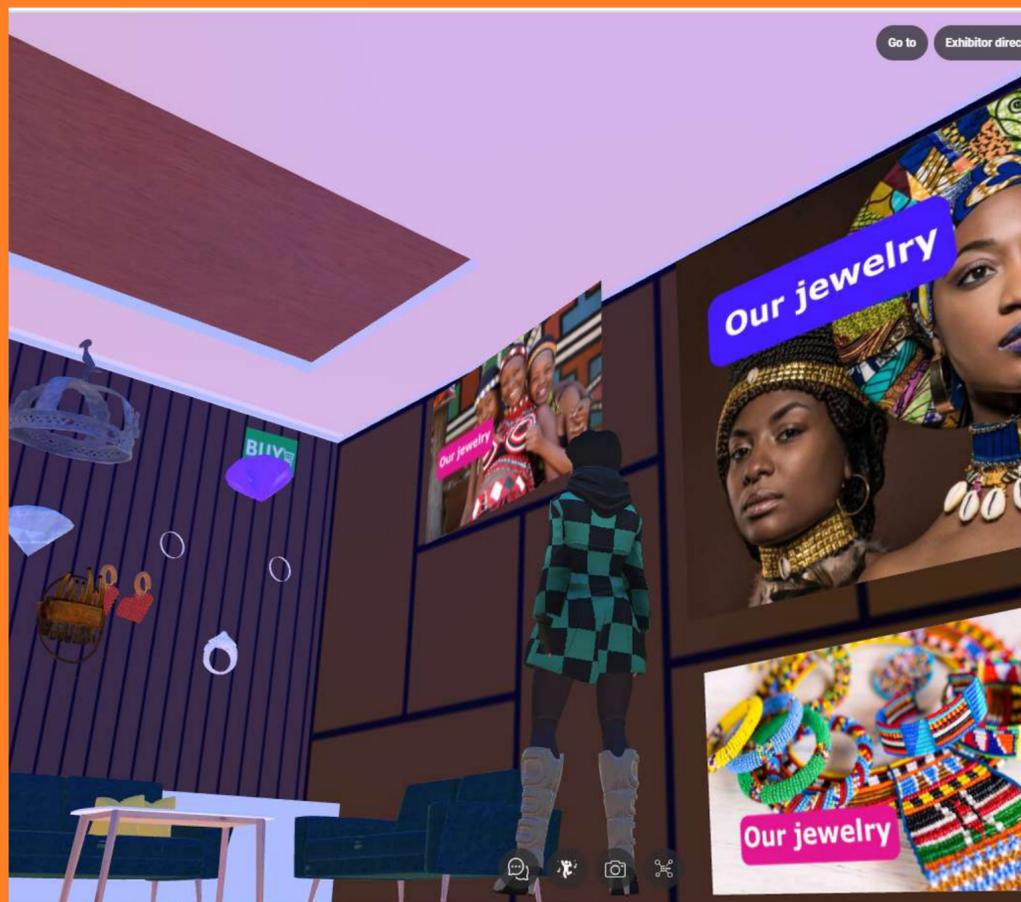




# INNOVATIVE 3D MERCHANDIZING STAND OUT IN E-COMMERCE

*Distinguish your e-commerce business through innovative merchandizing with 3D interactive e-Boutique.*



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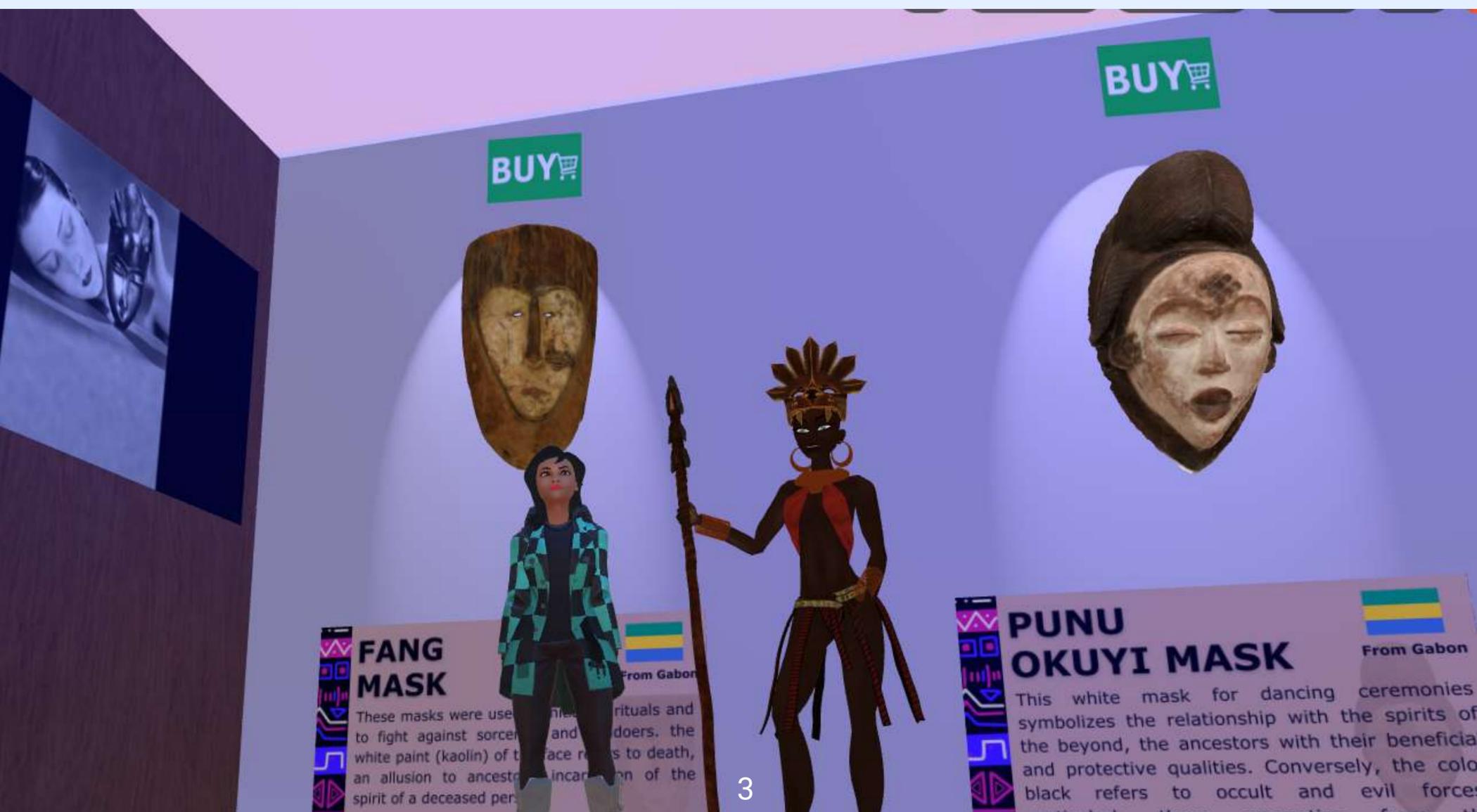
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## I- EXECUTIVE SUMMARY

E-commerce merchandizing is the art of enhancing online shopping experiences, attracting customers, and driving sales. It's pivotal for success, creating emotional connections with products and customers. Major brands like Apple and Nespresso combine online and physical stores for emotional appeal. But what about smaller businesses who cannot afford very expensive physical shops? The answer lies in 3D e-commerce boutiques, offering immersive, emotional experiences. The use of 3D spaces and AI to replicate in-person emotional experiences, foster strong customer connections and create the difference.

In summary, 3D e-commerce boutiques revolutionize online shopping. They offer immersive experiences that build trust, influence purchasing decisions, and set businesses apart. These boutiques serve as versatile content creation platforms, enhance brand image, and provide valuable data insights. Their significance lies in elevating e-commerce, enriching customer engagement, and securing a competitive edge in the digital retail landscape.

In this whitepaper, we explore the prospects and obstacles in establishing a 3D e-commerce boutique for businesses, along with effective strategies to surmount these challenges.



# II- CREATE YOUR OWN 3D E-COMMERCE BOUTIQUE

## II-1 The Opportunity

Crafting your 3D e-commerce boutique unlocks new possibilities for customers. In this virtual realm, the 3D visual presentation becomes a portal that seamlessly conveys the tactile sensations, ambiance, and allure of products, mirroring the in-person shopping experience. Your uniquely designed 3D e-commerce boutique serves as an extension of your brand, reflecting your distinctive style, values, and messaging – all essential ingredients for forging emotional connections.

Within this personalized space, you have the canvas to host events, engage with customers through avatars, chat or video modes, and provide that personal, one-on-one touch that deepens connections. AI steps in to offer enhanced customer support and create extraordinary, tailored experiences.

Moreover, your 3D e-commerce boutique becomes a wellspring of valuable content encompassing images, videos, audio elements, events, and more that not only informs and captivates your customers but also serves as a potent tool for promoting your products and bolstering your brand presence.

The 3D e-commerce boutique is web-based and seamlessly integrates with your existing 2D e-commerce boutique (traditional website). There's no need to disrupt your current e-commerce logistics or payment systems. Instead, it serves as a valuable complement to your existing e-commerce setup, enhancing the overall shopping experience for your customers.

## II-2 The Challenges

Establishing your own 3D e-commerce boutique is a dynamic avenue for elevating the online shopping experience, yet it does come with its share of hurdles. Here are a few key challenges you might face :

- Getting started, especially for those lacking e-commerce tech expertise.
- Crafting detailed 3D models of your products.
- Navigating the adoption curve as users become comfortable with the technology.
- Managing added financial costs.
- In the following sections, we will introduce the Mext platform, which can be your solution to overcome these challenges.

# III- MEXT METAVERSE PLATFORM

## III-1 Getting started

**Particularly when lacking e-commerce tech expertise.**

Embarking on this journey involves two essential aspects: the technical solution for building your 3D interactive space and the art of crafting an enchanting and efficient boutique.

Fortunately, the technical facet has been made remarkably accessible through Mext, a platform that closely aligns with your 3D web aspirations, readily available on PC, tablets, mobile devices, and even VR/MetaQuest.



## Mastering 3D space technology and boutique craftsmanship

To commence, simply visit the Mext website at <https://mext.app/>, where you can easily register and select a plan that suits your needs, ranging from the free basic plan to the highly advanced plan with the ability to create multiple scenes. Upon registration, you gain immediate access to the user-friendly administrator interface, bolstered by an array of tutorials for guidance. Here, you can effortlessly incorporate 3D models, introduce your virtual AI assistant, arrange events, extend invitations to your community, customers, prospects, and even infuse interactive games and scoring mechanisms - all within a single, unified platform, complete with comprehensive tutorials.

## III-2 Crafting detailed 3D models of your products.

Creating product images for 3D e-commerce can be streamlined through a five-step process:

- 1) **Choose the Right 3D Modeling Software:** Select the ideal 3D modeling software that suits your needs.
- 2) **Gather Reference Resources:** Collect reference resources to assist in creating accurate 3D product models.
- 3) **Craft 3D Product Models:** Use these resources to craft detailed 3D product models.
- 4) **Add Final Touches to Your 3D-Rendered Product Images:** Put the finishing touches on your 3D-rendered product images for a polished result.
- 5) **Publish Your 3D Product Images:** Share your completed 3D product images to showcase your products effectively.

For guidance in this process, we've prepared a comprehensive document to help you create 3D models of your products (link to document). While the initial stages, especially the first ones, may pose challenges, overcoming these initial hurdles makes the subsequent steps notably more manageable, ultimately leading to a smoother process in creating 3D product models.



**Make your customer explore your product like never before with immersive 3D models!**

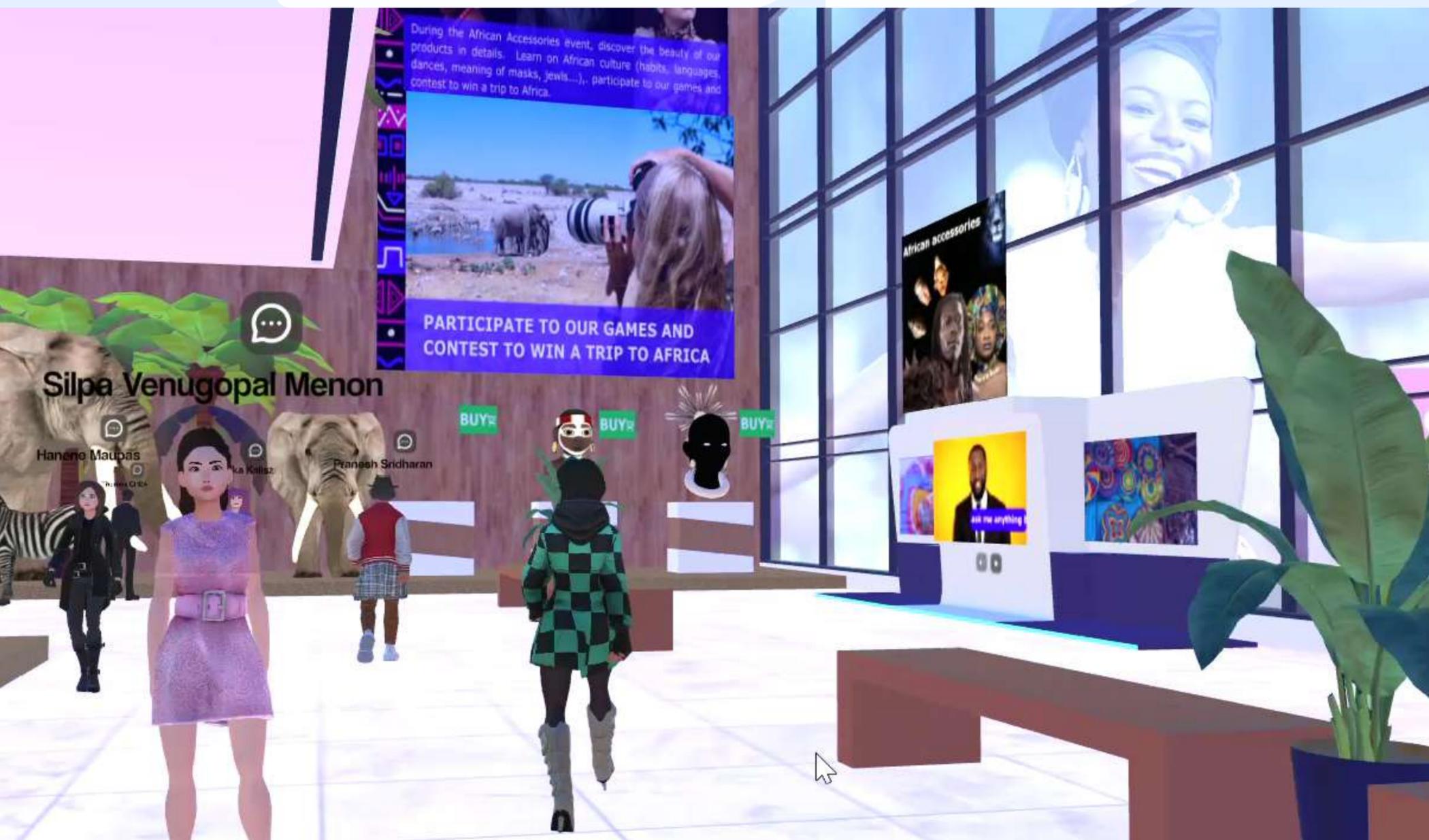


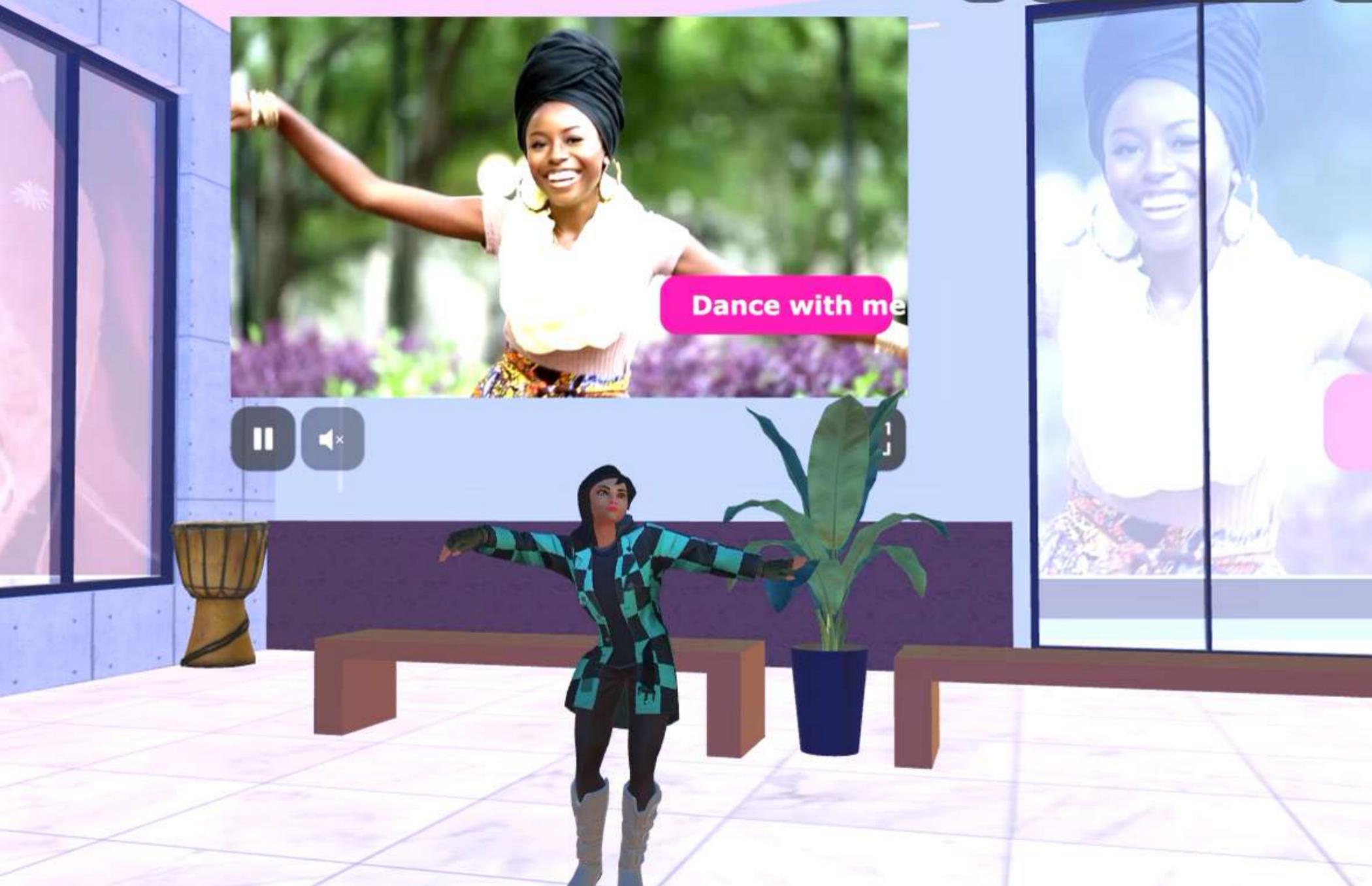
### III-3 Navigating the adoption curve

**As user comfort with this technology may take time.**

Ensuring seamless customer navigation within a 3D environment is paramount for a positive shopping experience. Right from its inception, the Mext platform has been meticulously crafted with user-friendliness as a core principle. It incorporates a range of features to facilitate effortless navigation:

- **Recognizable Icons and Navigation Buttons:** Clear and intuitive icons and navigation buttons are thoughtfully integrated, serving as guides within the 3D space.
- **AI Virtual Assistant:** An AI virtual assistant is on hand to provide assistance, answer queries, and enhance the customer's exploration.
- **Directional Markers:** You have the flexibility to add directional markers, helping visitors find their way within your boutique.
- **Mini-Map:** A mini-map provides customers with a comprehensive overview of your boutique's layout at a glance, allowing them to navigate with ease.
- **Guided Tours:** For those seeking a curated experience, guided tours are available, ensuring customers do not miss key highlights.





Moreover, your 3D e-commerce boutique is engineered to be responsive across diverse devices, including desktops, mobile devices, and VR headsets.

To further ease the journey, we've thoughtfully incorporated a brief tutorial and onboarding process for customers entering the 3D boutique. This orientation guides them on how to move, interact with products, and access various features.

For customer support and assistance, a range of tools is at your disposal. Real-time assistance is offered through chat, video interactions, and AI virtual assistants within the 3D environment, ensuring visitors can readily seek guidance when facing navigation challenges.

Importantly, the checkout process to purchase your products remains straightforward. Integrated seamlessly with your existing payment system, customers are effortlessly redirected to a traditional 2D page when making their purchase, simplifying the buying process.

**Your 3D e-commerce boutique is engineered to be responsive across diverse devices, including desktops, mobile devices, and VR headsets.**

### III-4 Added financial costs

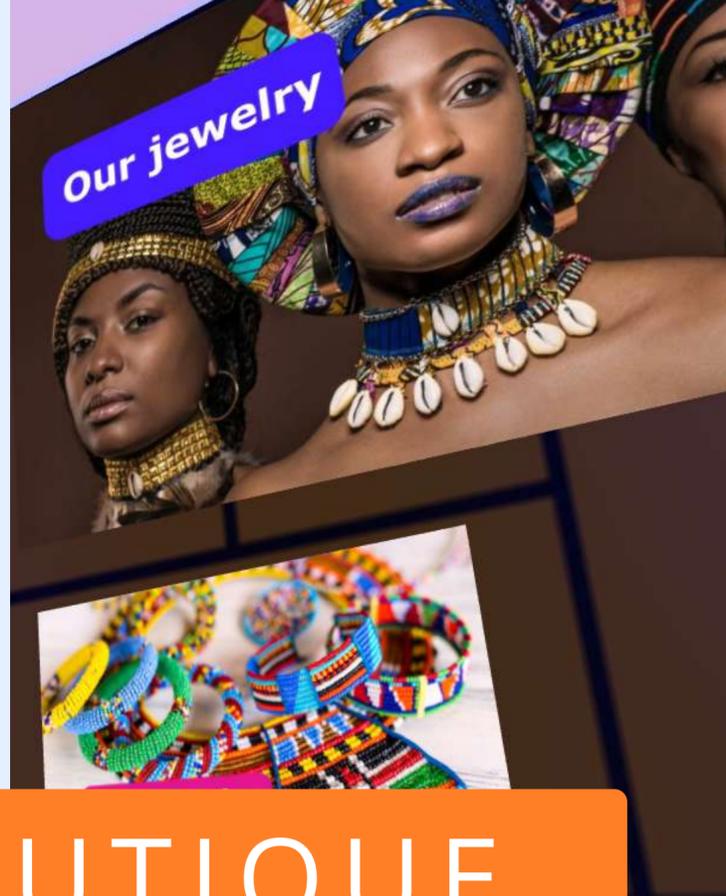
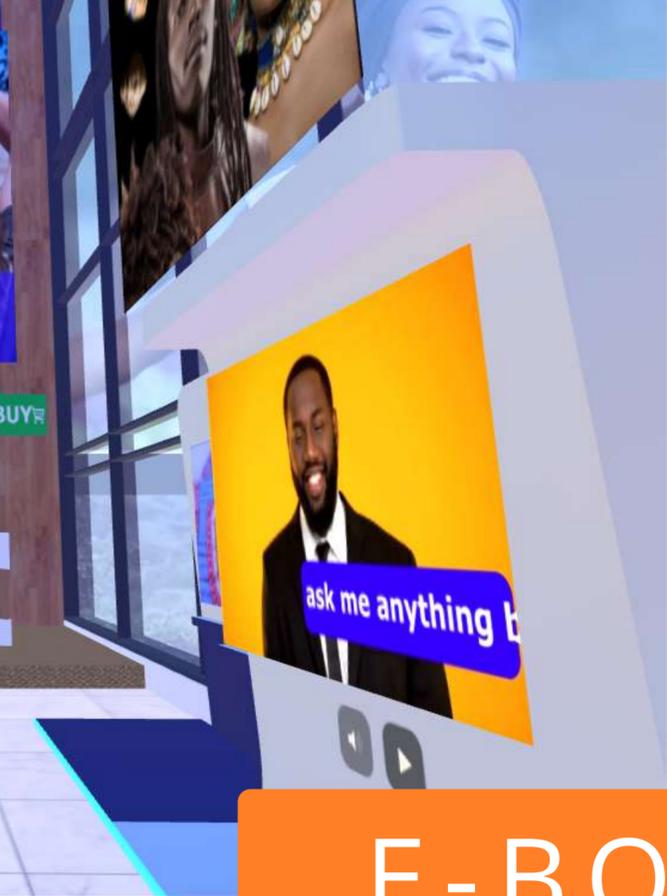
The additional cost is flexible and depends on the chosen subscription option, offering a range from a free plan to more comprehensive plans with costs spanning from several tens to several hundred euros per month. This flexibility empowers businesses to select a plan that aligns precisely with their budget and objectives.

It's essential to underscore that this additional cost is substantiated by the remarkable enhancement it delivers to the customer experience. With 3D models, customers gain the ability to explore products in a highly immersive manner, fostering a profound understanding of the products, create emotion and instilling trust in the seller. This heightened comprehension and trust significantly influence the purchase decision.

Additionally, the investment is substantiated through the 3D boutique's function as a content creation and dissemination platform. It enables the crafting and distribution of compelling content, encompassing images, videos, audio elements, and engaging events. This rich reservoir of content can be harnessed to fortify your marketing efforts, reaching a wider audience through social media channels and diverse advertising opportunities. It solidifies your brand's image by showcasing a steadfast commitment to providing customers with the utmost shopping experience.

Furthermore, the 3D boutique is a treasure trove of invaluable data and analytics concerning customer behavior. This invaluable resource equips you with the insights needed to make data-driven decisions, optimizing, and fine-tuning your business strategies for sustainable growth.





# E-BOUTIQUE

## IV-CONCLUSION

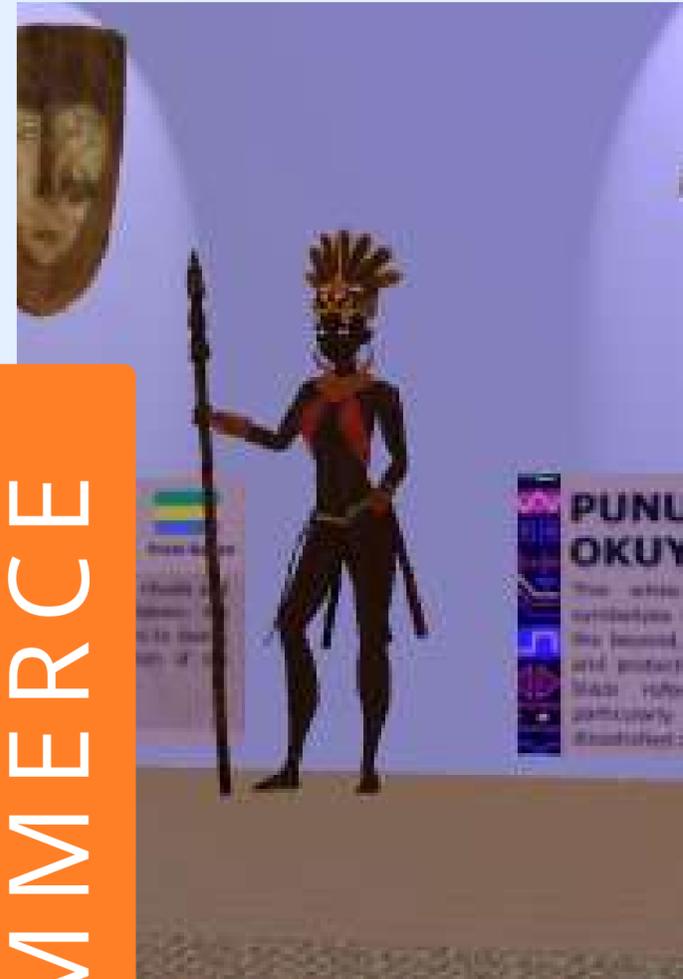
In conclusion, the 3D e-commerce boutique represents a pivotal evolution in the realm of online shopping. Its importance cannot be overstated. This innovative approach is more than just a technological advancement; it's a profound enhancement of the customer experience. It fosters a sense of immersion, interactivity, and understanding that traditional e-commerce struggles to match.

By allowing customers to explore products in a lifelike 3D environment, the 3D boutique cultivates trust and transparency. This, in turn, influences purchase decisions and, ultimately, sales. It offers a competitive edge by positioning businesses as forward-thinking and customer-centric.

Moreover, the 3D boutique serves as a versatile platform for creating and sharing rich content, enriching product promotion and elevating brand image. Its adaptability across various devices ensures accessibility for a wide audience.

The data and analytics it provides empower data-driven decision-making, enhancing the efficiency of e-commerce operations.

In essence, the 3D e-commerce boutique isn't just a feature; it's a strategic investment. It transcends the realm of technology to become a cornerstone of modern e-commerce, a catalyst for engagement, trust, loyalty, and growth. Its importance lies in its ability to elevate the online shopping experience, enabling businesses to stand out in a competitive market and create lasting connections with customers. As the digital retail landscape continues to evolve, the 3D boutique represents a visionary approach to e-commerce that will play an increasingly pivotal role in the future of online shopping.



# E-COMMERCE





Visit the use case

# Contact us



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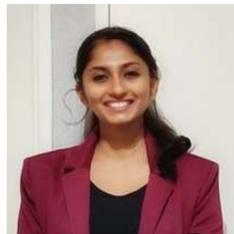
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