

Retail executives see clear value in better imagery

And they plan to achieve it with innovative technologies – namely CGI and 3D imagery.

97%

agree contextual or lifestyle images perform better than plain images



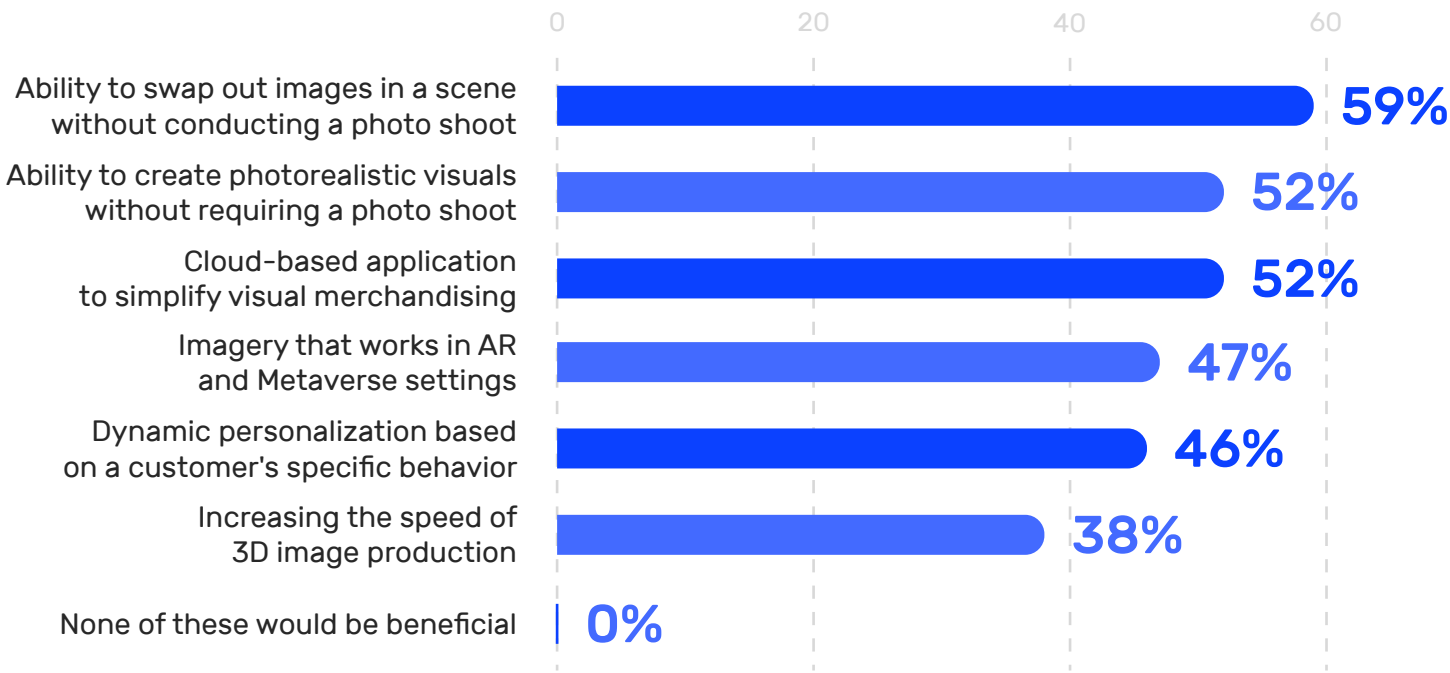


86%

are eager to increase their company's use of these images

Technology innovation is needed to meet visualization demands...

Which of the following technology capabilities for next generation image creation would benefit your company? Choose all that apply.



...and retailers are ready to invest

52%

plan to make significant investments in interactive product imagery and visualization (360° images, ability to zoom in on an image)

Other key areas of investment include AR, Web3, and visual search

CGI and 3D image creation are imperative



87%

see CGI and 3D image creation as necessary technologies to deliver on their product visualization strategy



100%

see clear benefits from adopting these technologies for their product images



57%

expect an increase in purchase conversion rates

Retailers understand the plentiful benefits



- Increase purchase conversion rates
- Enable more contextual and lifestyle imagery
- Deliver more personalized images to specific customer segments
- Generate many more images per product
- Lower image creation costs
- Reduce carbon footprint compared to traditional shoots
- Lower product return rates
- Optimize promotion of specific products to match availability

Adoption is still in progress, but the future is clear

61%

already use CGI and 3D product visuals in some capacity

38%

use CGI and 3D product visuals extensively

52%

are "very positive" that CGI and 3D visuals are the future of merchandising visualization

With the power to help retailers overcome their image creation challenges and address consumer expectations for context-rich imagery, retailers are increasingly buying into CGI and 3D imagery to meet their needs.

The **nfinite** platform leverages cutting-edge CGI technology so you can quickly and easily create high-quality visuals.

[Learn more](#)

Research Methodology: A total of 104 qualified individuals from the United States completed the survey conducted by *Dimensional Research*. All were VP or C-level executives working at a retail company with more than 1,000 employees. All had responsibility for online sales, with decision-making responsibility for product images or e-commerce merchandising.