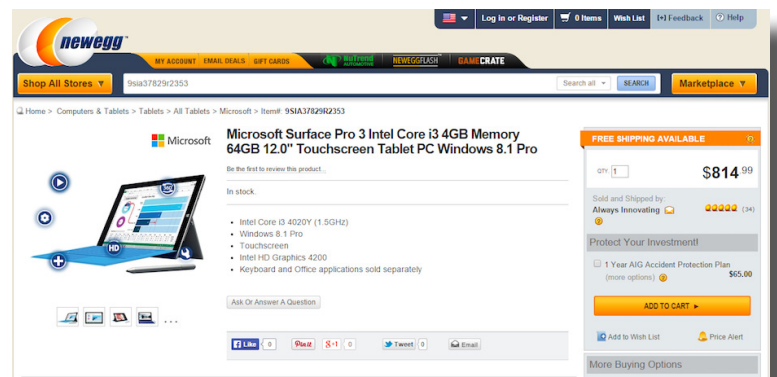


## ENHANCING THE SHOPPER EXPERIENCE ONLINE

MICROSOFT TESTS INTERACTIVE HERO IMAGES (i2s) ON SURFACE PRODUCTS

Companies spend thousands to millions of dollars on branding and product marketing, but are those efforts enough to get customers to purchase once they are on a brand's product page? And if not, what can be done to increase user engagement and overall conversion rates?

In April of 2015, Microsoft partnered with Sellpoints to deliver a conversion optimization program by leveraging interactive images (i2s) on their Surface product pages on Newegg.com. i2s maximize prime product page real estate by placing interactive elements straight on the product image, which link to 360° tours, product videos, product selling sheets, and product specs.



i2 ENGAGERS ARE **43X MORE LIKELY TO PURCHASE** THAT SPECIFIC SURFACE PRODUCT

The ultimate goal of this program was to increase engagement on high value products and learn more about how the consumers who engage with i2s behave on Microsoft's product pages. There were three major takeaways from this program.

**"With the Surface being such a versatile product loaded with innovative features and technology, the Sellpoints Interactive Images allowed us to deliver our essential informative content where it can be seen by our customers."**

Christian Johanneson  
Director of Digital Retail Marketing,  
Microsoft

## **i2s INCREASE SPECIFIC PRODUCT PURCHASES**

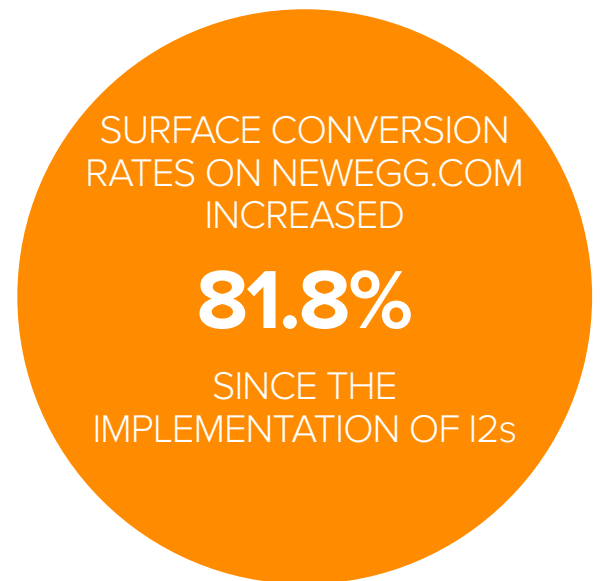
How does i2 engagement translate to sales? During the testing period, users who engaged with an i2 on a specific Surface product had an 8.8% CVR on that product, versus users who didn't engage converted at 0.2%. This means users who engaged with an i2 were 43x more likely to purchase the specific product they engaged with.

## **BRAND LOYALTY CORRELATES WITH i2 ENGAGEMENT**

11.6% of shoppers who engaged with an i2 purchased some type of Surface product, compared to 1.3% of those who didn't engage. This means that i2 engagers were 7.9x more likely to purchase a surface product.

## **i2s DIRECTLY IMPACT CONVERSION RATES**

Before implementing the i2s, Microsoft's Surface products had a 1.10% conversion rate on Newegg.com. After implementing i2s on the product pages, conversion rates increased to 2.0%. This shows an 81.8% conversion rate lift since the i2s went live on the product pages.



## **APPLICATION**

Overall, i2s have a direct impact on conversion rates, and we're able to identify which shoppers are highly qualified. By tracking who engages with i2s, we can identify the visitors who are ready to buy and more effectively retarget those visitors to get them to convert, ultimately using marketing dollars more effectively.