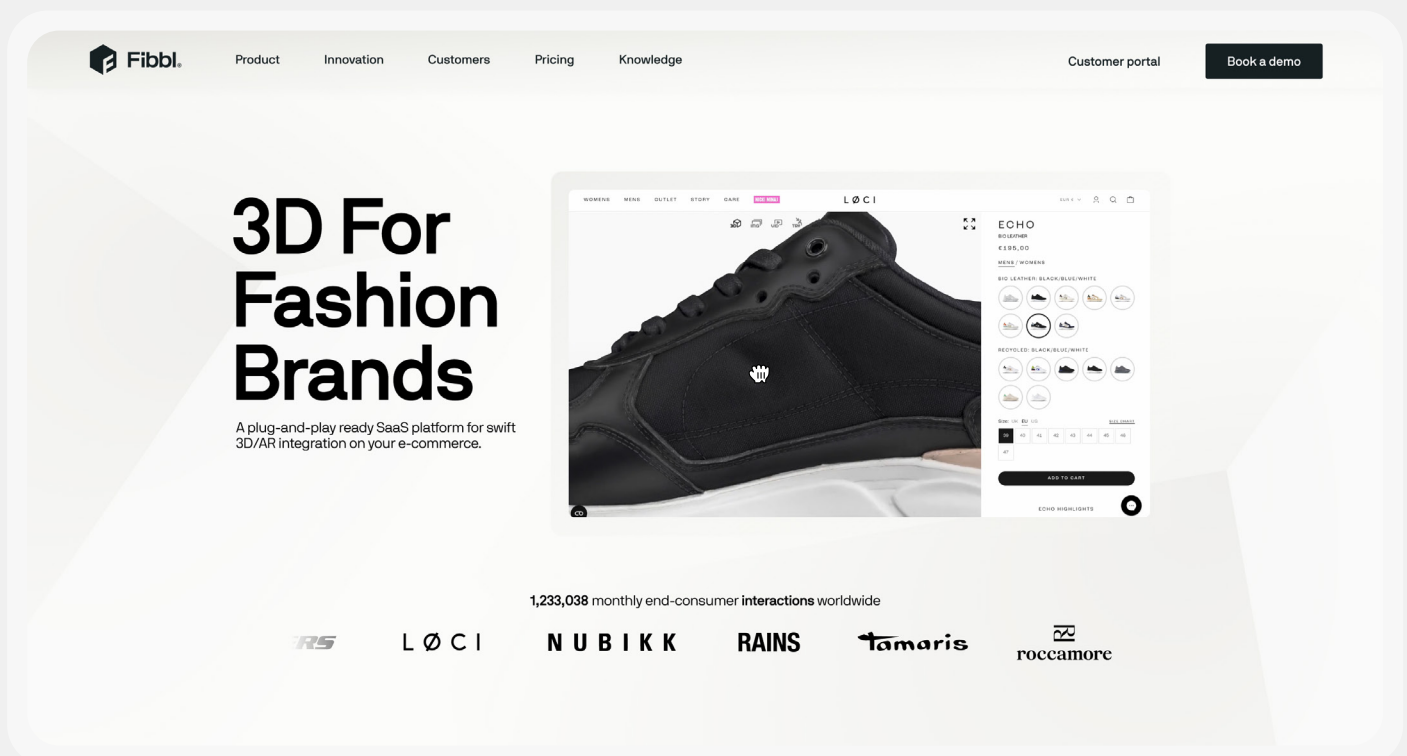
3D and AR have often seemed out of reach for many companies, perceived as complex, costly, and suited only for brands with the largest budgets. But things are changing. Today, even smaller footwear and bag brands can afford to look and feel like billion-dollar companies thanks to accessible and scalable 3D technology services.

This shift has democratized 3D, challenging past norms and expanding what's possible for brands of all sizes. Our guide responds to this rapid evolution and aims to fill a significant knowledge gap in the market.

Crafted by our experts, this guide is designed to inspire and support in-house eCommerce teams in exploring the unique advantages that 3D and AR offer.

Learn where to begin, what to expect from the technology, and how to start using 3D and AR on your platform. When done right, our services can help you streamline internal workflows and processes, increase conversions, reduce returns, improve engagement, and also excel your marketing efforts (but that's another guide).

We hope you enjoy it!



Where to begin

Our services explained

We handle both the production of 3D models and the distribution of 3D experiences under one roof. We believe this is one of the factors that makes us unique. Typically, you would need to find one partner for either of these components and yet another to create immersive experiences.

Here's how to begin:

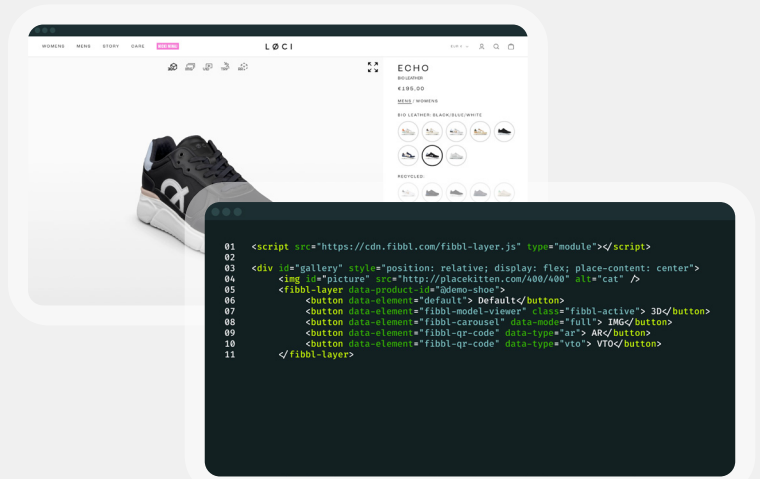
1. Turn your physical product into a 3D model

It all starts with us scanning your physical products in our studio. Once finished, we'll upload your 3D models to our platform. From there, you can start to manage your immersive eCommerce experience.



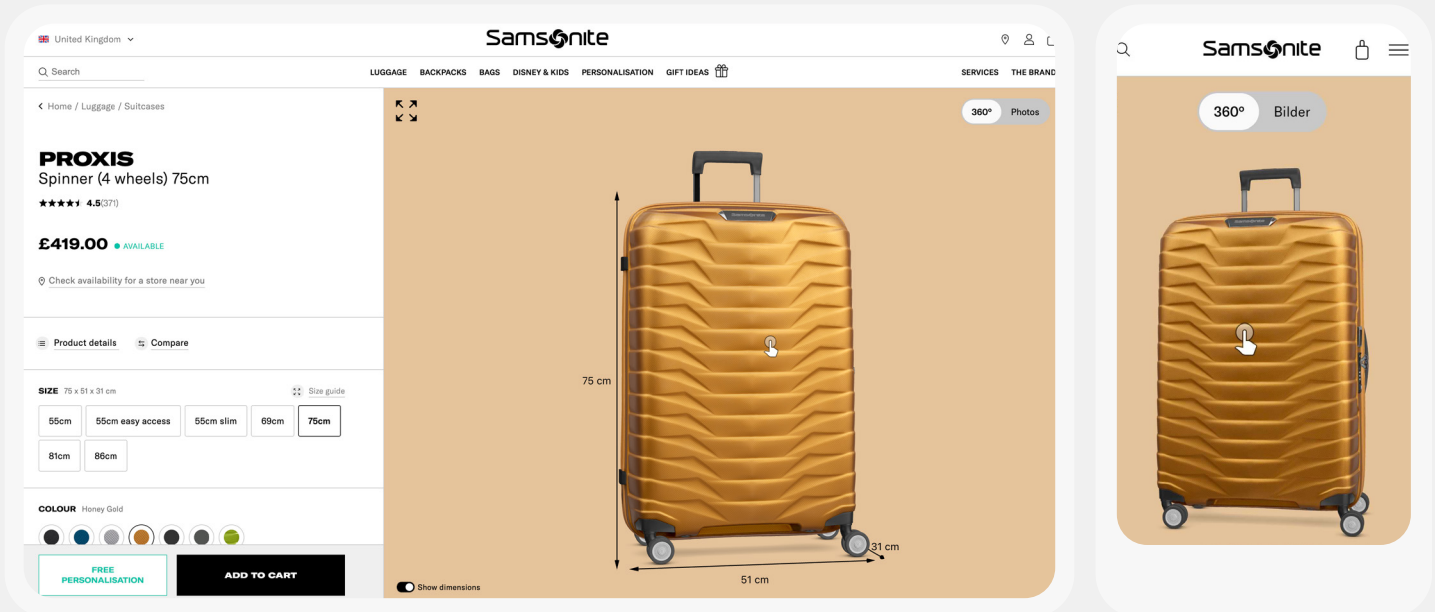
2. Integrate your eCom to our platform

Use our embed code to seamlessly integrate your eCommerce solution with our platform. The integration can be completed within an hour, requiring only a single installation on your Global Product Detail Page. Our SaaS platform allows you to manage your 3D models, easily toggle 3D and AR features on and off. And of course you can customize your brand's eCommerce experience. Listen to our CTO, Christian Kaunissaar, explaining the smooth [3D-First integration here](#).



[See full documentation](#)

Start using 3D & AR

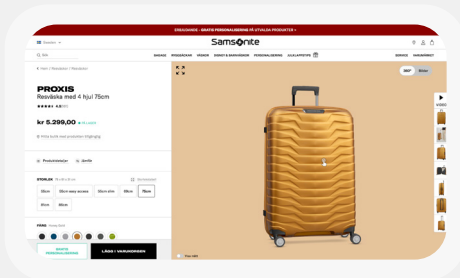


Customization

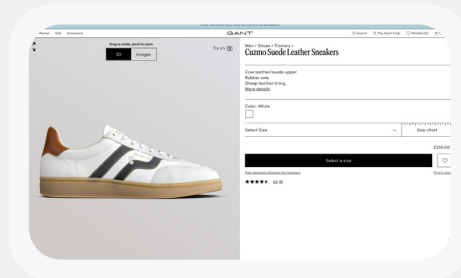
With your 3D models uploaded and integration complete, it's time to customize your immersive eCommerce experience. Most brands aim to tailor the experience to align with their brand guidelines and product presentation. We see this as a great opportunity to give your customers new ways to explore your products and offerings, giving them even more reasons to return to the store. Get inspired by these examples of our customers' implementations:

[Click to see live examples](#)

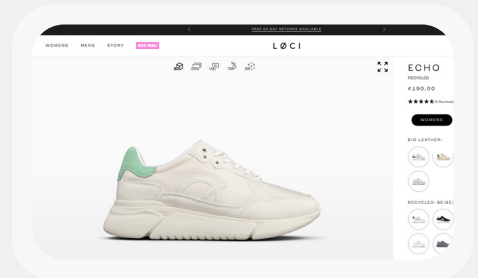
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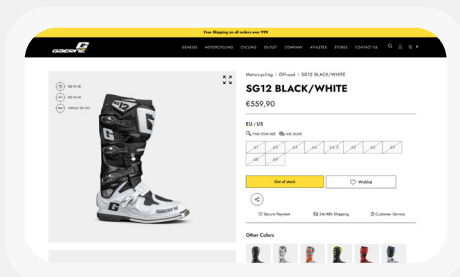
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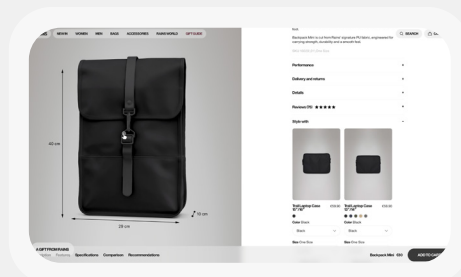
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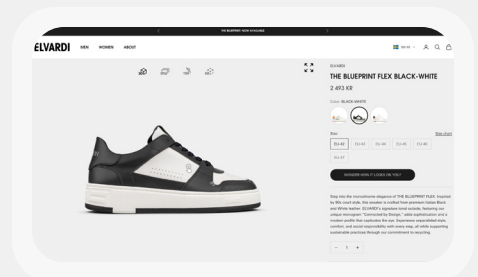
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Start using 3D & AR

Choose your features

One of the most exciting parts of customizing your eCommerce experience is selecting the features you want to include on your platform. If you're new to 3D and AR technology, it can be hard to know what to expect from each feature—but that's okay! Dive into the sections below to see our recommendations on when and where to use each feature.

The 3D viewer

Our most widely-used feature boasts a [proven track record of increasing conversion rates](#). This feature works well across most product categories and can be used in various ways—like a [3D banner to promote new products](#) or paired with 'product dimensions' to reduce returns for bags. Explore a selection of customers using the 3D viewer live here: [no-name.com](#), [gant.com](#), [Sandqvist.com](#), [bjornborg.com](#), [roccamore.com](#) and [gastonmille.com](#).



Virtual Try-on

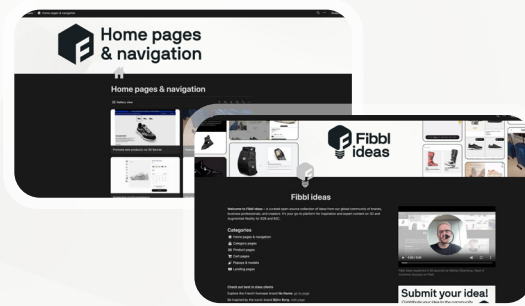
Some may still see Virtual Try-on as a gimmick, but it's a powerful tool for customers to explore footwear and match outfits from their wardrobe. While it pairs well with footwear, we see Try-on for jackets as a future game-changer. When applied strategically in the customer journey, Virtual Try-on can reduce product uncertainties, boost engagement, and drive online purchases, as demonstrated by [the success of the Dutch footwear brand Nubikk](#).



Augmented Reality

This feature is especially valuable for bags and luggage, as it reduces uncertainty and prevents returns by tackling a top reason for bag returns: sizing. AR allows customers to view every detail right in their living room, helping them make more confident decisions.

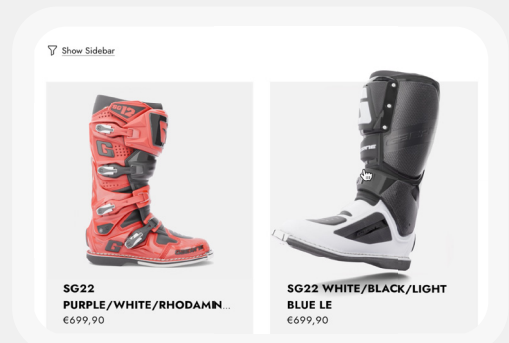
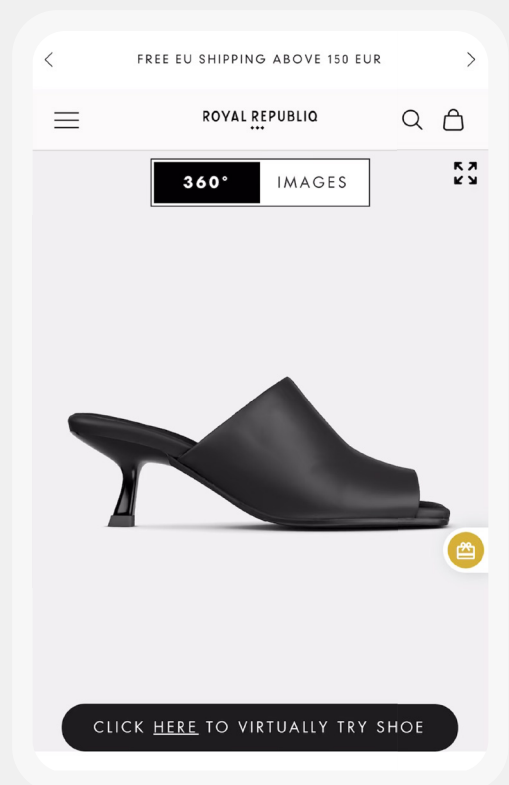
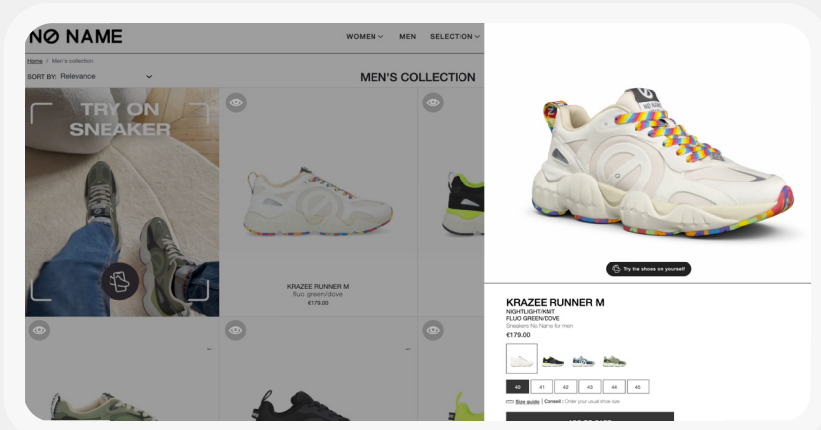
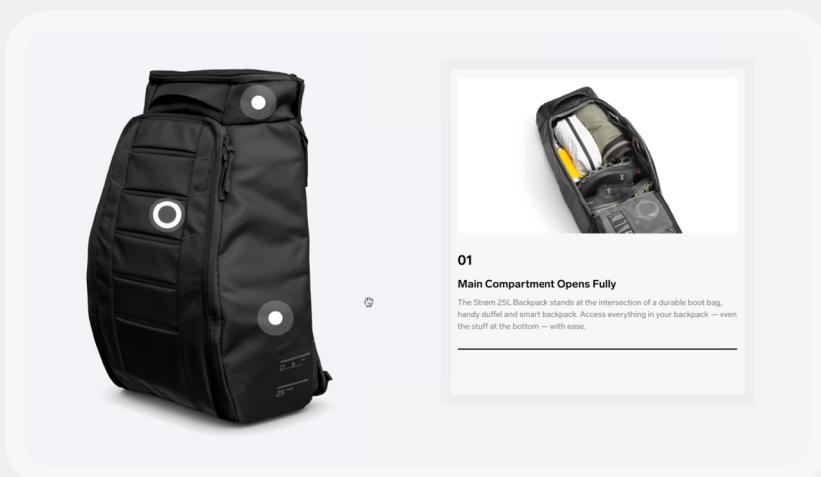




Fibbl ideas

We're just beginning to tap into the real potential of 3D and augmented reality for broader commercial use. We believe this technology will become standardized in the future, much like other technological leaps aimed at helping people in their everyday lives.

On that note, discover our community 'Fibbl ideas.' It is a curated open-source collection of ideas from our global community of brands, business professionals, and creators. It's a go-to platform for inspiration and expert content on 3D and Augmented Reality for B2B and B2C. Make sure to subscribe for inspiration or submit your own idea to the community at [Fibbl ideas](#).



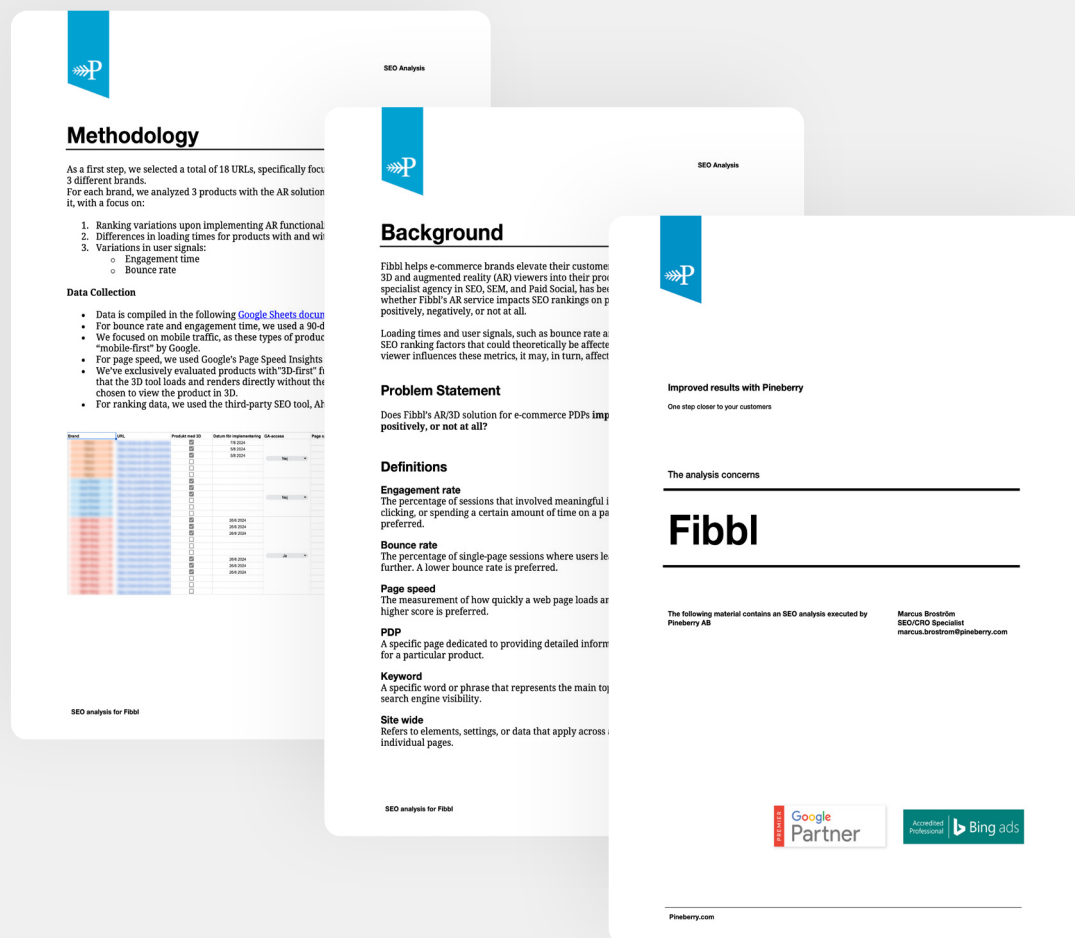
Go to Fibbl ideas

Does our 3D/AR solutions impact SEO rankings?

Loading times and user signals, such as bounce rate and engagement time, are known SEO ranking factors that could potentially be affected by 3D and AR features.

To investigate this, we engaged specialists at Pineberry—one of Sweden's leading companies in data-driven digital marketing—to assess whether our service impacts SEO rankings on product detail pages (PDPs) positively, negatively, or not at all.

Read the report [here](#)



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