

VOLKSWAGEN ID.7 3D CONFIGURATOR STREAMING

Providing a tailored real-time streaming solution for the new ID.7 configurator, added to consultancy, project management and second level support.

The challenge

Missing emotional and interactive content on the customer's car configurator website. By utilizing real-time 3D streaming technology, VW now provides much better visual representation of their products, making it accessible from any device, anywhere in the world.

The solution

MONKEYWAY is using the GCP resources to stream and automatically scale the virtual instances, based on customer's website traffic.

The result

Interaction time increased by 250% Conversion rate increased by 13%
Call To Action lead rate doubled 15% uplift in Configuration value

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About Volkswagen Group

Volkswagen is a renowned German automaker established as a symbol of quality, innovation, and reliability in the automotive industry.

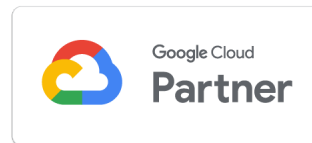
Vertical/horizontal solution: Automotive

Primary project location: Germany



About MONKEYWAY GmbH

MONKEYWAY is the leading provider of real-time 3D application streaming specialized on utilizing the GCP infrastructure.



Products

Google Cloud Platform