

3D Advertising Guide

By  Sketchfab

In the current advertising ecosystem, it is essential for advertisers to evolve and use innovate ad formats in order to **reduce banner blindness and increase end-user engagement**.

That's why we have created a **new form of display advertising powered by the Sketchfab viewer**, allowing your audience to **interact and engage with your products** displayed within the advertisement.

Process



Design the components of your ad: model, background, logo, text, call to action

- Create your ad using a combination of the Sketchfab viewer embed and HTML / CSS overlay
- We also provide a la carte ad creation services based on assets and copy you provide



Send your ad creative to your account manager at your preferred ad server to generate ad tags.



Begin trafficking your ad tags via your preferred ad server.

Performance tips

We recommend that you use textures that are no larger than needed for the banner size and **keep the model under 150K vertices** with no more than **5 materials**.

You can constrain zoom to ensure that viewers do not zoom in too close to **low-resolution optimized textures**. **Solid color backgrounds** are optimal.

URL Parameters

&orbit_constraint_pan=1 to disable panning
&orbit_constraint_zoom_in=125 to block zoom with a distance (here 125):
&max_texture_size=1024 to limit texture size (here: 1024)
&autostart=1 to automatically play the model when it loads
More info available [here](#)

Optimal Creative Sizes

In order to guarantee **maximum inventory availability & exposure** for your 3D ads, the following sizes are recommended: 160*600, 360*250, 728*90

Case Studies and Results

Our own early tests

During our initial pilot test, running Sketchfab brand ads on Artstation.com (an extremely popular artist community online), we have observed the following tremendous results:

+663%
increase in **signup Conversion Rates**

+376%
increase in **Click Through Rate**

Jewlr, an online only jewelry retailer

Our 3D campaign has brought in a Return on Ad Spend of 6.34x experiencing a major increase compared to their other display ads by 150% and a better in site traffic.

+150%
increase in **Return on Ad Spend**

-54%
Bounce Rate Reduction

In addition we are also able to report on user interactions within the ad itself: clicks, mobile touches, annotation clicks, and various other engagement metrics.



Your model can be static or animated and can include configurator options for further engagement ([example here](#)).

Contact us: enterprise@sketchfab.com