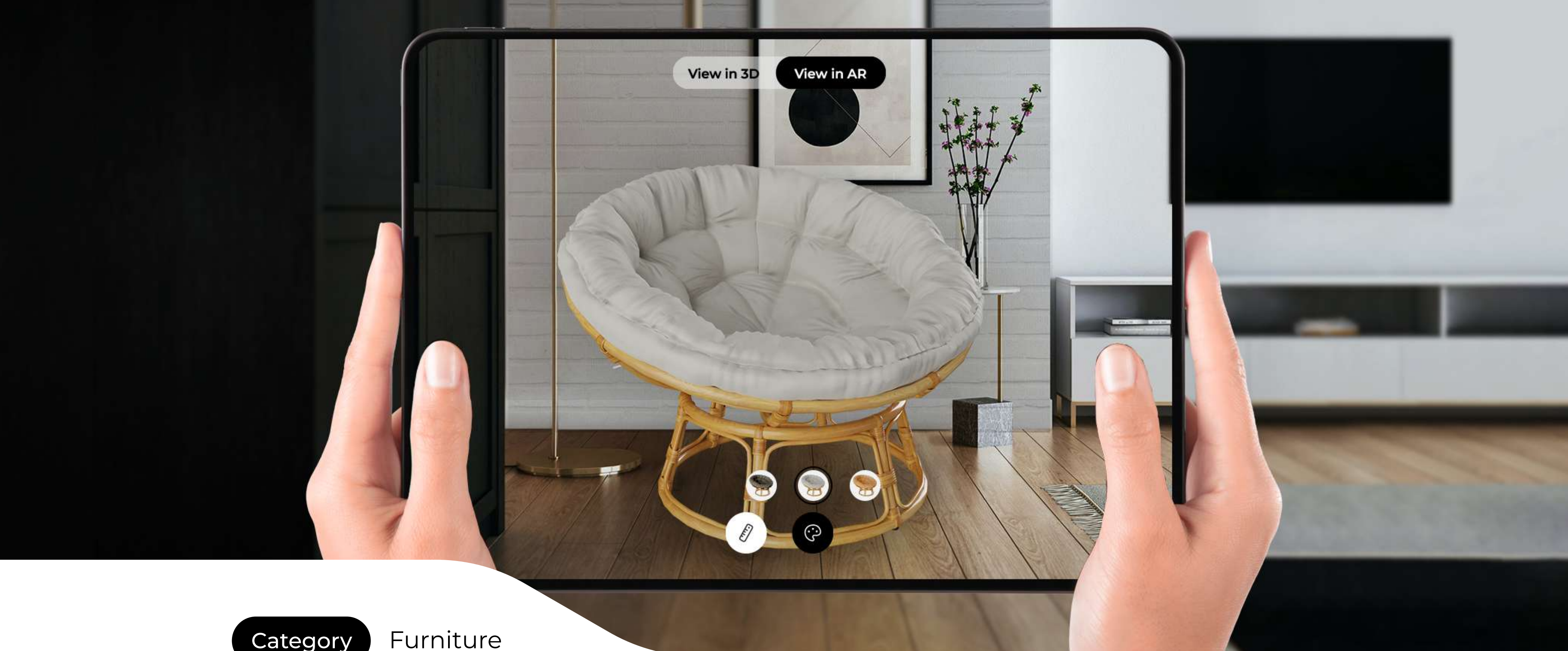




Category Furniture



From browsing to buying

3D/AR technology leads to 5x increase in sales conversions for Zohi Interiors

Zohi Interiors is an Australian boutique furniture brand that specializes in distinctive and high-quality furniture and home décor. Zohi Interiors prides itself on offering an extensive collection of eclectic and stylish furniture pieces that are both functional and aesthetically pleasing. From sofas, chairs, and tables to lighting, wall art, and home accessories, their range is diverse, catering to a variety of design tastes and preferences. Presently, the brand boasts a catalog comprising over 4000 SKUs across various home décor categories.

Avataar's AI-Powered 3D and Neural Rendering Boost Zohi's Sales Metrics within 6 months!



5x ROI

Uplift in sales conversion vs 2D content



~3 mins

Average engagement time per session



3.1x

Increase in PDP to cart visits

Upgraded catalog on BigCommerce enables Zohi Interiors to improve pre-purchase evaluation for their customers

Challenges

Plateaued sales in the competitive D2C home décor market post covid

- Limited product information and static PDPs lead to low shopper engagement and hence higher drop-offs
- PDP to cart conversion ratio was as low as 2.72%

While there was a significant shift in consumer behavior towards online shopping during Covid, shoppers were still wary of making purchases without first having a chance to see or touch the items.

As the Covid-19 pandemic eased up, shoppers started returning to physical stores. It became common for customers to browse products online before deciding to buy in person after trying them out.

It was crucial to close the online-offline gap by giving consumers more context while they shop from the comfort of their own homes. Zohi found it difficult to retain and convert these visitors into paying customers.

Complications

Complex tech integrations for powering 3D/AR on the e-catalog

Zohi set out on a search for ways to bridge the gap between the online and actual worlds, and they discovered 3D/AR technology as a viable answer to their problem.

The majority of the ideas, however, turned out to be overly complex, making it difficult to incorporate them at scale.

Zohi needed a simple, cost effective solution to create 3D models with a limited number of product images and seamless frontend integration onto their website with minimal technological resources.



Finding the right fit with Avataar

Avataar's no-code turnkey solution for 3D/AR Integration

Avataar's turnkey solution ingests the existing 2D product catalog and converts it into photorealistic 3D models. The no-code integration makes it simple to incorporate 3D/AR experiences onto the product display pages, with fast loading time giving users the context missing from their online purchase journey.

By leveraging Avataar's neural rendering technology, Zohi made significant strides in visual commerce by offering their customers life-like 3D AR products with animation overlays for a complete look and fit evaluation in their own environment.

The experiences were responsive on all browsers and devices and carried in camera color swatches for users to configure the products before buying, and can be seamlessly integrated into Zohi's website.

