

Revolutionizing Post Trade Show Engagement with an Immersive 3D Virtual Tour

CASE STUDY

Just Add
Power

Problem:

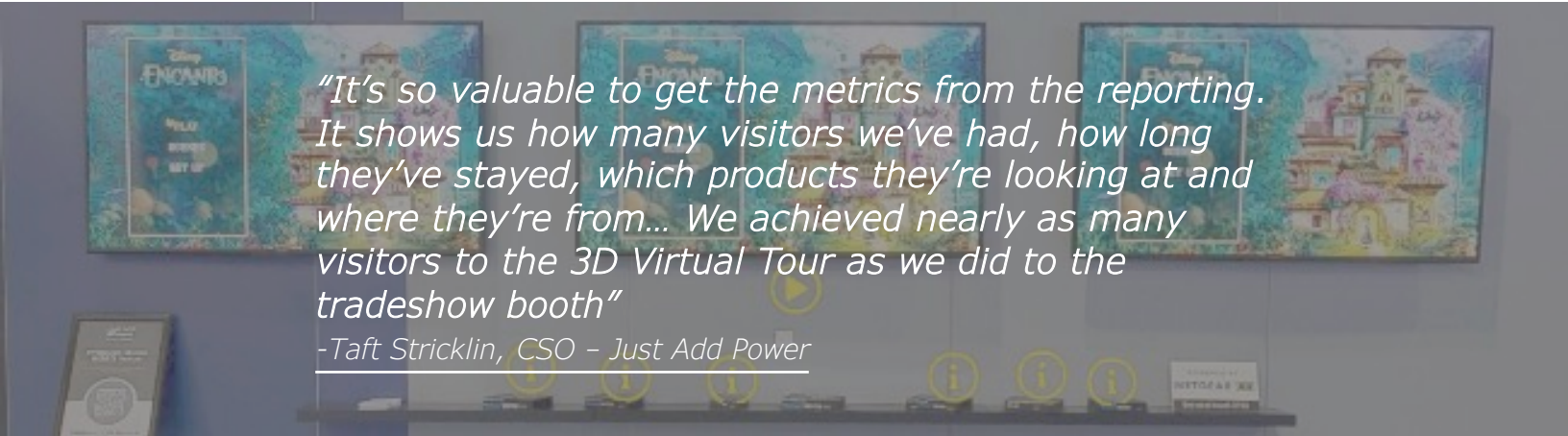
The primary challenge for Just Add Power was the limited reach and engagement associated with traditional trade show marketing. Their events, lasting only three days, restricted their ability to connect with a broader audience. Additionally, there was difficulty in effectively educating potential customers who might have missed crucial product features during the brief interactions at their tradeshow booth.

Solution:

As part of their marketing plan, they adopted a game-changing approach by including 3D Interactive Virtual Tours. With the introduction of this innovative technology by Ova-Nee Productions, a digital platform was created that could be accessed at any time and from any location. The virtual tour goes beyond the limitations of traditional trade exhibitions by reaching out to those who cannot physically attend and by educating customers about product characteristics that would otherwise go unnoticed.

Top value propositions

- Just Add Power successfully integrated 3D Interactive and immersive virtual tours into their marketing strategy
- The immersive virtual tour addressed challenges of reaching customers unable to attend physical trade shows
- Informational tags embedded with text, links, PDF's and videos turned their booth into a multimedia marketing hub
- The service resulted in tangible benefits, including significant commercial sales and improved customer engagement



"It's so valuable to get the metrics from the reporting. It shows us how many visitors we've had, how long they've stayed, which products they're looking at and where they're from... We achieved nearly as many visitors to the 3D Virtual Tour as we did to the tradeshow booth"

-Taft Stricklin, CSO - Just Add Power

Results:

Being able to virtual tour data, including views, product clicks, and time spent on the landing page provided valuable insights. There was an **incredible return on investment (ROI)** because it brought in new customers and helped close a big deal when a buyer found a critical product feature while using the virtual tour.

Positive feedback and visitor analytics confirmed their 3D virtual tour's success. **Users liked its easy navigation**, (rich content) information, and engaging format. They were impressed by its uniqueness, interaction, and effectiveness. The **3D Interactive Virtual Tour boosted awareness** of the products on display and **eliminated physical restrictions**.

Incorporating informational tags and containing text links, PDF's and videos significantly enhanced both information and engagement. This reinforced our conviction that **3D Interactive Virtual Tours provide a substantial return on investment** by elevating overall engagement and understanding.

Conclusion:

Just Add Power's immersive virtual tours have transformed their post-trade show customer and prospect engagement. This technology has increased their reach and made product presentations more engaging, with clear outcomes.

Post-show, the interactive virtual tour was visited online by nearly as many people as in-person visitors at the trade show booth, highlighting the effectiveness of this immersive experience in today's digital landscape. Just Add Power's success underscores the strategic leverage of interactive virtual tours through channels like social media, email campaigns, and online traffic.

Just Add Power's success really underscores the strategic choice they made with this small but impactful investment—it's paying off well. It's not just about reaching more people; it's about creating an interactive experience that goes beyond the usual 3-day trade show.