Getting Started With 3D Content on Amazon

A Guide for Selling Partners

Spring 2024

Contents

1. Why add 3D to your listings?
2. Get started with 3D
3. Find a 3D content creator
4. Mobile 3D Scanning
5. Amazon’s 3D experiences
6. Other benefits of 3D

Why add 3D content to your listings?

Customers get a richer, more immersive experience to learn about your products.

With 3D content, customers can virtually try on shoes or eyewear, visualize what an item will look like in their own space, or virtually rotate and zoom in on the product from any direction to see features that might be missed through traditional photography. Data obtained from US programs:

- **8X** increase in customers who viewed a product in AR at Amazon, from 2018 to 2022.
- **2X** improvement in purchase conversion observed on average in 2022 when customers click on AR Virtual Try-On or View in 3D buttons for enabled product listings.
- **94%** of customers surveyed by Amazon said they would use Virtual Try-On again (2022 survey of over 2,000 Amazon customers).
- **9%** improvement in sales observed on average when View in Your Room is enabled on an Amazon product listing.

* *Amazon does not guarantee future performance based on prior results.*

Get Started with 3D

1. Identify Applicable Products

Learn more about which product categories and locations have 3D experiences available on our help pages in Seller Central or Vendor Central.

2. Find a Content Creator

If you need someone to create content for you, review our directory of content providers familiar with Amazon's requirements below.

3. Upload Content

Upload your content yourself through the 3D asset upload tool inside Image Manager in Seller Central or Vendor Central.

-or-

If your content creator has integrated with our upload service, you can also ask your content creator to upload content for you.

Find a 3D Content Creator

Need help creating 3D content for your listings? Each of the content creators below has been pre-vetted as being able to create and upload 3D content for Amazon's stores globally. You may also contact other content creators independently as long as they comply with Amazon’s 3D imaging standards.

Hexa

To learn more about Hexa’s 3D modeling services, contact Gavin Goodvach (gavin@hexa3d.io).

https://www.hexa3d.io/create/

Loft3Di

To learn more about Loft3Di’s 3D modeling services, contact Lindsay Dillon (lindsay.dillon@loft3di.com).

https://loft3di.com/

SuperDNA 3D Lab

To learn more about SuperDNA 3D Lab’s modeling services, contact Aditi Sharma (aditi.s@superdna3dlab.com).

https://superdna3dlab.com/

Mobile Scanning

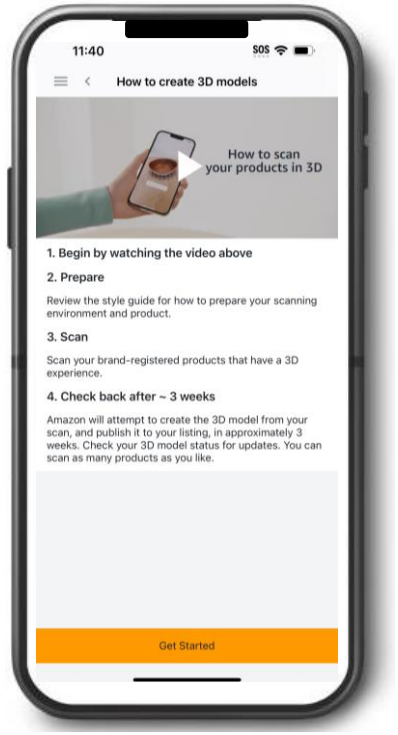
For 3P sellers, some products may be eligible for self-service scanning using the Amazon Seller app on your iOS mobile device. Amazon will create the 3D models for you, currently at no cost. Learn more on the next slide. Mobile scanning option is currently available for US only.

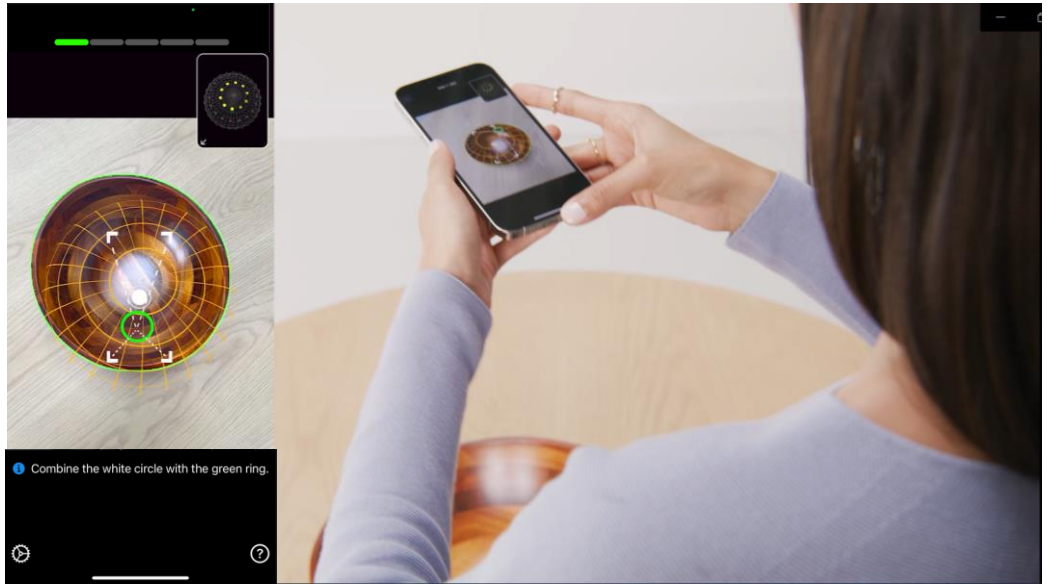
Mobile 3D Scanning

Scan your products in 5 – 10 minutes using the iOS Amazon Seller mobile app, and Amazon will create the 3D models for you, currently at no cost.

Scan the code to download or open the Amazon Seller app and look for “Create 3D Models” in the main menu.

Download on the App Store





3D Scanning is supported for iOS devices with iOS 15.5 or newer to 3rd party US sellers, in the Amazon Seller app, with the app language set to English.

Amazon’s 3D Experiences

When you submit 3D assets to your listings, they may display in the following customer experiences. Check product and regional availability on our help pages in Seller Central or Vendor Central.

VIEW IN YOUR ROOM

View in Your Room lets customers view products in their home before they buy them.

VIEW IN 3D

Enable customers to view products from all angles with pinch, zoom, and rotate.

SHOWROOM

Customers can configure their own virtual room with furnishings and easily swap products to suit their style.

VIRTUAL TRY-ON
(available for shoes and eyewear)

Allows customers to virtually preview how shoes or eyewear look on them.

Other Benefits of 3D

3D content you create can be used beyond the detail page.

- Save money on product photography by using your 3D assets to render your detail page images.
- Create lifestyle images or other brand marketing content quickly and without the need for studio setup.
- Many 3D content creators can use your 3D assets to create animations, videos, and interactive or animated infographics. Talk to your content creator to learn more about their capabilities.