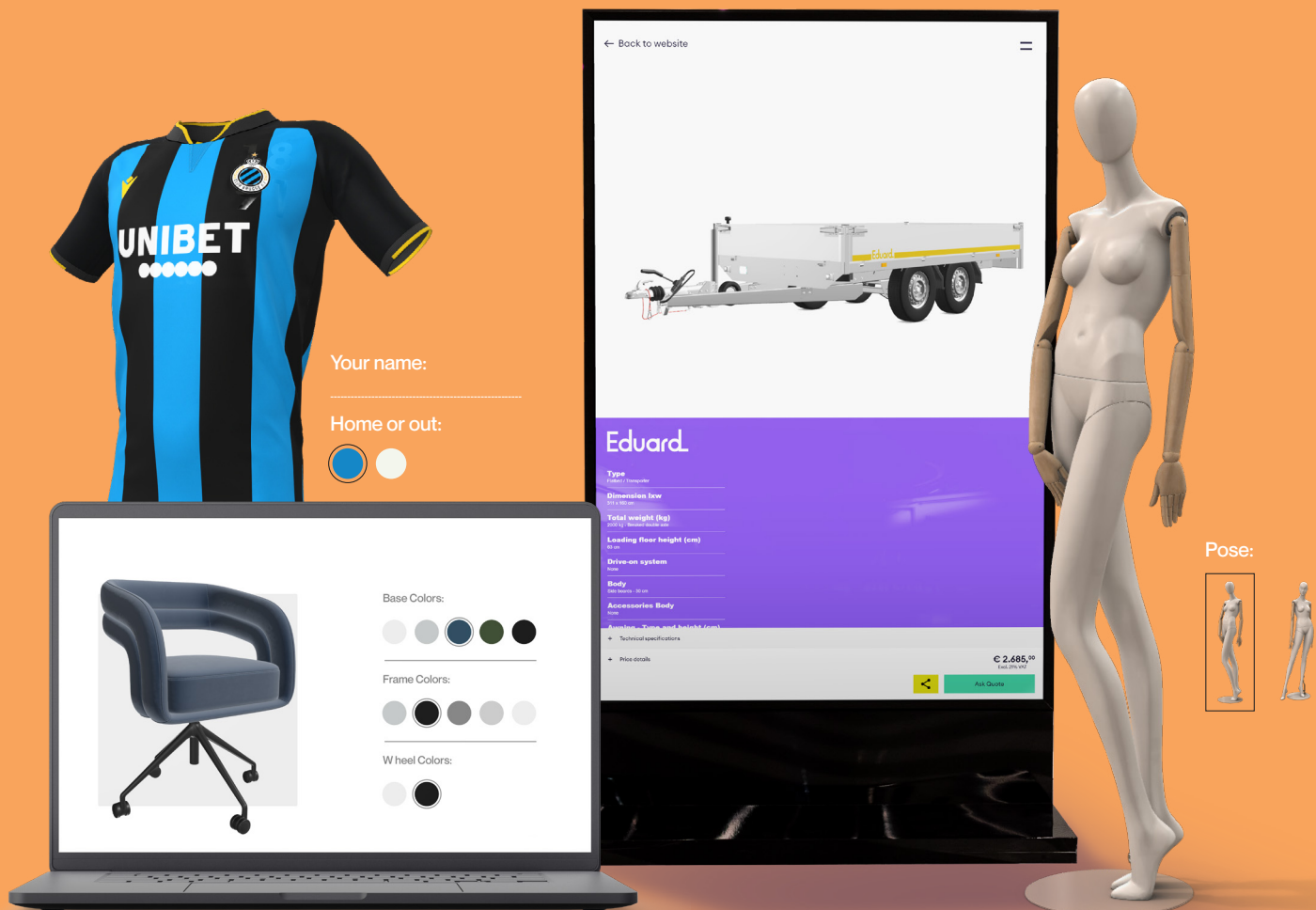


# The value of a no-code configurator for e-commerce

## CONTENTS

- Overview — An introduction to the advantages of 3D product configuration ..... 2
- Why personalization is the future of eCommerce ..... 3
- How does 3D product configuration work? ..... 5
- 7 reasons why a 3D configuration meets the challenges of tomorrow ..... 6
- Build a better business with Expivi ..... 14
- Conclusion ..... 16
- Get more information ..... 17
- Sources ..... 18





# OVERVIEW

## An introduction to the advantages of 3D product configuration

### Useful Terms

#### 3D product configuration:

Consumers build their own products using customizable options on eCommerce sites in 3D.

#### Augmented Reality (AR):

Consumers see digital renderings of products in their own context (for example a sofa in a living room).

#### On-demand manufacturing or made-to-order:

Products are manufactured once a consumer places an order.

#### Bill of Materials (BOM):

A bill of materials is a list of the raw materials, sub-assemblies, intermediate assemblies, sub-components, parts, and the correspondent quantities needed to manufacture a product.

**3D product configurators are the future of eCommerce, inspiring customers and powering brands. Having a 3D configurator integrated into your website will give you a lasting competitive advantage.**

The world of eCommerce is going 3D, with the market for everything from clothes to cars being transformed by product personalization and immersive experiences. Brands and businesses have found **conversion rates are up to 40% higher\* when photos are replaced with 3D product configurators.**

The lesson? The future of online shopping is hyper-personalization – and 3D configurators are leading the charge.

The **eCommerce market value exceeded \$10 trillion in 2022**, and it's expected to continue to grow. The opportunities for online businesses have never been greater, but the competition has never been fiercer.

Adding 3D configuration capability to your company offer can upscale your sales, reduce returns and achieve a faster time-to-market, placing you as a potential market leader – and it's easier than ever with Expivi.

### In this whitepaper, you can find:

- Why the future of eCommerce lies in personalization
- How does 3D configuration work
- The benefits of integrating a 3D configurator into your website
- Why Expivi is the right configuration platform for your business

\* Columbus, L. (2019, January 17). 5 ways visual configurators are revolutionizing CPQ. Forbes. Retrieved July 12, 2022, from <https://www.forbes.com/sites/louiscolumbus/2019/01/16/5-ways-visual-configurators-are-revolutionizing-cpq/?sh=171a41527df4>



# Why personalization is the future of eCommerce

**GIVE CUSTOMERS THE POWER TO CREATE CUSTOMIZED PRODUCT**

**Today, technology is transforming product personalization, and customers love it. 80% of consumers\* are more likely to purchase from a brand that provides a truly personalized experience.**

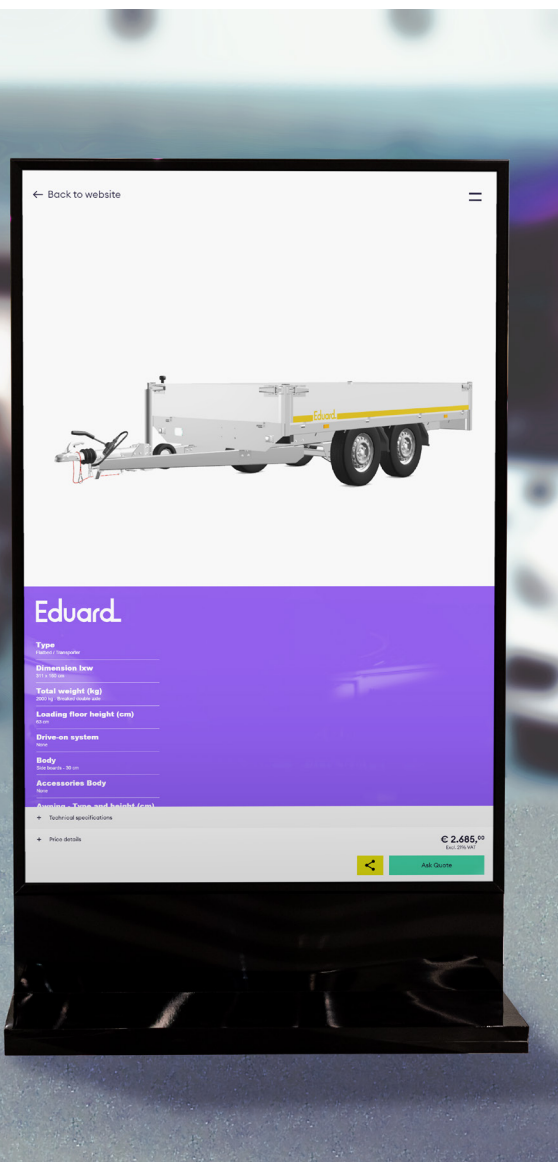
Personalization in the past referred to the ability of digital advertisers to track you online and tailor advertising, but the paradigm has changed.

3D configurators give customers the power to custom-create products tailored to them. This, as the evidence shows, can increase satisfaction and establish deeper and more meaningful relationships with brands.

In a post-COVID world, **online sales are up 14%\*\* in the US in a single year**, and the trend shows no signs of slowing. But online customers want more than simple, static product images and catalogs.

After integrating Expivi's 3D configurator onto their website, Eduard, a trailer company based in Belgium, experienced a **50% increase in sales after one month of having the configurator live**. Why? Clients were able to configure their ideal trailer from over 10.000 possible variations with little effort.

The costs associated with product imaging can really take a toll on a company's budget, especially if, like Eduard, it offers thousands of combinations. 3D configuration is the perfect solution to this problem.



\* New Epsilon research indicates 80% of consumers are more likely to make a purchase when brands offer personalized experiences. (n.d.). Epsilon. Retrieved July 27, 2022, from <https://www.epsilon.com/us/about-us/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>

\*\* Berthene, A. (2022, March 16). Coronavirus pandemic adds \$219 billion to US ecommerce sales in 2020–2021. Digital Commerce 360. Retrieved July 27, 2022, from <https://www.digitalcommerce360.com/article/coronavirus-impact-online-retail/>



# Why personalization is the future of eCommerce

## IT'S FUTURE-PROOVING A COMPETITIVE ADVANTAGE FOR THE METAVERSE

### Key trends:

Designing products around consumers' needs with customization and personalization

Giving consumers accurate representations of products online

Enabling customers to engage with products in new ways

Increasing sales and satisfaction while reducing returns

Shortening the supply chain with more intelligent processes

Upscaling the business to include new products and new markets

For example, **product configurators can reduce photography costs by an incredible 90%.** What's more, customers seem happier with their purchases – with returns but by a massive 40%. In a world where an astonishing 25%\* of online items are returned, this could save vast amounts of capital.

3D configuration can push visualization further by using Augmented Reality (AR) in WebAR. Directly through an eCommerce browser users can place customized products on any background, exploring its contours in context. The customer experience is enriched.

It's also about future-proofing a competitive advantage, enabling brands to establish a place in what could be the most significant new market in the world: the metaverse.\*\*

Technological changes are creating what insiders\*\*\* describe as a “perfect storm of conditions for a paradigm shift in personalization.” **Customers will expect the ability to customize, personalize and share their products in both the real world and the virtual one.** 3D product configurators can achieve this at scale and at an increasingly affordable price.

Personalization is key for the customer – it should also be on brands' priority lists.

\* Charlton, G. (2021, July 8). Ecommerce returns: 2020 stats and trends. SaleCycle. Retrieved July 27, 2022, from <https://www.salecycle.com/blog/featured/e-commerce-returns-2018-stats-trends/#:%7E:text=It%27s%20a%20particular%20problem%20for,25%25%20for%20items%20bought%20online.>

\*\* Needle, D. (2021, December 29). The metaverse explained: Everything you need to know. WhatIs.Com. Retrieved July 27, 2022, from <https://www.techtarget.com/whatis/feature/The-metaverse-explained-Everything-you-need-to-know>

\*\*\* Gupta, A. C. (2022, March 28). The new customer experience includes the metaverse: What brands need to know. VentureBeat. Retrieved July 27, 2022, from <https://venturebeat.com/2022/03/29/the-new-customer-experience-includes-the-metaverse-what-brands-need-to-know/>



# How does 3D product configuration work?

## LEVEL UP THE CUSTOMER EXPERIENCE WITH A COST-EFFECTIVE WAY

Companies have invested heavily in product imagery but cannot take their customer experience to the next level. Incorporating 3D configuration into your offer is a cost-effective way to add capacity and capability for competitive advantage.

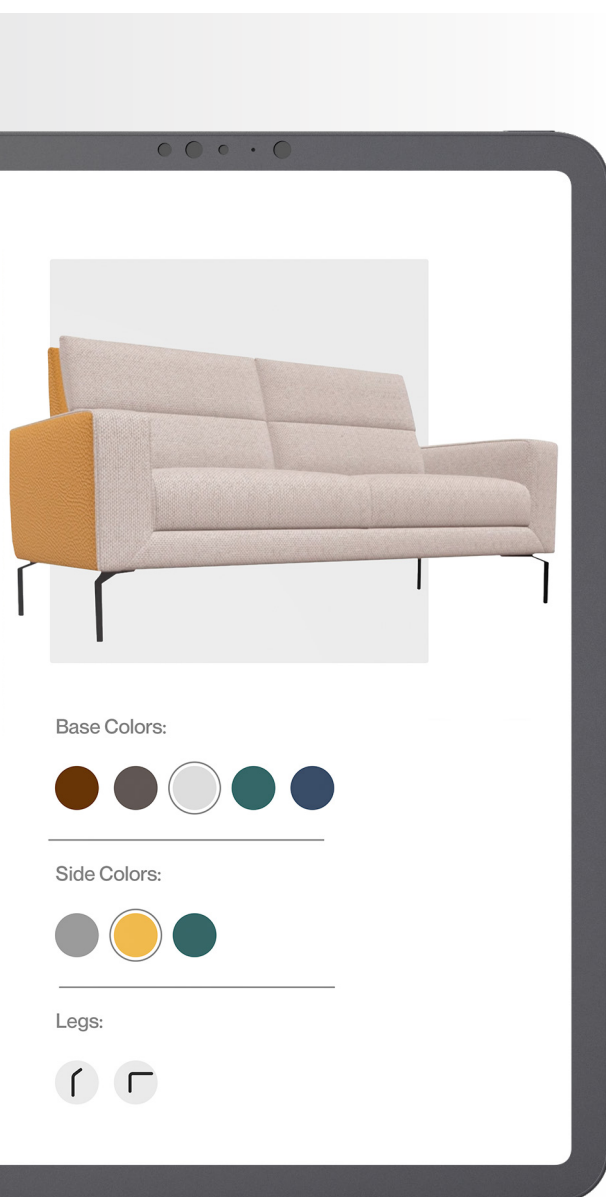
3D product configurators give customers the power to configure items, creating the perfect product that's as unique as they are.

Using a visual interface, they can change product attributes. For example, when buying a car, it could include modifying its color, upgrading the wheels, or adding internal features such as a new stereo or touchscreen.

The product isn't a static image but a detailed render that the customer can inspect from every angle. Using a phone, tablet, or computer, they can zoom in or out, inspecting every element of a product before it's ever produced.

The ability to rotate the product and zoom in on it enables customers to "feel" its texture, details, and quality, almost as if they were touching it. As a result, customers are more engaged and inspired by personalized products and are likely to buy more.

A good customer experience will have a strong effect on customer loyalty and brand reputation, placing companies ahead of the curve in their markets.



### Building a better customer experience:

- 360° View of products from every angle by replacing images with a 3D viewer
- Customers can personalize and customize products with all possible options and see instant results
- Augmented Reality to experience products in every environment on a mobile device
- Flexible pricing to calculate pricing in real-time and generate a Bill of Materials to kickstart production



# 7 reasons why a 3D configuration meets the challenges of tomorrow

## LOWER THE THRESHOLD OF ONLINE-SHOPPING WITH LESS RETURNS

**“With the help  
of Expivi, our  
percentage  
of errors  
decreased by  
50%”**

**- CEO of 123  
Maatkussens**

There are 12-14 million eCommerce websites out there. Online businesses must innovate or die. This is what you can get from integrating a 3D configuration platform onto your website.

### 1. Engage and inspire customers

Online shopping is fraught with danger for customers, who face a significant dilemma when clicking the button to buy.

Even when buying online from brands we know and love, we can't be sure:

- What we're buying
- If the product fits our style
- The product material meets our specifications and quality
- Which accessories match the product

The result? A massive 25% of items bought online are returned after purchase. It impacts both clients and businesses. Customers expect a free return policy which results in heavy expenses for companies. For online retailers, in particular, these costs reach billions every year.

What's more, the higher your sales, the bigger the cost implications.

Expivi's 3D product configuration platform enables customers to get up close and personal with any product. We can:

- See products, options, and colors in detail, from every angle
- Visualize products anywhere using Augmented Reality
- Know if products fit their needs
- Personalize products with accessories and add-ons
- Get an accurate price immediately





# 7 reasons why a 3D configuration meets the challenges of tomorrow

## 3D CONFIGURATORS SIMPLIFY THE PROCESS OF: CREATING, ADDING AND REMOVING CONTENT

Customers viewing 3D products are more engaged in the process. This creates what marketers describe as “emotional engagement” with products.

“Decoding human emotions will ensure that brands have a better understanding of their consumers leading to building deep-seeded engagement and long-term loyalty with them,” says Kees Jacobs, Consumer Goods & Retail Lead, Insights & Data Global Practice at Capgemini.

The result is an increase in sales and brand loyalty.

Customers are engaged in selecting a product and inspired to buy. When they do, they become brand ambassadors, with an impressive 72% of shoppers sharing their experiences with six or more people\* – and in an age of social media, their influence can spread worldwide.

### 2. Reduce sample costs and have a faster delivery

Reducing manufacturing costs by having better sampling methods is at reach with 3D configuration.

In fact, a 3D configurator lowers sample costs and optimizes the product journey by reducing the back and forth prototyping process. This allows companies to reduce their development cycles by months.

Sampling can be quicker but so can the actual delivery times. 3D configurators make the process of creating, adding, and removing content simpler. Instead of creating a new model, one can just edit settings.

\* Afshar, V. (2017, December 7). 50 important customer experience stats for business leaders. HuffPost. Retrieved July 27, 2022, from [https://www.huffpost.com/entry/50-important-customer-exp\\_b\\_8295772](https://www.huffpost.com/entry/50-important-customer-exp_b_8295772)





# 7 reasons why a 3D configuration meets the challenges of tomorrow

**MIX THE DIGITAL WITH  
THE PHYSICAL  
WORLD TO GET THE  
BEST OF BOTH**

**“People want convenience, and with the configurator, we are able to meet and exceed their expectations.”**

**- Doppio**

Once one has the initial models within Expivi, one can easily create models with thousands of permutations by editing settings.

**Rapid customization enables faster response times.**

**The speed of delivery is powerful.** One can quickly create prototypes for clients to use in presentations or create entire product libraries faster than ever.

## **3. Reduce returns**

At least 30% of all products ordered online are returned. It's a very high number, particularly when compared to 8.89% in stores. Also, 92% of consumers say that they will buy again if the product return process is easy whereas 79% of consumers want free return shipping.\*

**With a 3D configuration platform, what you see is what you get.**

Augmented reality also plays an important role as it allows customers to place products into the setting they want.

This empowers shoppers in their buying process as they can make more informed decisions when it comes to purchases since they can view a more accurate representation of it.

3D configurators also make personalization and customization possible, and clients are less likely to return something they created themselves than something that was built for the masses.

This has important effects on the return rates, and reports register up to a **35% decrease in returns when using a 3D configurator.**

\* Saleh, K. (2022, May 16). E-commerce product return rate – statistics and trends [infographic]. Invesp. Retrieved July 27, 2022, from <https://www.invespcro.com/blog/ecommerce-product-return-rate-statistics/>





# 7 reasons why a 3D configuration meets the challenges of tomorrow

## THE POSSIBILITIES ARE ENDLESS ON SOCIAL MEDIA WITH A 3D CONFIGURATOR



### 4. Improve social selling

The world is social media.

And it's a scary world. There are over 4.5 billion\* active social media users across the world. The average social media user spends 2 hours and 25 minutes on social media per day.\*\*

Its influence is incredible, with 54% of Gen Z and 49% of Millennials saying that social media is their preferred channel for ad influence, according to Pitney Bowes.\*\*\* By 2040, 95% of all transactions will be completed online, with social media integral to the journey.\*\*\*\*

Brands are jostling for position in a crowded space – so they need to stand out.

3D product configurators enable customers to create images and videos of unique products they want to share and promote.

It's also something your company can use on your social platforms. 3D models made by a configurator have a lot of visual interest and the configurator itself can introduce certain gamification into the process.

In fact, some companies are already using their 3D configurator in paid media, where targeted audiences can change features on the ad itself.

\* Global social media statistics. (n.d.). DataReportal – Global Digital Insights. Retrieved July 27, 2022, from <https://datareportal.com/social-media-users>

\*\* Kemp, S. (2022, January 29). TikTok gains 8 new users every second (and other Mind-Blowing stats). Social Media Marketing & Management Dashboard. Retrieved July 27, 2022, from <https://blog.hootsuite.com/simon-kemp-social-media/>

\*\*\* Pitney Bowles, CMO Council, & Pollfish. (2019, January). Critical channels of choice. Pitney Bowles. <https://www.pitneybowles.com/content/dam/pitneybowles/us/en/campaign-pages/cmo-council-report/critical-channels-pb-report-full-data-final-w-commentary.pdf>

\*\*\*\* GuruFocus. (2017, March 14). UK online shopping and E-Commerce statistics for 2017. Nasdaq. Retrieved July 27, 2022, from <https://www.nasdaq.com/articles/uk-online-shopping-and-e-commerce-statistics-2017-2017-03-14>



# 7 reasons why a 3D configuration meets the challenges of tomorrow

**NO-CODE, NO PROBLEM  
INTERGRATE THE  
CONFIGURATOR EASILY  
ONTO YOUR WEBSITE**

**“The 3D configurator helped us achieve a completely new business model which transformed the way we roll.”**

**- Eduard**

## **5. Seamless integration, immediate impact**

Brands and businesses are worried about introducing new systems and solutions, as they're concerned about the costs and complexity. But focusing on the technological challenges is a trap.

Successful brands develop digital experience platforms (DXPs) that deliver rich and rewarding journeys – and new solutions such as 3D configurators are critical to that.

Cloud software systems integrate easily with all online shopping platforms, software, and solutions.

In Expivi's particular case, once you've created your models, you can easily create variations with thousands of permutations by editing settings. Rapid customization enables you to respond to customer requirements immediately,

Expivi's 3D configuration software can slot seamlessly into existing operational processes, here's how:

- Headless integration directly in the eCommerce basket, with standard plugins
- Plug & play supported by Shopify, Magento, and SAP marketplaces
- Easy look & feel customization with standard CSS styling
- Custom integration by REST API

Expivi's 3D configuration software can slot seamlessly into existing operational processes, here's how:

- SAP (Hybris)
- Salesforce
- Magento
- WooCommerce
- Shopify



# 7 reasons why a 3D configuration meets the challenges of tomorrow

## MAKE-TO-ORDER FOR A ZERO-WASTE FUTURE

While there are undoubted challenges in introducing new technology, software, and solutions, they're not insurmountable. At Expivi, we provide a comprehensive range of support for every client.

From mobility markets to furniture and apparel, 3D configuration can simplify and speed up processes.

### 6. Maximize value, optimize acquisition costs

Made-to-order products can maximize customer value. Deloitte\* found that customers are willing to pay up to 20% more for personalized products. Made-to-order is the future of online retail.

In the US, 71% of customers expect personalization,\*\* with 76% frustrated when this doesn't happen, McKinsey discovered.

The impact of getting customization right is incredible, with those that do, growing 40% faster than those who don't.

Customers who are able to personalize products buy more.\*\*\* That's the lesson that every eCommerce brand must learn.

Offering customers the opportunity to customize products is crucial. It can help reduce 'friction' – the disruption of the flow of a customer journey. When engaged in selecting colors or adding features, users experience greater engagement, which, more often than not, translates into a purchase.



\* Jeffrey, C., Vernon-Harcourt, O., & Lewis, H. (2019, January). <https://www2.deloitte.com/content/dam/Deloitte/ch/Documents/consumer-business/ch-en-consumer-business-made-to-order-consumer-review.pdf>. Deloitte. <https://www2.deloitte.com/content/dam/Deloitte/ch/Documents/consumer-business/ch-en-consumer-business-made-to-order-consumer-review.pdf>

\*\* The value of getting personalization right—or wrong—is multiplying. (2021, December 7). McKinsey & Company. Retrieved July 27, 2022, from <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

\*\*\* Morgan, B. (2021, December 10). 50 stats showing the power of personalization. Forbes. Retrieved July 27, 2022, from <https://www.forbes.com/sites/blakemorgan/2020/02/18/50-stats-showing-the-power-of-personalization/?sh=40c031962a94>



# 7 reasons why a 3D configuration meets the challenges of tomorrow

**PERSONALIZATION OF PRODUCTS COMES WITH AN INCREASE IN BRAND LOYALTY**

**“We’re saving a lot of time in our day-to-day operations with this new technology in place, and speeding up conversion rates.”**

**- Expandable**

3D customization works to maximize the value from each purchase and optimize acquisition costs. Richer and more rewarding DXPs increase engagement rates. The result is increased leads and higher conversion rates.

## 7. Drive better data

Every customization creates valuable data that businesses and brands can capture – transforming it into insights to power growth.

Over time, you can capture incredible amounts of behavioral data about each personalization and transaction, including:

- Browsing data
- Customization
- Abandoned cart
- Content consumed
- Search keywords
- Visitor history (including previous transactions)
- Device used

Instead of what customers say they want, you can see what they want, and that’s incredibly powerful.

Why? Because personalization is the ‘holy grail’ of loyalty.\*

Brands that personalize interactions and products are increasing revenue by up to 15%, says McKinsey,\*\* and decreasing marketing spend by an incredible 30%.

\* Covello, L. (2022, April 21). Why personalization is the holy grail of loyalty. Forbes. Retrieved July 27, 2022, from <https://www.forbes.com/sites/forbestechcouncil/2021/11/09/why-personalization-is-the-holy-grail-of-loyalty/?sh=57142930e77c>

\*\* Boudet, J., Gregg, B., Rathje, K., Stein, E., & Vollhardt, K. (2021, November 19). The future of personalization—and how to get ready for it. McKinsey & Company. Retrieved July 27, 2022, from <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-future-of-personalization-and-how-to-get-ready-for-it>

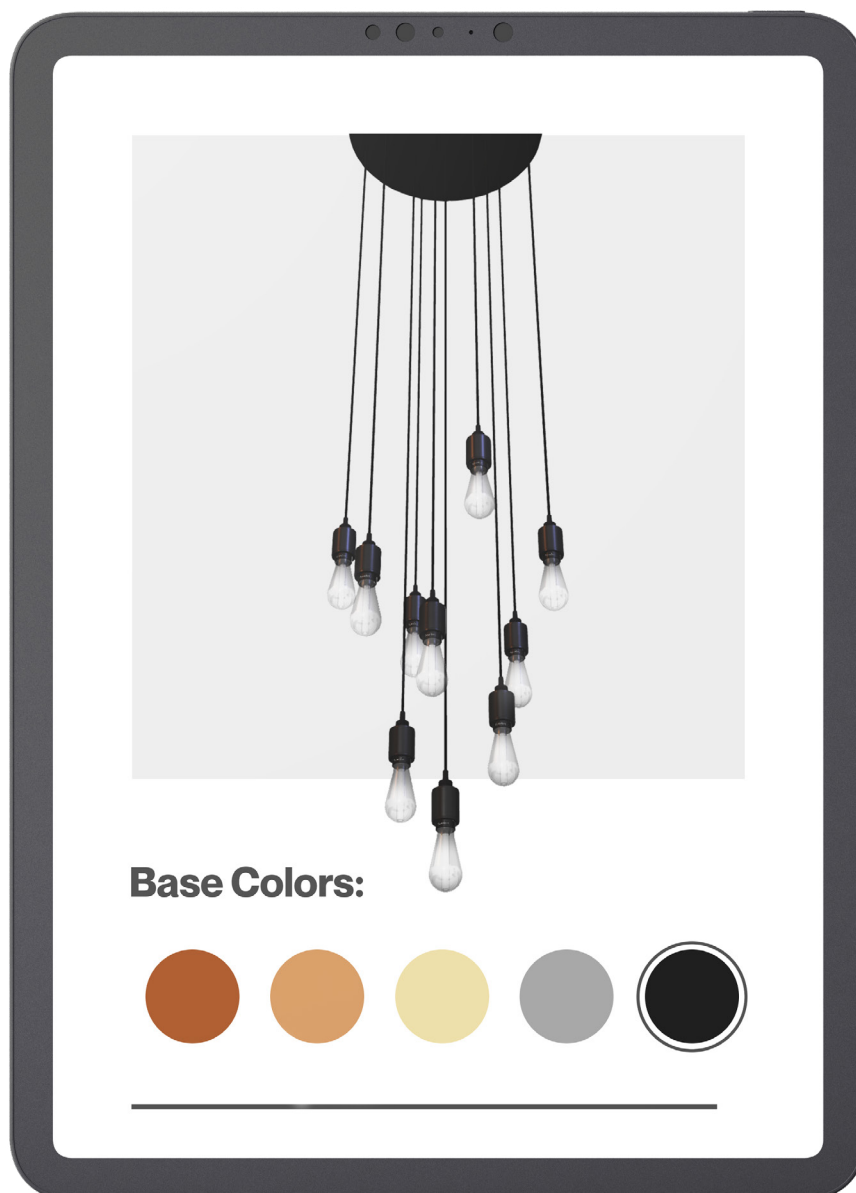


## 7 reasons why a 3D configuration meets the challenges of tomorrow

### **CONTINUOUS IMPROVEMENT AND MORE PROFIT FOR ANY BUSINESS**

The data also enables you to refine 3D customizations and personalization. You can identify the options that customers want and remove options that aren't delivering a healthy return.

Using data to deliver DXPs embeds continuous improvement into processes. The more data you have, the more effectively your personalized 3D configurator will be. The result is more profit for any business.







# Build a better business with Expivi

## HAVE ACCESS TO A WIDE RANGE OF RESOURCES

In a world where online commerce is increasingly gaining importance, it's essential to address competitiveness. To remain ahead of the curve, organizations must look to the future – and in eCommerce, that's personalization delivered through 3D product configuration.

We've already been through the benefits of 3D configuration for online businesses.

### Why Expivi?

#### Easy to integrate

Expivi operates as a software-as-a-service model and is available to all online businesses that have one of the platforms mentioned above.

It's easy to integrate and once you have 3D models, the configurator can be built. No need to develop your own software, no need to code. Expivi's configurator is code free. It's just plug-and-play.

#### You'll have access to a range of resources, including:

- **3D scene editor** – create amazing-looking products right inside your browser. Full-fledged scene editor to set up lighting, cameras, tweak materials, and much more
- **Material library** – create your own 3D library with the best visuals. Make use of many material systems such as PBR and glass shaders
- **Visual rule designer** – Writing business rules is as simple as drawing diagrams, allowing you to create every rule without writing a single line of code
- **Automated flow** – Draw your product's decision tree, and Expivi will automatically generate all of the variations for you







# Build a better business with Expivi

## GET FULL CONTROL OF THE PRESENTATION OF YOUR PRODUCTS

**“I think the 3D product configurator will increasingly become the norm in the future, for all products”**

**- CEO of IMOTANA and T1TAN**

### **CPQ software**

Expivi's 3D product configurator is a CPQ software (Custom, Price, Quote). This means clients will be able to configure products and see automatically the price associated with the chosen features at the same time a Bill of Materials is generated and sent to production.

This improves the overall customer experience since they are able to have access to the price in real-time and it minimizes production errors, because the manufacturers will have access to the complete list of materials necessary for production.

### **No 3D models, no problem**

Besides having support throughout the process from a vast team of qualified integration specialists, Expivi can also help you create your own 3D models.

Our team of 3D experts will design the best models of your products, and all within Expivi, no need to outsource different companies for different services.

### **Expivi works**

It's not just mambo jumbo.

We're already working with businesses like yours to help them improve their propositions and increase profit. Benefits to businesses we work with include:

- 9% increase in additional features selected
- Increase of 150% in sales three years after the website integration
- Decrease returns significantly by improving the buying decision
- Reduce operational costs through the automated supply chain



# Conclusion

Personalization is the ‘holy grail’ of loyalty.\* Brands that personalize interactions and products are increasing revenue by up to 15%, says McKinsey,\*\* and decreasing marketing spending by an incredible 30%.

3D configurators offer the most advanced method for personalizing products, which is the ultimate way to elevate your customer experience.

Besides offering personalization and customization, by integrating Expivi’s 3D configuration platform you’ll be allowing your clients to view your products like never before while having access to real-time pricing.

Adopting Expivi can help you leverage your assets and experience into new exciting markets. Using our software enables you to scale quickly. But it’s simple to use and integrates without existing software and systems, making adoption easier than ever.

Do you want to expand to a different market? Just translate the configurator. Do you want to have access to what your customers are looking for? Analyze the existing data on your configurator and gain valuable insights into what your clients are creating? Do you want to configure a different product?

**Expivi is ready to be part of your future. Are you?**

---

\* Covello, L. (2022, April 21). Why personalization is the holy grail of loyalty. Forbes. Retrieved July 27, 2022, from <https://www.forbes.com/sites/forbestechcouncil/2021/11/09/why-personalization-is-the-holy-grail-of-loyalty/?sh=57142930e77c>

\*\* Boudet, J., Gregg, B., Rathje, K., Stein, E., & Vollhardt, K. (2021, November 19). The future of personalization—and how to get ready for it. McKinsey & Company. Retrieved July 27, 2022, from <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-future-of-personalization-and-how-to-get-ready-for-it>



# Get more information

**Reach out, and a member of our sales team will tell you all the ins and outs of our 3D product configurator: [sales@expivi.com](mailto:sales@expivi.com)**

## About Expivi

Expivi is a Software-as-a-Service that enables businesses to offer an amazing customer experience powered by a 3D configurator and Augmented Reality tech.

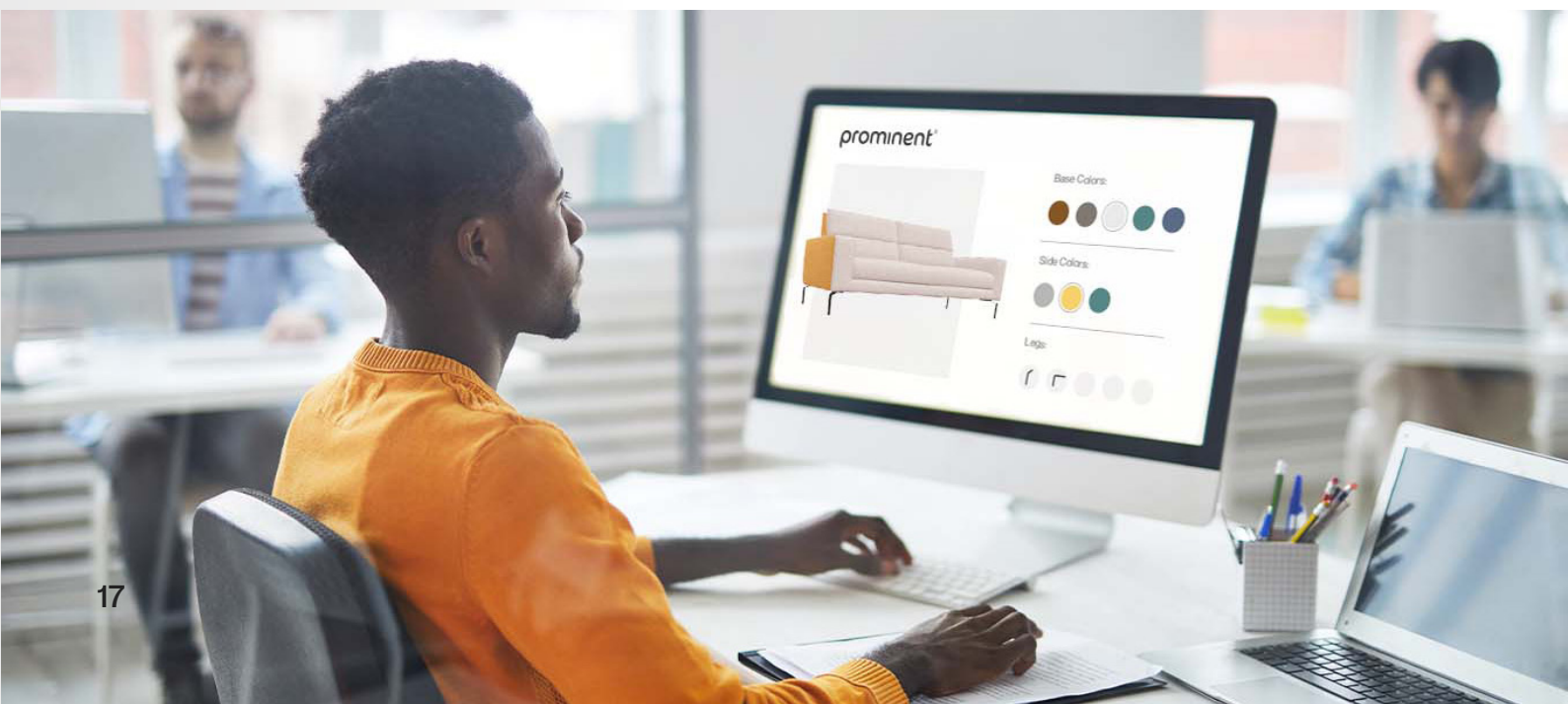
The platform instantly configures prices and quotes; streamlines the flow from manufacturer to the customer by automating the bill of materials for production; provides greater sales velocity; and reduces production errors.

Brands can give customers more choices without consuming an excess of products and reducing inventory.

Expivi accelerates the path towards a direct-to-consumer future.

Founded in 2017, Expivi is headquartered out of Eindhoven in The Netherlands, and has established a team in Salt Lake City, USA since 2020, and in Munich, Germany since 2022.

[www.expivi.com](http://www.expivi.com)





## Sources

Afshar, V. (2017, December 7). 50 important customer experience stats for business leaders. HuffPost. Retrieved July 27, 2022, from [https://www.huffpost.com/entry/50-important-customer-exp\\_b\\_8295772](https://www.huffpost.com/entry/50-important-customer-exp_b_8295772)

Berthene, A. (2022, March 16). Coronavirus pandemic adds \$219 billion to US ecommerce sales in 2020–2021. Digital Commerce 360. Retrieved July 27, 2022, from <https://www.digitalcommerce360.com/article/coronavirus-impact-online-retail/>

Boudet, J., Gregg, B., Rathje, K., Stein, E., & Vollhardt, K. (2021, November 19). The future of personalization—and how to get ready for it. McKinsey & Company. Retrieved July 27, 2022, from <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-future-of-personalization-and-how-to-get-ready-for-it>

Charlton, G. (2021, July 8). Ecommerce returns: 2020 stats and trends. SaleCycle. Retrieved July 27, 2022, from <https://www.salecycle.com/blog/featured/ecommerce-returns-2018-stats-trends/#:%7E:text=It%27s%20a%20particular%20problem%20for,25%25%20for%20items%20bought%20online.>

Columbus, L. (2019, January 17). 5 ways visual configurators are revolutionizing CPQ. Forbes. Retrieved July 27, 2022, from <https://www.forbes.com/sites/louiscolumbus/2019/01/16/5-ways-visual-configurators-are-revolutionizing-cpq/?sh=171a41527df4>

Covello, L. (2022, April 21). Why personalization is the holy grail of loyalty. Forbes. Retrieved July 27, 2022, from <https://www.forbes.com/sites/forbestechcouncil/2021/11/09/why-personalization-is-the-holy-grail-of-loyalty/?sh=57142930e77c>

E-commerce market share, growth & trends report, 2020–2027. (n.d.). Grand View Research. Retrieved July 27, 2022, from <https://www.grandviewresearch.com/industry-analysis/e-commerce-market>

Global social media statistics. (n.d.). DataReportal – Global Digital Insights. Retrieved July 27, 2022, from <https://datareportal.com/social-media-users>



# Sources

Gupta, A. C. (2022, March 28). The new customer experience includes the metaverse: What brands need to know. VentureBeat. Retrieved July 27, 2022, from <https://venturebeat.com/2022/03/29/the-new-customer-experience-includes-the-metaverse-what-brands-need-to-know/>

GuruFocus. (2017, March 14). UK online shopping and E-Commerce statistics for 2017. Nasdaq. Retrieved July 27, 2022, from <https://www.nasdaq.com/articles/uk-online-shopping-and-e-commerce-statistics-2017-2017-03-14>

Jeffrey, C., Vernon-Harcourt, O., & Lewis, H. (2019, January). <https://www2.deloitte.com/content/dam/Deloitte/ch/Documents/consumer-business/ch-en-consumer-business-made-to-order-consumer-review.pdf>. Deloitte. <https://www2.deloitte.com/content/dam/Deloitte/ch/Documents/consumer-business/ch-en-consumer-business-made-to-order-consumer-review.pdf>

Kemp, S. (2022, January 29). TikTok gains 8 new users every second (and other Mind-Blowing stats). Social Media Marketing & Management Dashboard. Retrieved July 27, 2022, from <https://blog.hootsuite.com/simon-kemp-social-media/>

Morgan, B. (2021, December 10). 50 stats showing the power of personalization. Forbes. Retrieved July 27, 2022, from <https://www.forbes.com/sites/blakemorgan/2020/02/18/50-stats-showing-the-power-of-personalization/?sh=40c031962a94>

Needle, D. (2021, December 29). The metaverse explained: Everything you need to know. WhatIs.Com. Retrieved July 27, 2022, from <https://www.techtarget.com/whatis/feature/The-metaverse-explained-Everything-you-need-to-know>

Pitney Bowls, CMO Council, & Pollfish. (2019, January). Critical channels of choice. Pitney Bowls. <https://www.pitneybowes.com/content/dam/pitneybowes/us/en/campaign-pages/cmo-council-report/critical-channels-pb-report-full-data-final-w-commentary.pdf>



## Sources

Saleh, K. (2022, May 16). E-commerce product return rate – statistics and trends [infographic]. Invesp. Retrieved July 27, 2022, from <https://www.invespcro.com/blog/ecommerce-product-return-rate-statistics/>

The value of getting personalization right—or wrong—is multiplying. (2021, December 7). McKinsey & Company. Retrieved July 27, 2022, from <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>





Expivi

[www.expivi.com](http://www.expivi.com)