



# Interactive E-Commerce With Custom Product Images

## 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.

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.

### 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 14,000 brands, suppliers, distributors and recipients. 1WorldSync understand the urgency of having high-quality online image interaction, 360 ° and 3D image capture.

Together, we provide customers of any size and industry an added advantage with high-quality, webready images, enabling a 360° view of the product, as well as important eCommerce attributes captured from the product label.

### What Are The Image Capture Features?

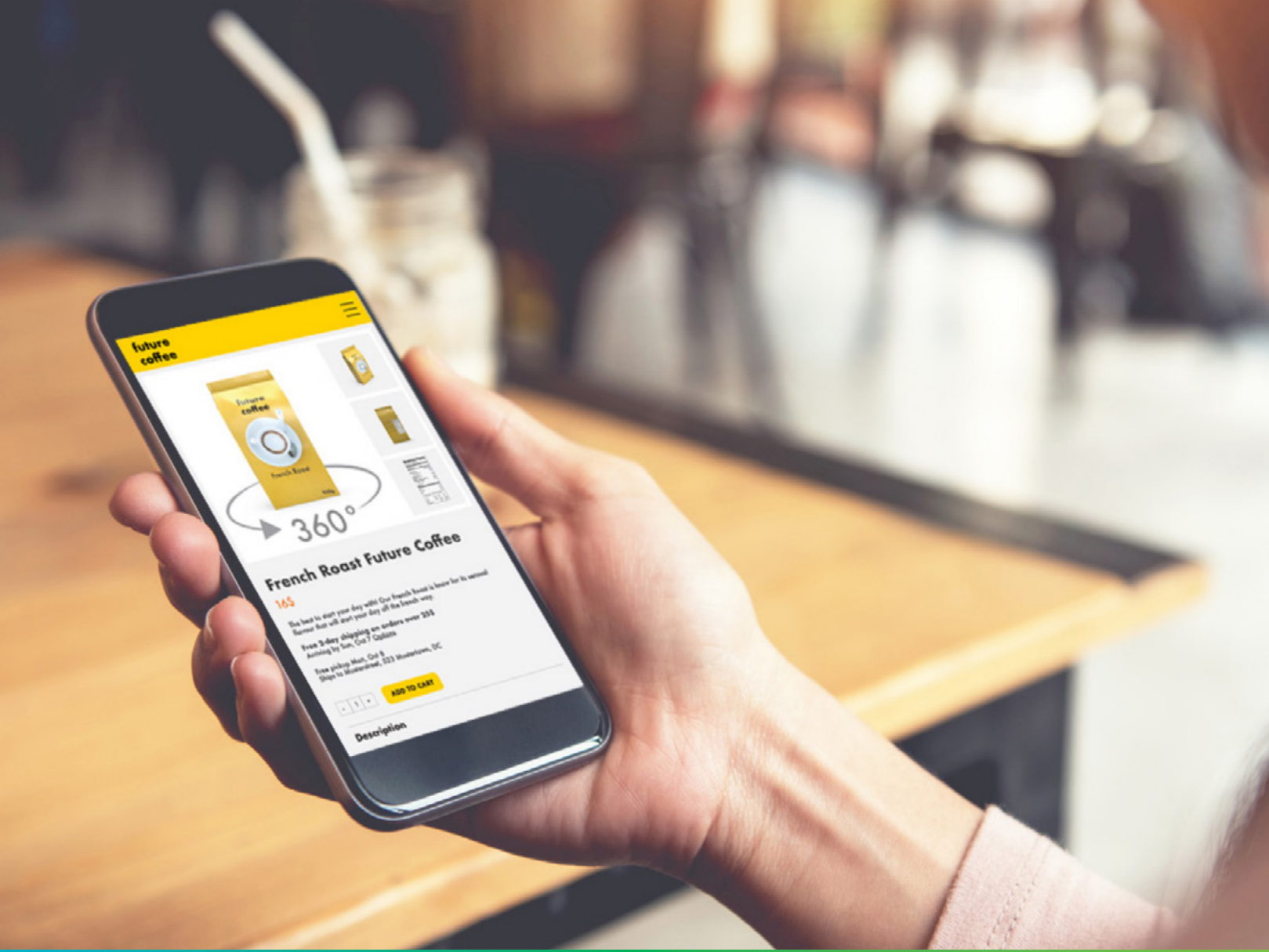
Give your consumers the ability to visualize a product so that it can boost sales and customer engagement!

#### Image Capture Offers:

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







## 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 need (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



## 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 are 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 your 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: 1WorldSync)

### 360 Spin & 3D Product Imaging is Ideal For:

- Selling to retail and e-commerce stores such as Walmart, Lowe's, and 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](#)



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



**Steve Sivitter**  
CEO, 1WorldSync



## About 1WorldSync

1WorldSync™ is the leading provider of product content solutions, enabling more than 14,000 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](http://www.1worldsync.com).

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