

HOOKER[®]

FURNITURE

PDP Imagery Audit

Home Furniture

June 2023



Consumers expect full PDPs. Discover where your gaps are — and what to do about it.

nfinite

nfinite.app

Your PDP for this chair has missing elements



Packshots



Close-ups



360°-spin



Lifestyle images



Augmented reality

Your PDP for this sofa has missing elements



Packshots



Close-ups



360°-spin



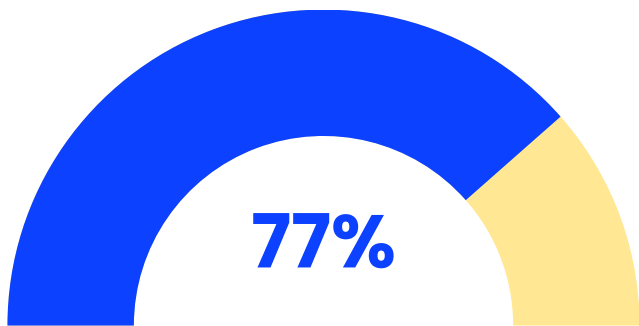
Lifestyle images



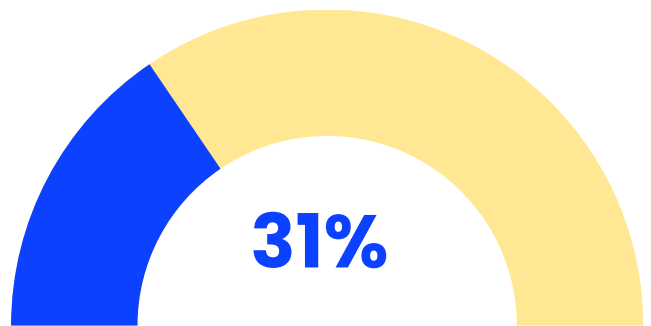
Augmented reality

Consumers are less likely to purchase products with incomplete PDPs

Consumers said **product image capabilities** actually **increase their confidence** in purchase decisions on websites they've never purchased from before



31% of people say the top thing that deters them from purchasing a product online is **lack of compelling visuals** and low-quality product visuals



And your competitors are offering this imagery...

81% of brands and retailers reported that they typically display at least five product visuals for a single product on their websites

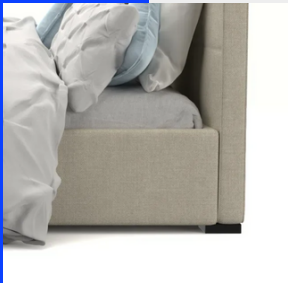


Nfinite exists to help retailers automate and scale product imagery: Your entire PDP tray is a few clicks away!

With a 3D model for each product, packshots from every angle and 360°-spins are generated automatically, and lifestyle images are generated with a few clicks.



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"Before Nfinite, there was no solution on the market to help us meet our objective of 90% of PDPs completed. Now we can provide our customers with an immersive shopping experience."

Julie Colin, Brand Content Manager, BUT

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Don't delay, complete
your PDP tray today!

Work with us and we will complete your
PDP trays with 100 SKUs in the next 90
days. If we don't complete the work, we'll
continue working for free until we do.

Contact us for pricing and next steps.

