



Limitless Selling

The Product Manager's Guide
to Selling Configurable Products



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As a product manager, you're faced with the unique challenges of bringing new, on-trend products to market that grow your brand and your sales. Increasingly, this means developing configurable products that let your shoppers customize in real time. Developing this complex, manufactured-to-order product is just the first step. Selling it is the ultimate challenge.

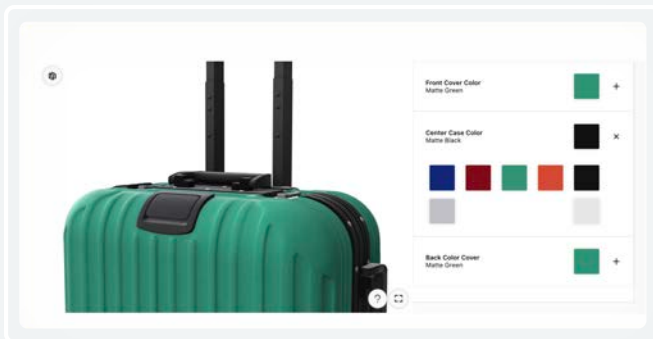
Your enemy throughout this journey? Complexity.

We've outlined the most common challenges facing Product Managers today along with strategies on how to get more of your unique products into the hands of your customers.

When a customer asks you to bring their dream product to life, how will you respond?

The answer is Threekit.

CONFIGURABLE PRODUCTS MEAN COMPLEX PROCESSES



- + Manual work
- + Systems that can't handle product variation
- + Supply chain challenges from adding new products

CASE STUDY

Crate&Barrel

Crate and Barrel chose Threekit to help bring **100% of their vast, customizable portfolio** to life online.

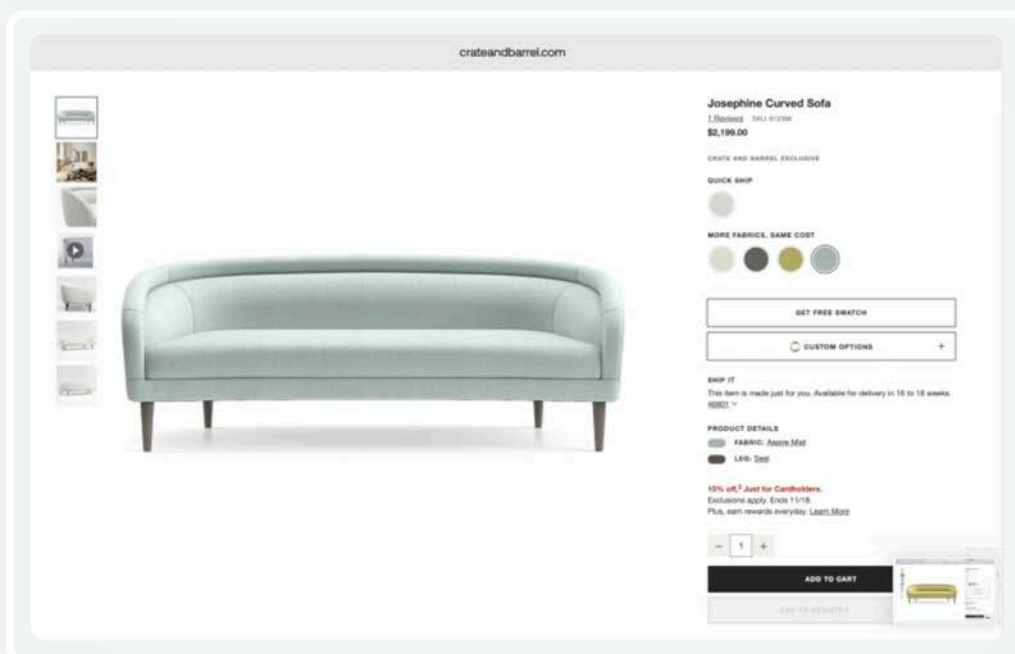
“ CUSTOMER TESTIMONY

Threekit makes the impossible possible for Crate and Barrel—through image creation technology that unlocks massive scale and quality to keep our customers engaged and delighted.”



Geoffrey Mark

Associate Director of CGI
Strategy, Crate and Barrel



The Product Configuration Conundrum

Showing customizable products in real time

Selling configurable products means **selling a near-limitless stream of product variations**. Showing customers every variation of your product can be tricky. As you guide them through design reviews and feedback cycles, you want them to visualize every possibility. Your ability to pivot quickly is the difference between that product remaining an idea or becoming a reality.

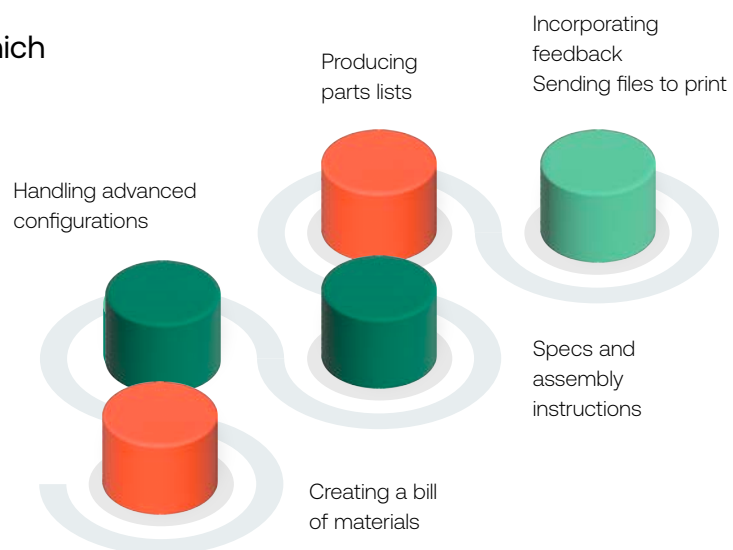


Of your product options won't see the light of day without real-time configuration

Unfortunately, these complicated review cycles often rely on manual updates to 3D or CAD designs, which can siphon valuable time through software inefficiencies.

At the end of it all, you may not even make the sale.

If your customers are coming up with ideas faster than you can configure them, you need to find a better way.



The Product Configuration Conundrum

Show every product possibility with Threekit

Threekit's exclusive technology platform allows you to design and produce product variations quickly, so your customers can see every product they can imagine. **With our visual configurator, you'll create variations in real time**, developing the 3D base models that sell more product options and more products overall.

This means we don't just show shoppers an amazing customizable visual on the front end. Our platform has a robust rules-and-logic engine that dictates how customers can build the features they want, while enabling the processes required to actually manufacture that product once they've clicked the buy button.

How? Well, we're a true **product configurator**.

Robust rules-and-logic engine

Dictates how customers can build the features they want

While enabling the processes required to actually manufacture that product

You can guide the entire process based on previous configurations and your personal experience with your customers

CASE STUDY



Wanted to give customers the ability to configure their own personalized golf clubs while leveraging their existing ecommerce platform. Threekit's product configuration platform provided the synergy to realize that vision.

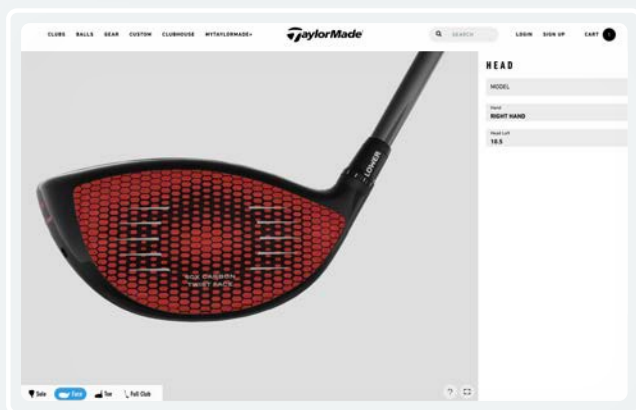
“ CUSTOMER TESTIMONY

We loved hosting our website on Salesforce Commerce Cloud, but we had a vision to make it even better. Threekit made that vision a reality, the results speak for themselves.”



John Gonsalves

*Vice President Direct to Consumer
& Digital at TaylorMade Golf Company*



2x

more website
visits than
forecasted in
first six weeks

3

month sales
target reached
in 30 days

Brand new personalization tool created for
TaylorMade's flagship SIM2 golf clubs

Endless SKUs = endless problems

Consider the millions – or even billions – of SKUs needed to cover every potential configuration of a specific product. Few ecommerce platforms and commerce systems are equipped to handle that many SKUs, especially if only a small percentage of those variations get sold. And while adding SKUs can be a sign of growing product lines, they can also raise a slew of new challenges:

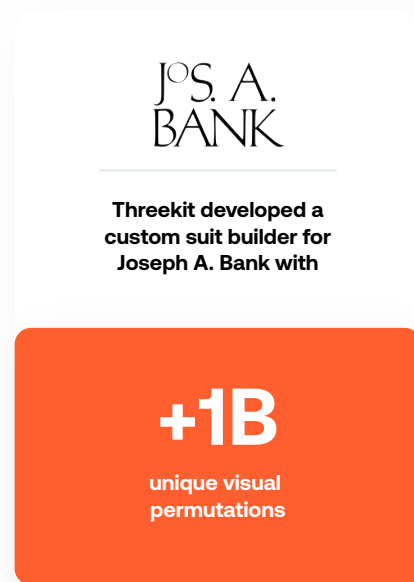


Supply chains can become inefficient, as each SKU demands a production pause that may affect delivery time and profits.

Bottom line, a flat SKU structure just doesn't work for creating limitless variations, as it won't scale effectively. **You need the ability to add SKUs dynamically**, while side-stepping the drag and mess of a manual SKU/BOM process between order and fulfillment.

You're more likely to sell a product if you can show all the variants in real time, giving every unique design a shot in the spotlight.

Create SKUs on demand with Threekit



Threekit can help you ease SKU proliferation and the headaches that go with it. Our platform delivers a range of interactive **visual experiences, from 3D visualizers to augmented reality**, that let your customers design a virtual product to their exact specifications before it becomes a reality. This reduces manual review cycles by eliminating slow and costly custom renders and expensive photography, while simultaneously reducing the number of SKUs being added to the system.



Delivering the immersive product experience your customers crave



67%

of **online shoppers** say they prefer ecommerce sites with 3D and AR capabilities to those with simple product image

Your customer experience should be more than just a transaction. Customers feel a sense of agency when they become a part of the process rather than waiting for the design to magically appear. In fact, they're demanding it.

While your team is managing long, demanding review cycles and the mountains of behind-the-scenes manual work, your customer remains on the sidelines. If they're not directly involved in the design experience, taking an active part in customizing the product, their ownership diminishes along with their confidence in the outcome.

Threekit product configuration is

100x

less expensive than traditional product photography

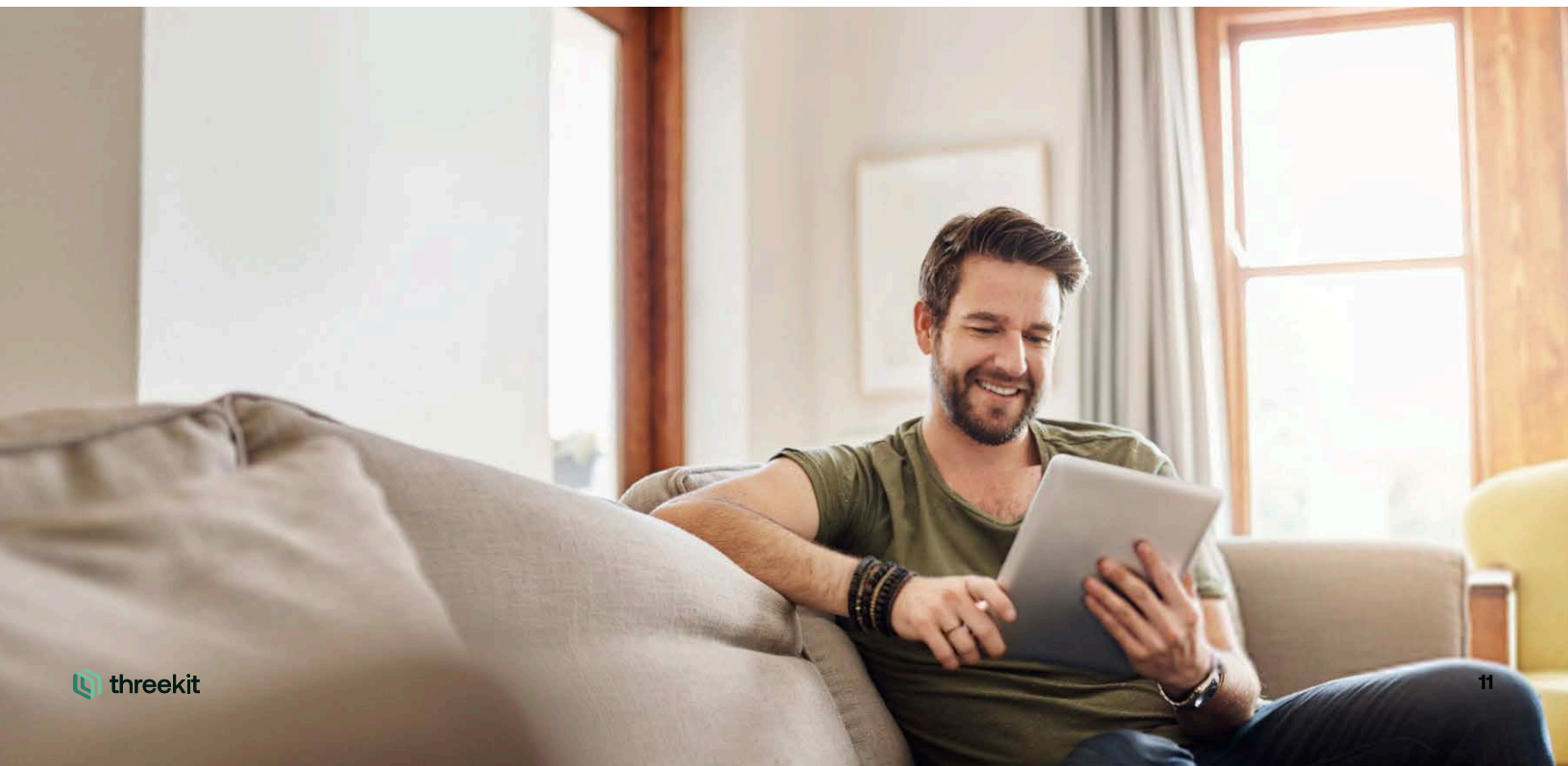
Your customers want to review visuals in real time, they want to interact with the product in their own space, and understand all the possibilities. This is just not feasible within a traditional sales cycle. But it is with Threekit.



72%

of **furniture marketers** say they have implemented 3D configuration or augmented reality on their site or are looking to do so in the next year

If you have a highly customizable product, you have to show all of its glorious configurations without missing a beat. If your current experience doesn't lift expectations and fully engage your customer, you're missing out.



Create a category defining customer experience with Threekit

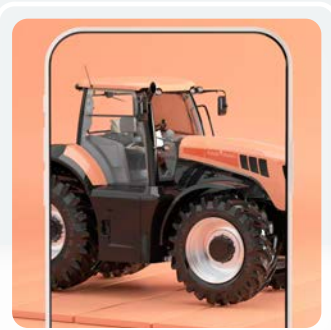
Threekit's exclusive technology lets you create a personalized experience that will engage your customers during every step of the buyer's journey. And you have a say in how that experience comes to life – in configurable 3D, in high-res virtual photography and augmented reality.



Configurable 3D



High-res virtual photography



Augmented reality

40%

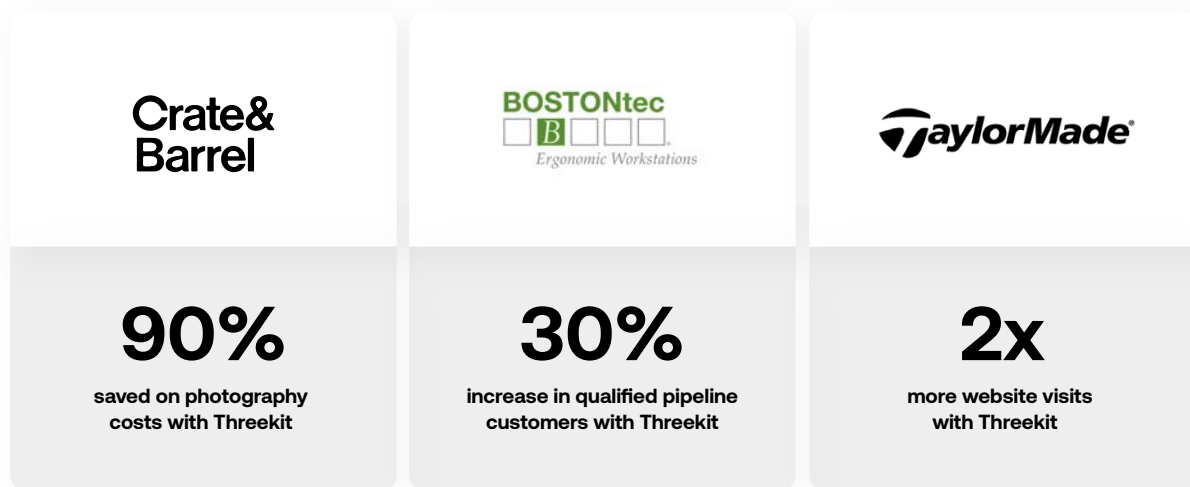
improvement on conversion rates expected for Threekit customers

As you work with your customer on a new product configuration, you'll consider different variables and possibilities throughout the design process. You can now show each iteration, gather feedback and update on the fly. We've made it easy to integrate your catalog into our platform for immediate configuration. Most importantly, once you go live with Threekit, you'll start selling more.

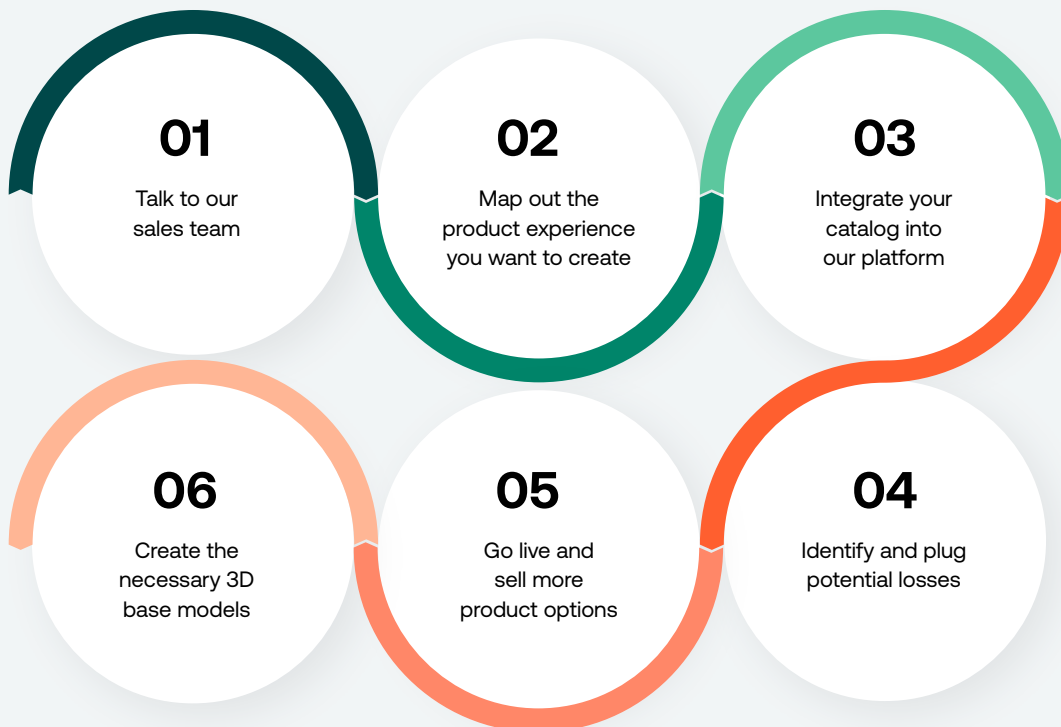
Talk to us about a Threekit solution for your brand and see **what our product configurations can do for your business.**

Summary

Grow sales by 50% with Threekit Visual Configuration



How to get started with Threekit





Threekit enables brands to create and manage beautiful photorealistic, 3D and augmented reality product visuals at scale. We're uniquely qualified to help guide you through the visual economy. [Schedule some time](#) with one of our product visualization specialists to see how.

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