5 THINGS YOU SHOULD DO NOW BEFORE THE HOLIDAY SEASON

TIP SHEET

Cylindo

With similar uncertainty in the past couple of years , the upcoming 2022 holiday season looks to be one of the divided fates.

On one hand, retailers are poised to benefit from restored consumer confidence as unforeseen behaviors stemming from the pandemic are calming down.

On the other hand, they face major challenges in delivering on consumer demand, with the growing supply chain crunch causing issues with stock availability and fulfillment.

One thing is for certain, these two outlooks are resulting in new shopping behaviors and expectations from consumers. These 5 things will better prepare you and your ecommerce teams to get ahead of the upcoming holiday influx, now, before it's too late.

1 Embrace the tech: **AR is on the rise**

To have the ability to spatially plan and conceptualize a piece of furniture in a space is a newer feature for businesses. However, the impact this feature has at a revenue level is invaluable. According to research from LivePerson, almost half of the Internet users in Australia, the UK, and the US say they want to view products in augmented or virtual reality. Cylindo customer, EQ3, found that a buyer using AR has a 112% bigger conversion rate compared to someone that doesn't. What's more, AR users have a two times higher average order value (AOV). Luckily the capabilities to offer AR is on the rise and available to implement ahead of the holiday season.

2 **Value of Speed** in an Online-First World

One thing that remains constant throughout the years is the fact that seamless user experience is one of the most important aspects of shopping, both online and in-store. Long queues or complicated and slow checkouts can kill your business. According to a study by Amazon Web Services, e-commerce businesses leave 35% of sales on the table due to poor user experience, this translates to roughly $1.4 trillion worth of sales! Additionally, in a Milliseconds Make Million report, they found that improving site speed led to an 8.4% increase in conversions with retail consumers and a 9.2% increase in average order value. As one can imagine, this is very relevant during the holiday shopping season. People tend to be more sensitive because they want to spend more time enjoying the holidays, instead of dealing with slow e-commerce websites, or crowded stores.

3 Consistent and Sharp Visuals Convert Shoppers

In a constant struggle to be interesting and relevant to grab visitor attention, companies burden their websites with lots of content, making their web pages cluttered and more complex than ever. Be sure to focus on the selling points, high quality product visuals and interactive product experiences. 70% of consumers shopping for furniture begin the process online. As digital-native generations steal the spotlight, it's clear that digital presence will be a key differentiator between success and failure.

4 E-commerce & M-commerce

We spend so much time talking about e-commerce when in fact m-commerce is becoming a major channel for shopping. It's time to shift mindsets and not overlook this rapidly growing medium. According to research by Statista, retail m-commerce sales in the United States exceeded 360 billion U.S. dollars in 2021. By 2025, that figure is forecast to grow almost twofold, amounting to approximately 710 billion U.S. dollars. With mobile being the first touch point in the customer journey, one way retailers can meet this demand is providing a mobile friendly website with tech functionality (AR) that puts the purchase in the consumers hand.

AAL 83 Soft Duo

★ ★ ★ ★ ★ 1 Review

View in your space

COLOR

ADD TO CART
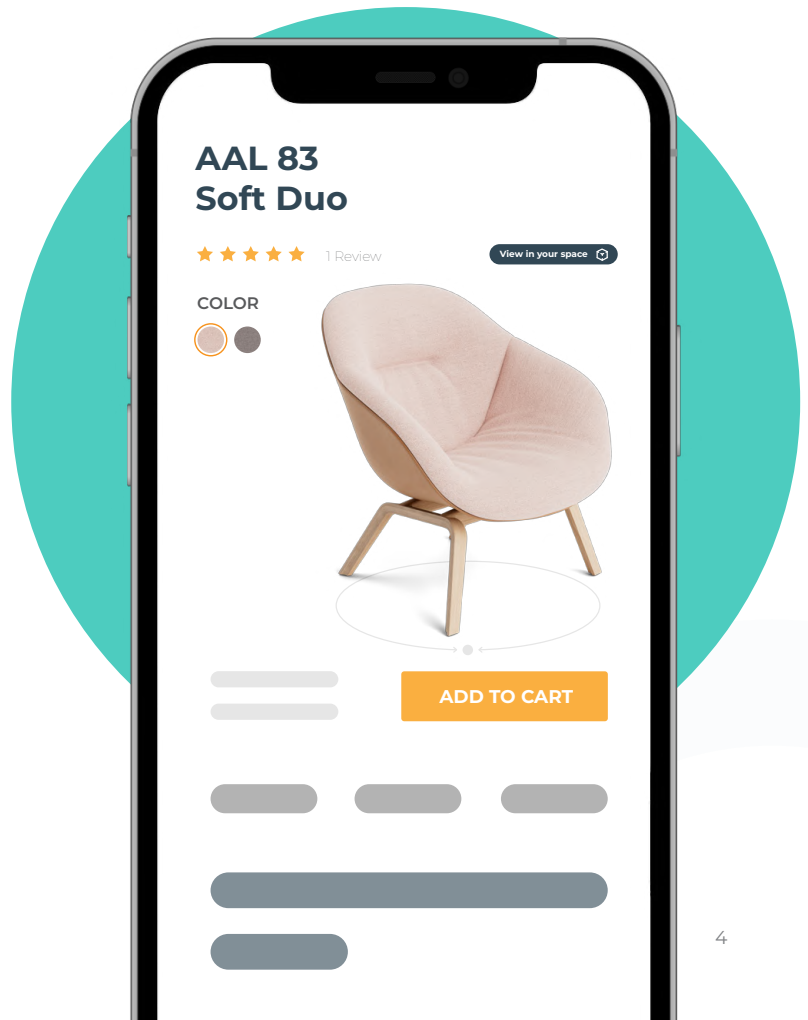
5 **Early Start** to the 2022 Holiday Season

As mentioned, the growing supply chain crunch is at the forefront of both businesses and consumers' minds as they head into the busiest time of year for shopping. Experts say, 75% of shoppers are concerned about stockouts and not getting their purchases on time. This means, consumers are starting their holiday shopping earlier than the typical November timeframe. With furniture being so reliant on manufacturers and shipping, this is more prevalent for this industry.

Retailers should get ahead of this shift early on, implementing digital functionality earlier than originally planned to ensure things run smoothly by early Fall when shoppers start their holiday shopping.

In Conclusion

The idea of "Christmas in July" is taking on a new meaning. Retailers and businesses should be prioritizing the holiday push now, even if it's earlier than years past. The behaviors and demands of consumers are changing frequently and if you can't keep up with these consumer habits you may lose them to competitors who do.

Furniture companies use Cylindo to deliver immersive 3D experiences at scale and create beautiful product images with ease. With more than two decades of 3D visualization experience under our belt, our team of gaming industry veterans, visual effects experts, e-commerce and retail experts, and even Oscar winners (for best 3D effects), is committed to making product visualization easy.

Powering four quintillion product variations and 18 million users per month, Cylindo is the catalyst that drives delightful shopping experiences, helping retailers and brands show more and sell more.

Using the Cylindo Platform, companies have increased conversion rates by over 36% and average order value by 88% while reducing visualization costs by 58% on average. For more information, visit www.cylindo.com.

About Cylindo

Hundreds of furniture companies partner with Cylindo to get superior product visuals to use across the entire furniture buyer journey. We have created a platform that goes beyond high-quality product visualization and gives furniture businesses versatile assets they can leverage across multiple touchpoints. From 360 spin and 4K zoom on the product page to AR assets, customizable lifestyle imagery, product visuals for cart thumbnails, shopping feeds, email, social media, catalogs, third-party marketplaces, and in-store kiosks.

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Established furniture companies such as American Leather, Universal, Flexsteel, Montana, Room & Board, Loaf, Jerome's, Neptune, Interior Define, Sofacompany, and Plush partner with Cylindo to create unparalleled furniture buyer journeys for their customers.

At Cylindo, we treat our clients as our partners. As their visualization guide, we strive to provide the ultimate experience, from great onboarding to an effective content creation process and setup selection on the platform to final delivery and distribution of beautiful product visuals.

Request a demo

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