

PERSONALIZATION CUSTOMIZATION CONFIGURATION

They're all the same thing, right? Not quite...

PERSONALIZATION

Making a completely unique and personal product – a one-off creation

QUICK FACT

Allowing personalization can reduce acquisition costs by as much as 50%

THINK...

- Custom engraving
- Monograms
- Photo uploads

VS.

CUSTOMIZATION

Choosing from an existing fixed set of options to create a preferred combination

QUICK FACT

Shoppers will pay an average of 20% more for product they can customize

THINK...

- Cars
- Furniture
- Clothing

VS.

CONFIGURATION

Putting together available parts to create a product that meets a very specific need or use case.

QUICK FACT

Product configuration can increase quote productivity by as much as 33%

THINK...

- Manufacturing
- Building design
- Toys

WE TURN PRODUCT VISUALS INTO CUSTOMER EXPERIENCES.

Find out more at www.Threekit.com