

5 Cost-Saving Benefits of Virtual



1. Eliminates Risk

Visualizing and testing concepts in a virtual twin of a retail store allows teams to understand what shoppers will experience, without creating anything in the physical world. By mining insights into shopper behavior and attitudes in a virtual space, teams can then have the flexibility to make changes, experiment with other concepts, or go back to the drawing board without making heavy investments.

2. Faster to Market

Virtual simulations allow retail and brand teams to act quickly—without sacrificing quality insights. Fielding a virtual study can be done in less time, with respondents doing their shopping exercises from the comfort of their home computers. That behavioral data, along with attitudinal insights, provides a fast and accurate way to learn how shoppers will react to your concept.



3. Less Travel

Even prior to the COVID-19 health crisis, travel was a large part of company budgets, and cutting travel costs where possible was often necessary. Our customers have seen huge cost-savings by reducing their need for in-person store testing and walk-throughs. Plus, selling in concepts to retail partners is just a click of a 3D video away.

4. Virtual Prototypes

New packaging designs, marketing displays, signage: these are all aspects of in-store planning that cost money to develop. So what if instead of creating physical prototypes to test their effectiveness and noticeability on shoppers, you could do it all in virtual? One of our clients [saved hundreds of thousands of dollars](#) with virtual prototyping.



5. Borderless Innovation

Mock stores and innovation centers are as close to the real thing as you can get when ideating on new in-store concepts. But, they come with a price. They are large, expensive to make changes to, and require in-person interaction. Conversely, virtual innovation centers are just that—a space that exists only in a digital world, where changes are infinite, testing is done remotely, and ideas come to life, in hyper-realistic 3D visuals. No warehouse lease required.