

# KEY BENEFITS OF AN ONLINE 3D PRODUCT CATALOG FOR KITCHEN RETAILERS

By placing their product catalog online, kitchen retailers are tapping into an opportunity to introduce e-commerce and increase sales in-store. But this requires more than a simple product list. Digitize your product catalog with a 3D planning solution that will increase customer engagement, promote omnichannel experiences, and inform manufacturing decisions.

## 1 Life-like visuals

Upgrade your online catalog with a 3D representation of each product, empowering customers to build a 3D design of their dream kitchen – all via your website in the comfort of their home.

Inspire confidence to design sales-ready plans with complete accuracy and scale that can be transformed into wow-factor, true-to-life renders.

## 2

### Accurate pricing

- \$ Include transparent, real-time pricing that will allow customers to work within their budgets.
- \$ Incorporate any type of pricing model, including promotions and discounts, and use available data to personalize alerts, promote cross sell and upsell opportunities, or inform recommendations in the event of stockout.
- \$ Gain insight into product lifecycle, identify products near end of life and inform robust strategies to clear inventories and maintain margins.

## 3

### Support manufacturing

Ensure complete accuracy for custom manufacturing.

Use customer insight from the platform to inform new product lines and trends.