

THE OFFICIAL GUIDE TO 3D ADVERTISING

by  Sketchfab

The Market Leading Platform For 3D Visualization

WHY 3D?

3D content for the web has come a long way in the past few years.

With 3D visualization technology, showcasing and interacting with 3D assets on the web couldn't be easier.

Users can design and develop 3D models and have them rendered on any website and device without the need for plugins and proprietary software.

For example, one can create a 3D model in Blender (a 3D creation software), directly upload the model through our exporter, and then easily embed their model anywhere on the web! The model on Sketchfab is also VR/AR ready!

The possibilities are truly endless.



**WE LIVE IN A 3D WORLD, AND THE
INTERNET WORLD IS FINALLY
CATCHING UP.**

SHOWCASE PRODUCTS

There are many benefits of leveraging web-based 3D, VR and AR for advertising, but the most compelling reasons are also perhaps the simplest.

EXPERIENCE PRODUCTS

A 3D experience allows the user to truly experience products, viewing from any angle or scale with rich rendering.

Animation and annotations on the 3D visualization better inform and represent products digitally than 2D.

This essentially provides the closest you can get to the actual product before buying it.

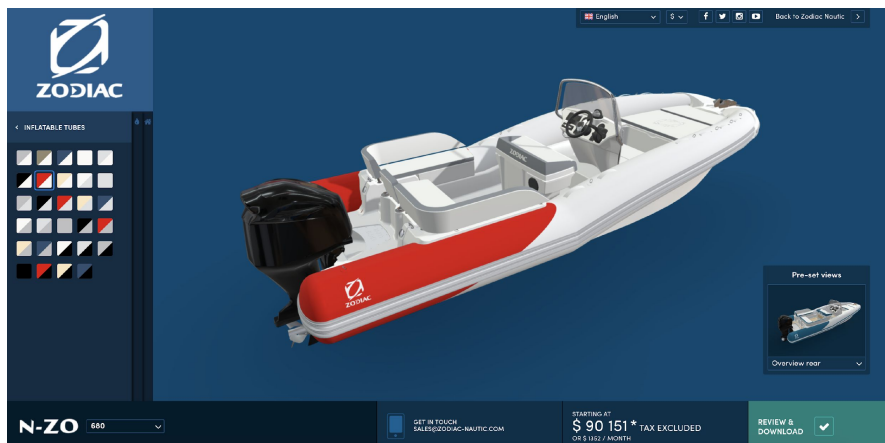
CUSTOMIZE YOUR PRODUCTS

On top of that, a configurator allows consumers to engage with products designed to their exact specifications in real-time. So, whether its colors or styles or components, 3D brings customized products to life with stunning speed and detail anywhere on the web.

MIX REALITY

Virtual reality can take you anywhere, augmented reality can bring anything to you.

Mixed reality allows viewers to view and try products as if they were physically in the same space -- enhance your office with a desk you just configured or try on make-up while taking a bus ride.



3D enables true, personal engagement for the digital marketplace.

IMMERSIVE MEDIA

Sketchfab's cutting-edge technology enables **unique immersive media experiences** on any device.

Interactive animation is a great way to give users a one-of-a-kind experience -- providing 3D spatial sound and imagery from different chosen perspectives.

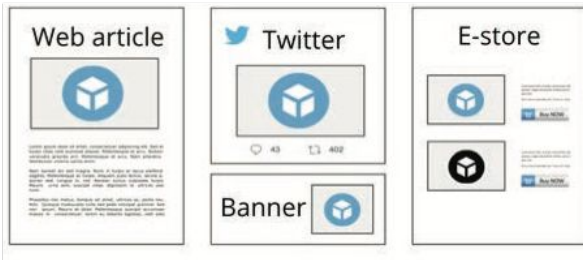


WORKS EVERYWHERE

To reach audience at scale, new technology must be accessible across all platforms.

Advertisements that require specialized viewing hardware will always have limited impact which is why Sketchfab is actively **bridging the gap between today's web and tomorrow's virtual reality.**

Sketchfab solution embeds seamlessly within Twitter, blogs and product pages



It's the only player that can easily toggle between **standard browser viewing and virtual reality headsets.**

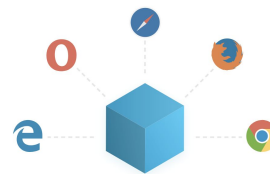


THE PLAYER WORKS :



On any Device

The Sketchfab player is compatible with all major devices.



On any Modern Browser

The Sketchfab player is built with WebGL, and works on all operating systems and all modern browsers without any additional plugins.



On Most Ad management tool

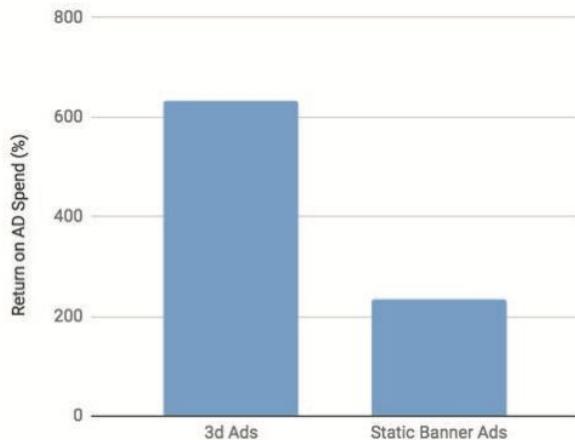
Sketchfab is compatible with most ad standard ad servers

INCREASE ENGAGEMENT

Increased audience engagement is no surprise with the deployment of our 3D immersive technology.

Split-testing Sketchfab-brand 3D ads versus traditional static ads, bears out just **how dramatically engagement can improve...**

Return On AD Spend

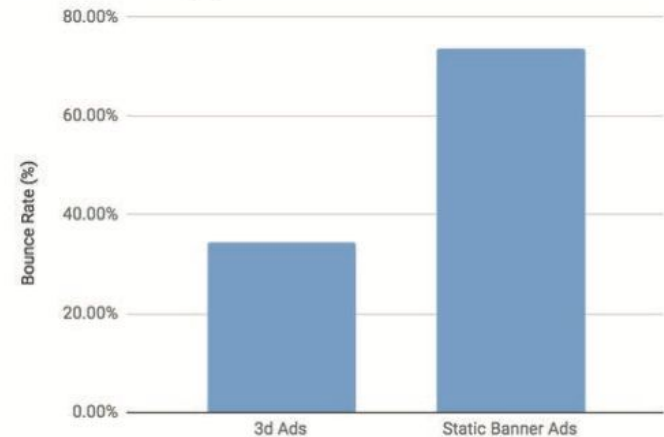


663% increase in sign-up conversions



This case study from a campaign we ran with **JEWLR** also shows how 3D interactivity can drive engagement.

Bounce Rate (%)



376% increase in Click Through Rate

CHOOSING A 3D CONCEPT

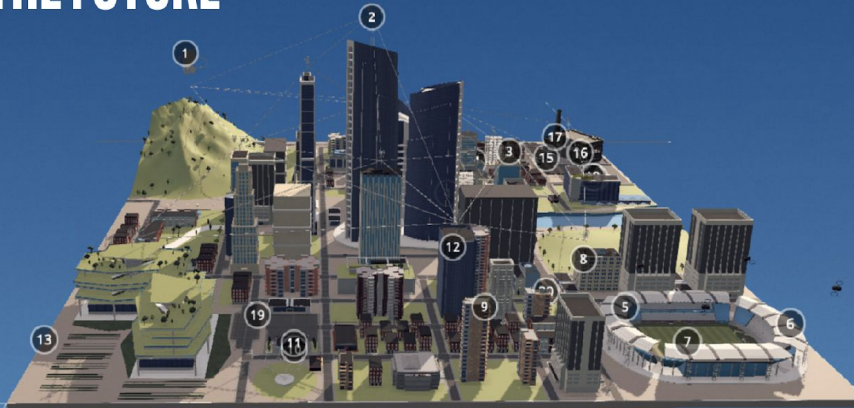
As with any ad creative, It's helpful to work backwards from **campaign objectives**.



ARE YOU DRIVING AWARENESS OR CONVERSION?
ARE YOU INTRODUCING A NEW PRODUCT OR FEATURE?
IS YOUR INTENTION TO DRIVE BRAND AFFINITY?

INTEL 5G TECHNOLOGY POWERING THE CITIES OF THE FUTURE

Explore the city to discover how 5G supported by Intel will shape our cities.



STATIC VERSUS ANIMATED

STATIC OR ANIMATED?

Determining whether to build a static or animated model will also, of course, **depend on your objectives.**

STATIC MODEL

Static models suit naturally static products whose every angle a consumer may want to explore in finite detail, like **a fresh Adidas sneaker.**



ANIMATIONS

If your intention is the accurate representation of a particular product or feature, animation may help showcase functionality.



For instance, **this animated model of a Tesla Model X** perfectly captures the signature upward glide of its rear doors.

Also, an animated model **like this one** drives engagement alone or as part of an interactive scene.

3D ANIMATION, AN UNCHARTED TERRITORY

This 3D animated film barely scratches the surface of the types of entertainment experiences talented creators can create with this groundbreaking technology.

CONFIGURABLE ADS, AN INTERACTIVE AND DISRUPTIVE TYPE OF ADVERTISEMENT

REAL TIME CONFIGURATION

3D configurators allow users to personalize and engage with products in real-time.

Configurators can be as simple as swapping in colors or textures or as advanced as **multi-component selection with automatic pricing.**

LIMITING COMPLEXITY

Limiting complexity (and therefore loading time) **within a banner ad** is key to driving initial engagement.



CREATING A 3D MODEL FOR BANNER ADS

You have fleshed out the details of your 3D experience, you have a perfect concept and no idea how to actually create it...

Now what?

GETTING STARTED

Sketchfab supports more than fifty 3D formats spanning all major 3D creation software, so most existing 3D models are compatible with Sketchfab.



EXISTING 3D ASSETS

If you manufacture products, you probably already have 3D assets. You could use them "as is" but, generally speaking, they can usually benefit from a number of optimizations, for aesthetics or performance (see next page) reasons.



CREATE YOUR 3D CONTENT

If you don't have existing 3D content, we'd be happy to help out. With almost 2M members, Sketchfab is home to the largest community of 3D creators out there, and we can manage any production needs.

PERFORMANCE TIPS

As mentioned earlier in this document, **most modern devices can support 3D** and, in particular, the Sketchfab player.

In theory, there is no limit to the complexity of models that can be displayed with Sketchfab.

However, [WebGL](#) is hardware- accelerated, so the viewer's performance depends on the machine displaying it. This is particularly important to consider for mobile optimization.



A detailed performance guide is available [here](#)

Here are the primary factors to consider when creating a model for banner ads

- ✓ Geometry: while Sketchfab can typically support models with millions of polygons, we recommend to **stay below 500k** polygons, and **ideally below 100k**
- ✓ Use as **few materials** as possible
- ✓ **50 geometries**/meshes or less
- ✓ **10 textures** or less
- ✓ Animation: **fewer than 35 bones per geometry**
- ✓ Manage scene complexity
- ✓ Avoid expensive transparency methods
- ✓ **Avoid lights casting shadows** when attached to the camera
- ✓ Consider using **Shadeless mode** when appropriate

DISTRIBUTING 3D MODELS

WEBGL TECHNOLOGY

The Sketchfab player is built with **WebGL**, a technology standard for rendering interactive 3D graphics within web-browsers without the use of plugins.

EMBED EVERYWHERE EASILY

Embedding a 3D model anywhere on the open web is **as simple as sharing videos**. It also means that the player is fully compatible with most ad servers and demand-side platforms.

TRUSTED PARTNERS

Sketchfab has successfully managed campaigns through our trusted partners: **Google Display Network and Verizon Media**.



The most impactful 3D advertisements are distributed through some combination of programmatic, native placements, and a strong social sharing strategy.

PROGRAMMATIC

If you already have an ad server relationship, **simply create a standard HTML5 ad** using the Sketchfab viewer iFrame as well as your custom HTML/CSS code and **submit it to your account manager** to generate ad tags and begin trafficking them.

Alternatively, Sketchfab has a growing network of placement opportunities and can help ensure distribution of your creative against your desired audiences.



NATIVE CONTENT AND PLACEMENTS

NATIVE CONTENT

In addition to precision-targeting through a programmatic network, various sized iframes and banners can be directly placed within contextually-relevant content.

ANY ENVIRONMENT

A single model can be used for various purposes in many contexts and can be optimized for any user viewing environment - desktop, mobile, VR headset, banner ads, etc.



Social Sharing

Of course you want your 3D models shared by key influencers and friends.



adidas Football ✓
@adidasfootball

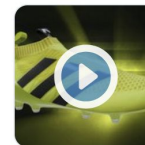
Following



Bosses only.

Experience ACE16+ Purecontrol from the Speed of Light pack in 3D.

#ACE16 #FirstNeverFollows



ACE 16+ Purecontrol – Control everything - 3D model by ad...

SPEED OF LIGHT ACE 16 - First Never Follows Find yours:
<http://www.adidas.com/ace> - ACE 16+ Purecontrol – Control everything - 3D model by adidas (@adidas)
sketchfab.com

9:00 AM - 20 Sep 2016

29 Retweets 140 Likes



MEASURING SUCCESS

MEASURABLE

3D rendering is a **revolutionary ad format** that can be easily measured with tried and true digital metrics.

GOOGLE ANALYTICS

Sketchfab easily integrates with **Google Analytics** and other popular campaign performance trackers.



We will gladly work with your team to provide regular reporting on standard success metrics such as click-through rate, views, conversions and time spent.



Interested in Learning More?

Contact us:

