

2024 Research Insights:

Leveraging 3D Configurators to Drive Building Material Sales

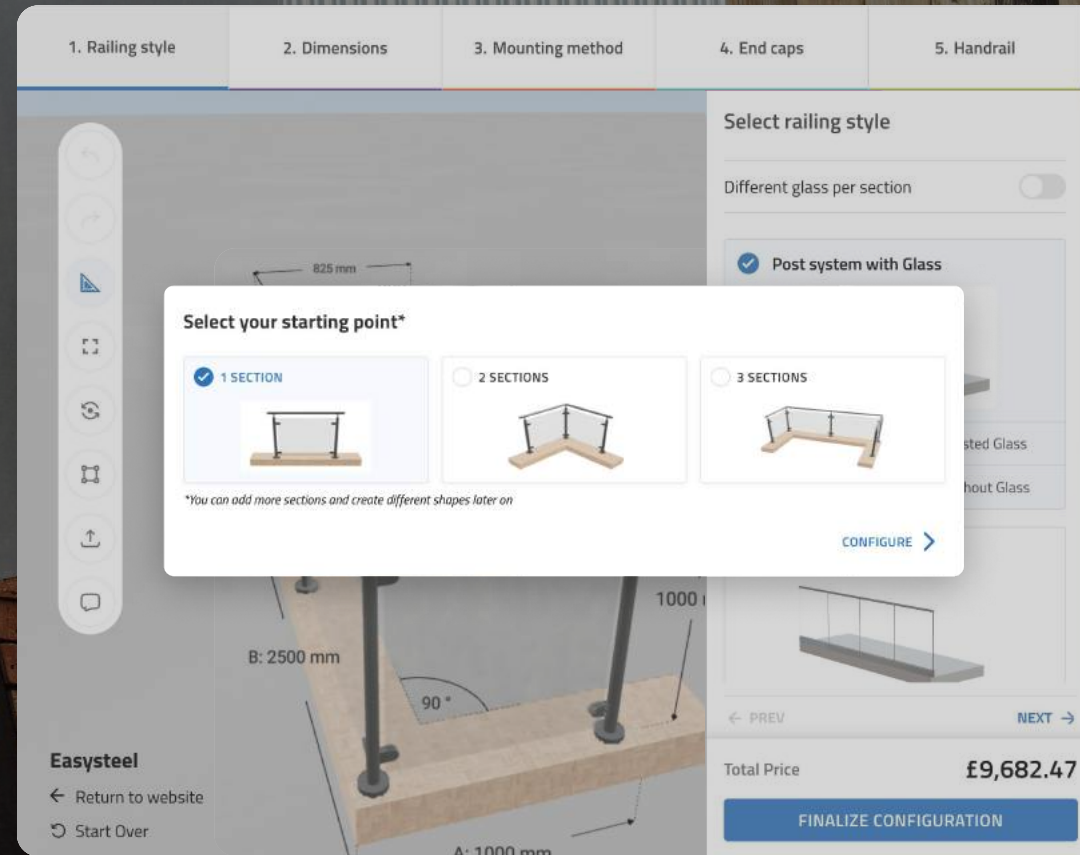


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Introduction

The building material industry, historically dependent on brick-and-mortar stores, is now undergoing a significant digital transformation. This shift to e-commerce is revolutionizing how customers discover, research, and purchase building materials, presenting both challenges and tremendous opportunities for businesses in this sector.

While many building material manufacturers recognize this change, optimizing their online sales channels for a seamless shopping experience—especially for customizable products—remains a challenge. To understand this better, we surveyed over 300 industry professionals and analyzed more than 1,000 businesses to study the adoption of 3D configurators in online sales and evaluate their impact.

75% of decision makers plan to increase their investment in digital transformation.

Objectives of the Study

The demand for customized building materials has risen dramatically. A recent survey revealed that 60% of consumers are willing to pay premium for products tailored to their specific needs and preferences, highlighting the importance of improving online shopping with interactive technology. This is where 3D configurators come into play.

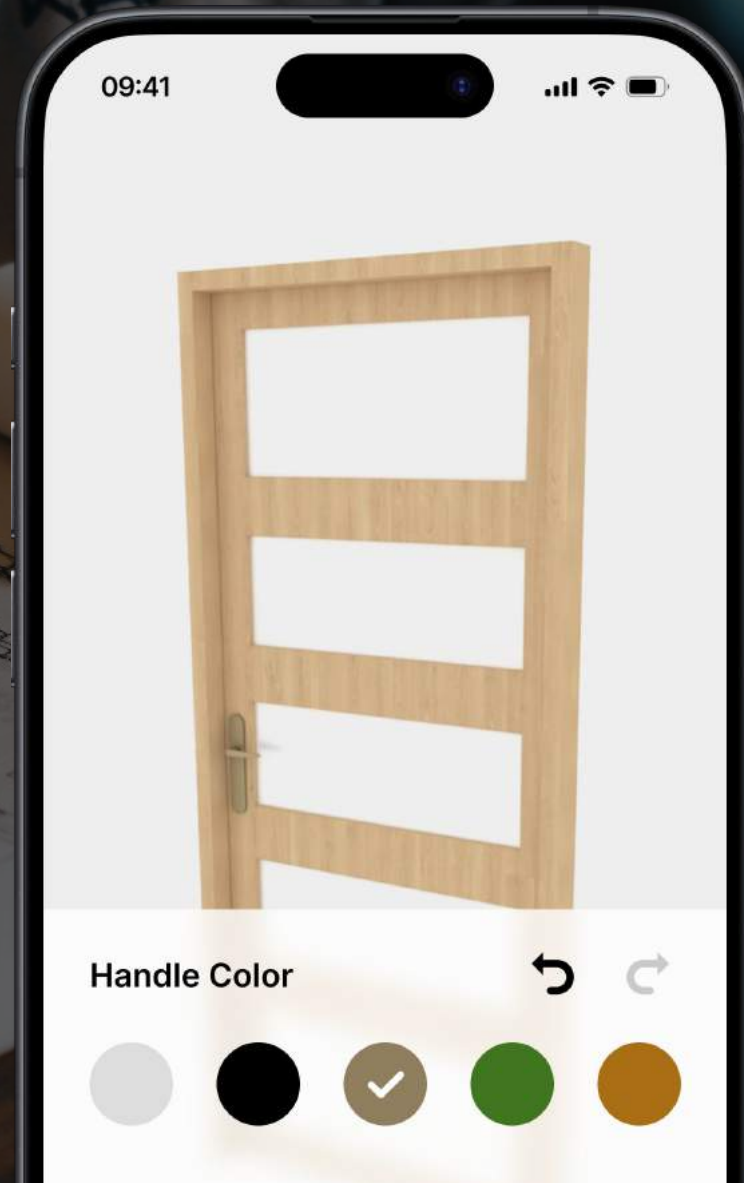
A 3D configurator is a digital sales tool that enables customers to visualize and customize products in three dimensions. Companies using 3D configurators have already reported a 20% increase in sales conversions, thanks to the improved customer engagement and interaction these tools offer. But what does the data show about the impact of 3D configurators in the building material industry and their adoption rates?

To find out, we surveyed over 300 industry professionals and analyzed more than 1,000 businesses. Explore our key findings to uncover the answers.



Key Finding 1

There Is a Real Need for 3D Configurators in the Building Materials Industry



The Demand for Realistic Visualization Has Never Been Higher

Today's customers, both individual and business-to-business (B2B), expect store-like shopping experiences from the comfort of their homes or offices and are no longer willing to settle for less. In the building material industry, this means being able to realistically view products such as tiles, rails, and other materials in terms of their colors, textures, and dimensions. Additionally, both consumers and companies want to see how these products will look in their intended spaces, ensuring they complement the overall design.

Long product descriptions and static 2D images are no longer sufficient. Customers now want to interact with 3D models, allowing them to rotate, zoom in, and utilize augmented reality for a more immersive and accurate shopping experience.



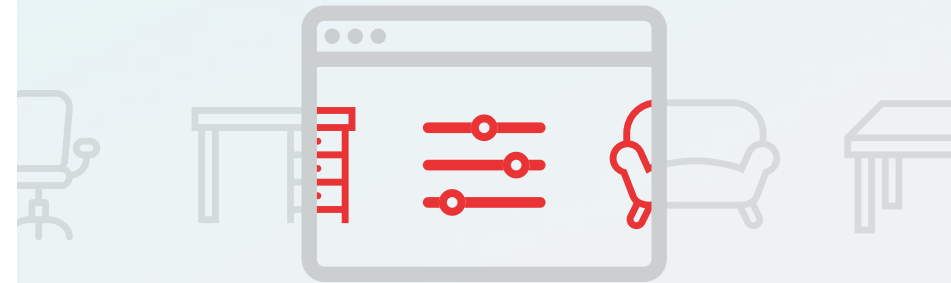
26.31%

of respondents highlight the critical need for realistic product visualization in the building material industry

Streamlining Manufacturing Processes is Essential for the Industry

Producing custom-made building materials from online orders presents significant challenges. Manufacturers must meticulously gather all specifications and maintain clear communication with customers throughout the process. Despite these efforts, misunderstandings and errors are still common.

A 3D product configurator can simplify this process. By automating design and reducing manual work, these tools ensure that customer specifications are accurately captured and communicated during production, significantly reducing mistakes and enhancing efficiency in manufacturing custom building materials.



12.15%

of respondents see 3D configurators as a key solution for building material production workflow challenges

Hyper-Personalization Starts with Understanding Your Customers

Today, customers demand more than just personalization—they want hyper-personalization. This advanced form of customization tailors experiences to individual customers by considering their behaviors, preferences, and real-time data.

Understanding your customers starts with tracking their actions. A powerful tool for this is a 3D configurator equipped with an AI assistant. This combination provides crucial insights into customer preferences, helping you identify what they love about your building materials and pinpoint any missing features or options.

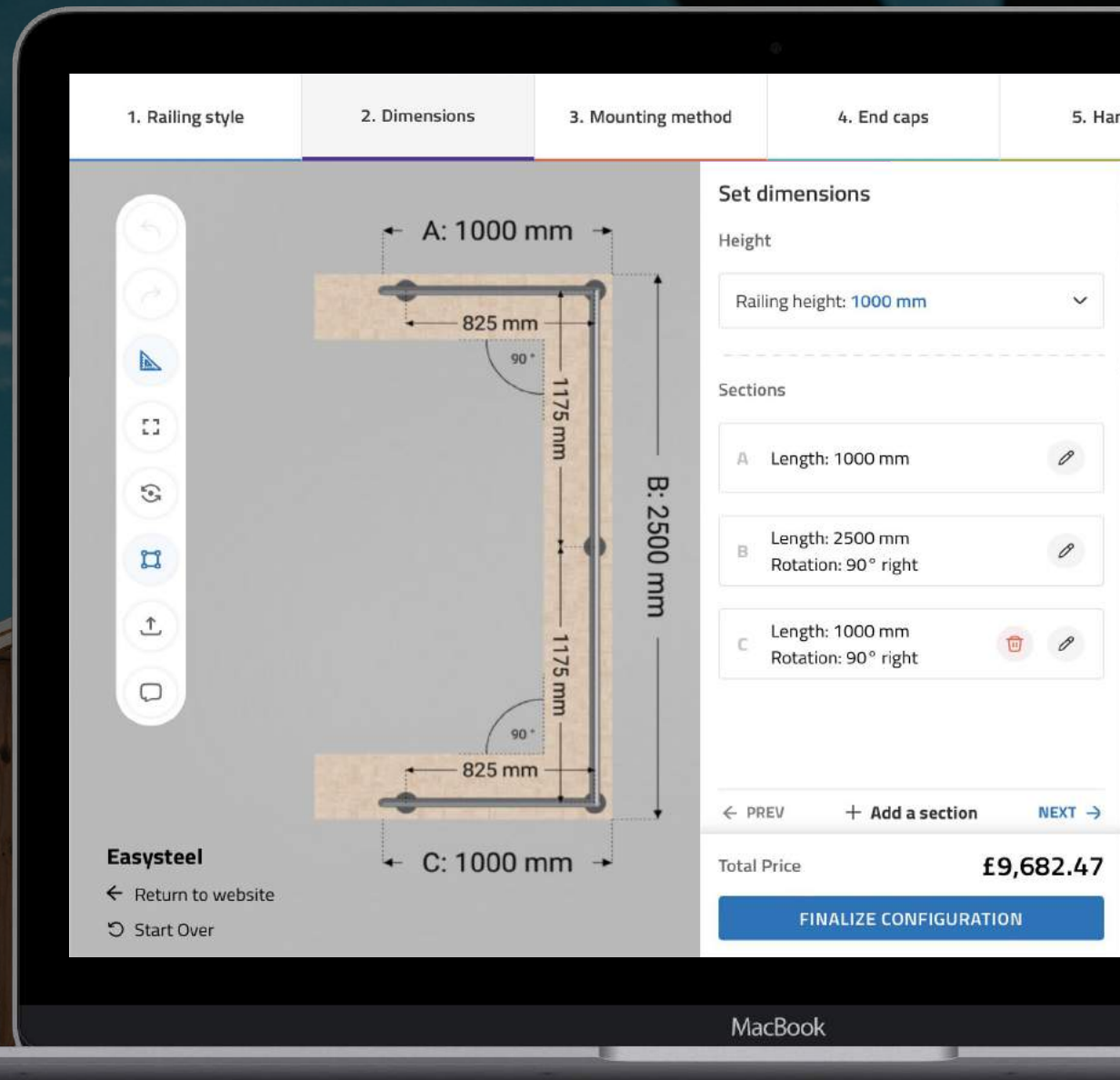


21.53%

of respondents expect from a 3D configurator to gather customer data and anticipate trends

Key Finding 2

3D Configurators Address the Biggest Industry Challenges



Minimizing Cart Abandonment Rates

Before clicking "add to cart," online shoppers need assurance that the product's size, color, and style match their vision and complement their space. This is particularly true in the building material industry, where customization options are crucial.

If customers can't personalize building materials online, they may abandon their purchase because they are unsure if it will fit in the intended space. 3D configurators address this issue by allowing users to customize products in real-time, providing a clear, accurate visualization of the final result. This significantly reduces cart abandonment by giving customers the confidence that the product will meet their needs.



30.13%

of respondents lost a sale or a customer because they couldn't provide the customization they needed

Eliminating the Product Return Hassle

Returns are a headache, especially in the building material industry, where managing large item returns can be challenging and costly. When customers have to manually describe customizations, misunderstandings are common. This often results in customized products not meeting customer expectations upon arrival, leading to frequent returns and increased expenses for businesses.

A 3D configurator solves this issue by allowing customers to visualize their customizations in real-time. This eliminates guesswork and ensures the final product aligns with customer expectations. The automation streamlines the entire process, significantly reducing the number of returns for businesses in the building material sector.



34%

of respondents have already experienced product returns due to miscommunication in customization

A Danish Building Material Business Leader on the Implementation Of a 3D Configurator

"The Salsita team was great at listening to our descriptions, translating these into technical requirements, and turning everything into a powerful yet easy-to-use tool."



Chris Lottrup
eCommerce Manager at Easysteel

Key Finding 3

Only a Few Building Material Companies are Leveraging the Potential of 3D Configurators



The Majority of Building Material Businesses Rely on Outdated Customization Options

Customers today demand easy customization when purchasing building materials online. However, many websites still require them to download PDFs, fill out forms, or visit showrooms, leading to frustration for shoppers seeking quick, hassle-free options.

Integrating a 3D configurator into your website can solve this issue. It allows customers to personalize and visualize their choices instantly, without needing to contact a sales representative. This not only enhances the customer experience but also generates more ready-to-buy leads for your business.



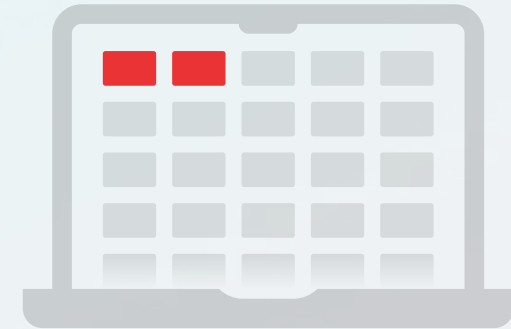
36.81%

of the building material websites analyzed use online inquiry as a customization option

The Adoption of 3D Configurators is Still in Its Infancy

Interestingly, despite the clear need for 3D configurators, only a few building material websites have implemented them. This highlights a significant untapped opportunity for businesses in the building material industry to set themselves apart.

By integrating a 3D configurator into your e-commerce platform, you can maintain a competitive edge and differentiate your brand in the market.

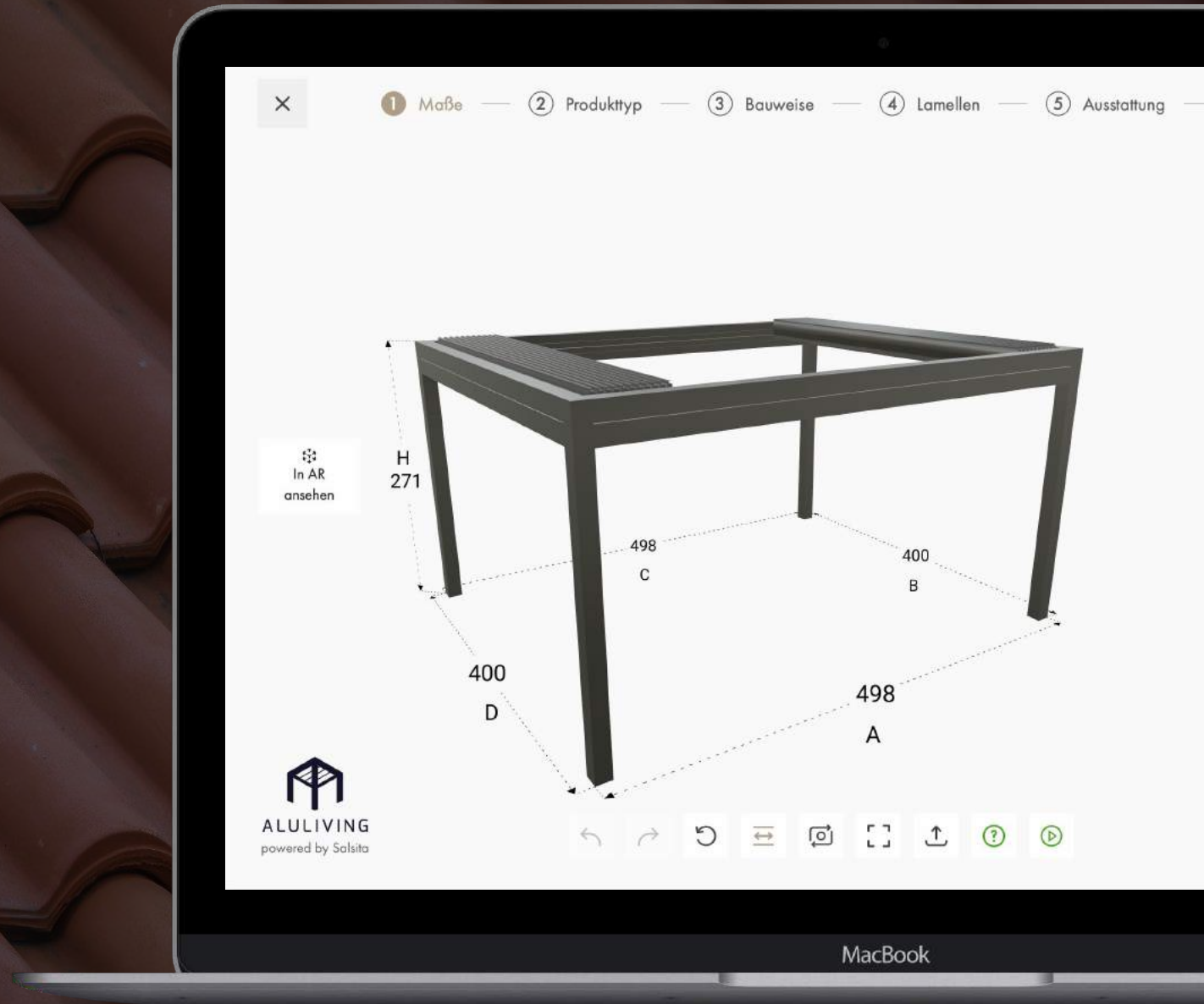


Only 3.23%

of the building material
websites analyzed
have a 3D configurator

Bonus

The Future of 3D Configurators in Building Material Sales



The Future of Building Material Sales Is 3D Conversational Configurators

3D Conversational Configurators are emerging as the next big trend in the building material industry. By integrating 3D visualization with AI and natural language processing, these configurators create an interactive and engaging shopping experience.

The surveys we conducted regarding the adoption of our AI assistant to guide users through product customization are promising. They confirm that users are keen to interact with AI when designing a product online.

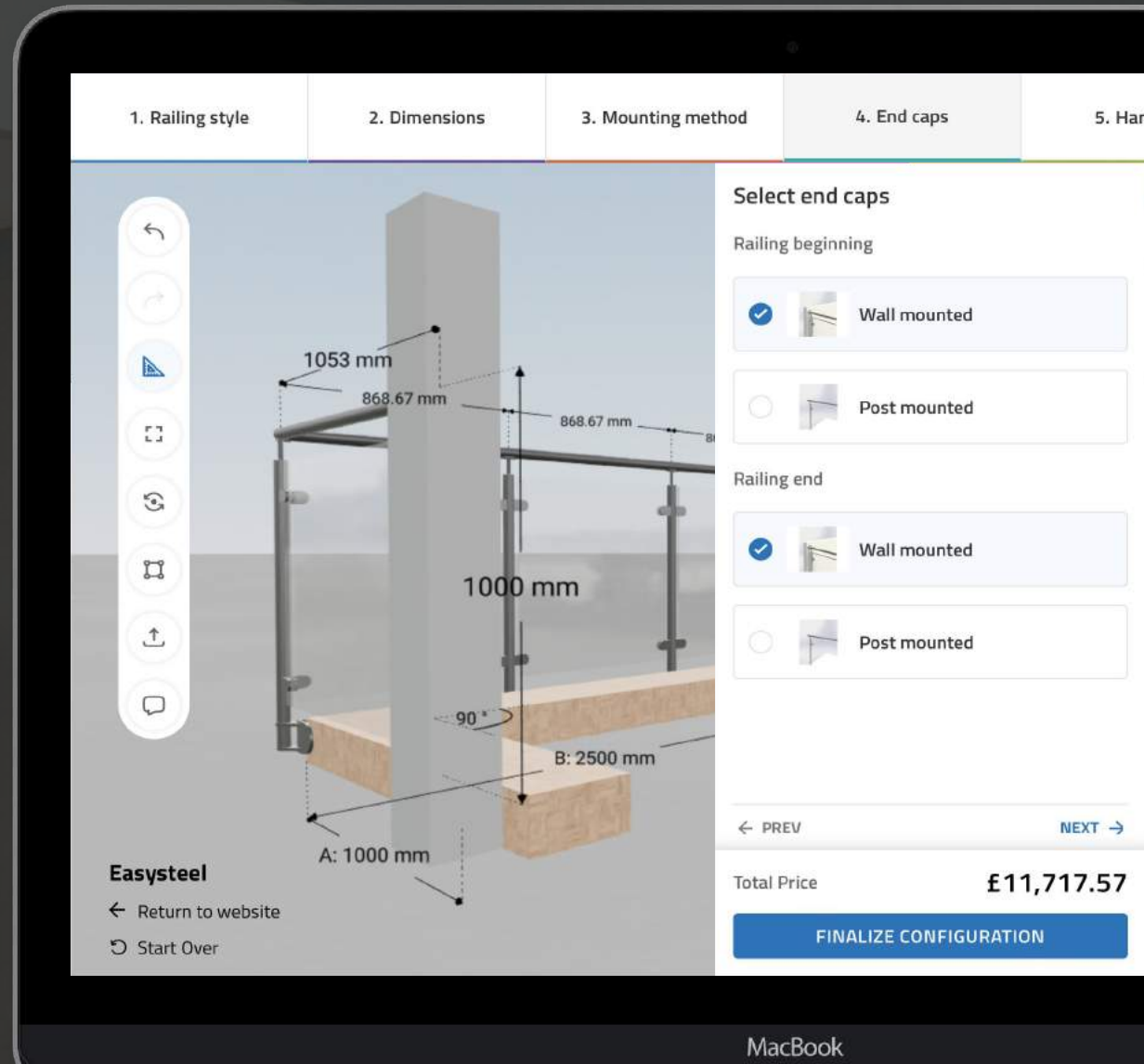


75%

of surveyed users rated their experience with our AI assistant 9 or 10.

Conclusion

Incorporate 3D Configurators Into Your Sales Strategy





Anthony Temperante

VP of Sales & Marketing, Salsita

“Opening a 3D configurator sales channel is of extreme importance for building material companies looking to increase their revenue and to grow geographically, and I see three main reasons for that.

First, it increases your brand value and voice. When a lead lands on your website and they go to your product catalog, or start creating a product with a configurator, it needs to fit your voice and your values, so they feel like they are immersed within your atmosphere.

Second, it improves lead quality. A 3D configurator allows leads to hyper personalize and create what they really want or what they really need. It reduces cart abandonment and it reduces friction if you're using a classic customizer with static images.

The third reason is a reduction in the sales cycle for products that need a little bit more human touch. And the reason why you get a reduction in the sales cycle is because with a 3D configurator, these products are now 80% to 90% complete and a sales rep doesn't have to go back and forth with PDFs, phone calls and ad hoc bespoke questions.”

About Salsita

Salsita assists e-commerce brands in empowering their customers to discover, design, and experience their dream products, conversationally. We create state-of-the-art 3D Conversational Configurators with advanced AR and AI features. With Conversational UI at the heart of the experience, shoppers can configure even intricate products, while receiving expert guidance and real-time recommendations from an AI design assistant with extensive product knowledge.

salsita.ai

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