

Case Study

# Vacuum Cleaner Marketplace (VCM)

Measure the click and conversion efficiency of a 3D enabled digital advertising banner VS a 2D banner



# Vacuum Cleaner Marketplace



## Test Methodology:

The advertised product is a \$999.00 (MSRP) premium Miele Vacuum from the <https://www.vacuumcleanermarket.com/> ecommerce site.

The A/B test is based on Remarketing, with a test volume of 200k impressions, split 50/50 between 2 ad sets (3D and 2D).

- **Both sets contained html5 banners, identical in design and offer.**
- **Each set comes in 4 most common sizes: 300x250, 728x90, 970x260, 160x600**
  - The 2D version is a classic html5 animated banner
  - The 3D version has a fully interactive 3D model, that customers can rotate, pinch, zoom directly from the banner, or place in their own living room after launching the AR experience

**VACUUM CleanerMarket .com**

**Free Gift\***  
WITH PURCHASES OVER \$200  
**CODE : VACUUM20**

**1-877-819-6850**  
USA BASED CUSTOMER SERVICE

**BUY NOW**

\*CALL FOR DETAILS

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# Creative Previews Here



## 3D/AR banner:

[https://studio304.nextechar.com/ntar-ads/v1p03/clients/vcm/VCM\\_3d\\_2\\_300x250.html](https://studio304.nextechar.com/ntar-ads/v1p03/clients/vcm/VCM_3d_2_300x250.html)

## 2D "Classic" animated Banner:

<https://share.bannersnack.com/b1hiol05h/>

## Conclusions:

The 3D/AR ad generated:

**300%**

More Conversions  
(Buys)

**+32%**

Higher  
Click-Through-Rate  
(CTR)

**-74%**

Lower Cost Per  
Acquisition  
(CPA)

## Detailed Results:

Creative	Impressions	Budget	Clicks	Conversions	CPM	CTR	CPC	CPA
3d ADs - Re Marketing	106,229	\$293.08	115	8	\$2.76	0.11%	\$2.55	\$36.63
2d ADs - Re Marketing	105,049	\$283.95	86	2	\$2.70	0.08%	\$3.30	\$141.97

**300%**

Conversions

**+32%**

CTR

**-23%**

CPC

**-74%**

CPA

# Let's get in touch!

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