

INTERACTIVE HERO IMAGE (i2) **CASE STUDY**

HP EXPERIENCES 7.5% INCREASE IN REVENUE WITH INTERACTIVE IMAGE. THE FORCE IS WITH US.

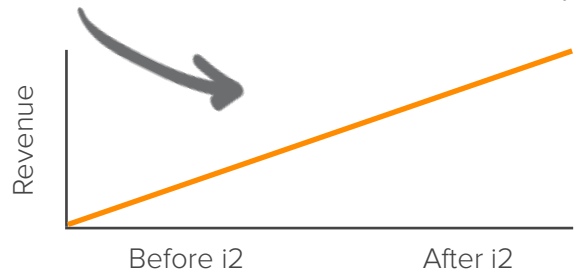
Driving traffic to a product detail page is vital. But high traffic doesn't always translate into high sales. So what can brands and e-tailers do to gain higher conversion rates on those high-traffic SKUs? Use Interactive Images (i2s) to inform, engage, and optimize the product details page, with proven ROI.

Office Depot partnered with Sellpoints to address that very quandary. Office Depot implemented Interactive Images (i2s), which are hi-resolution images and videos full of pertinent product information, delivered above the fold on the product's hero image.

The Sellpoints Zoom-In i2* feature delivered an in-depth product experience, packed with hi-res images, videos, and product information in a highly engaging manner. This allows the product detail page to inspire the shopper to buy.

Using its proprietary technology and years of experience in eCommerce, Sellpoints increased the sales and revenue of the HP Star Wars Edition Laptop **by 7.5%**.

7.5% INCREASE IN REVENUE
 HP saw a 7.5% increase in revenue after implementing the i2. Engagement on their page increased, which translated into more buyers.



***Zoom-In i2**

