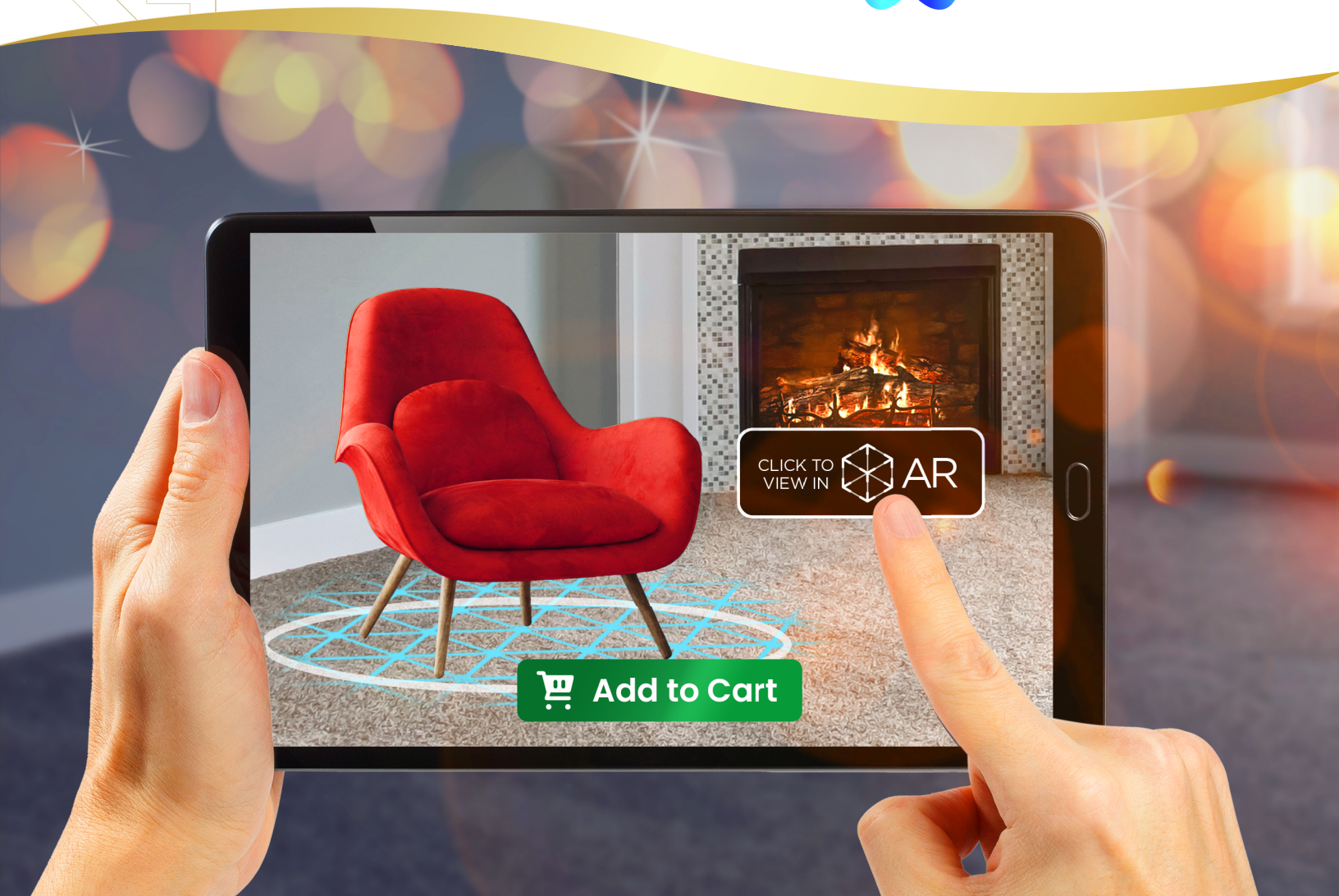
HOW TO USE AUGMENTED REALITY FOR A RECORD HOLIDAY SALES SEASON

4 Ways Brands Use Augmented Reality In Their Omnichannel Campaigns

nextech AR solutions



Index

In this guide you'll discover our top 4 strategies for using Augmented Reality (AR) for online and in-store advertising as well as merchandising campaigns - all based on our in-house brands and recent market data.

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It's Never Too Early to Plan for the Holiday Season

The holidays are a consistent form of happiness — not only does it mean family bonding, but it's the most fun time for consumers to shop!

Consumers have massively adopted the online way of shopping, but as we slowly migrate back to a mix of in-store visits and ecommerce, it's clear their expectations have shifted.

Camera commerce, QR codes with gamifications or offering coupon codes, curbside pick-ups, and placing products in your home through phone are just a few ways we're seeing the blend of online and in-person shopping.

AR Insight #1

AR technology is becoming more popular, as it can be experienced in a browser (Web AR) or app by simply scanning a QR code with a smartphone.

66%

of consumers believe QR codes have made life easier in this new contactless world.[1]



56%

of shoppers did at least 75% of their shopping online in 2020[2]

43%

of shoppers plan to buy items in physical stores, up 9% from last year.[3]

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Omnichannel Shopping: AR's Impact Online and In-Person

See how interactive AR experiences elevate the customer journey at every stage.



Consideration

- WebAR ensures a product is the right fit for customers.
- With less time spent hesitating on a product, AR helps customers spend less time in the consideration phase.
- Quicker paths to purchase.



20% higher interaction with AR[4]

Awareness

- AR advertising is immersive and eye-catching, boosting Click-Through-Rates and engagement.
- Retarget cart abandoners with AR ads to close the sale.

61% of shoppers prefer stores which offer AR experiences[5]

Purchase (In-Store)

- Any product display can become interactive with a simple QR code that triggers an AR experience.
- Product packaging and boxes can trigger an AR experience - a 3D view of what's inside the box, a hologram brand ambassador, etc.





94% higher conversion rates with AR[6]

Purchase (online)

- Place 3D models in your space before commiting = confident purchases.
- Try before you buy = fewer annoying and costly returns.

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Delivery/Unboxing

- Human holograms triggered by your product packaging.
- Build trust and a customer connection.
- Add a low-cost QR code for supportive content (recipes, tutorials, guides, FAQ's).



Repurchase/ Loyalty

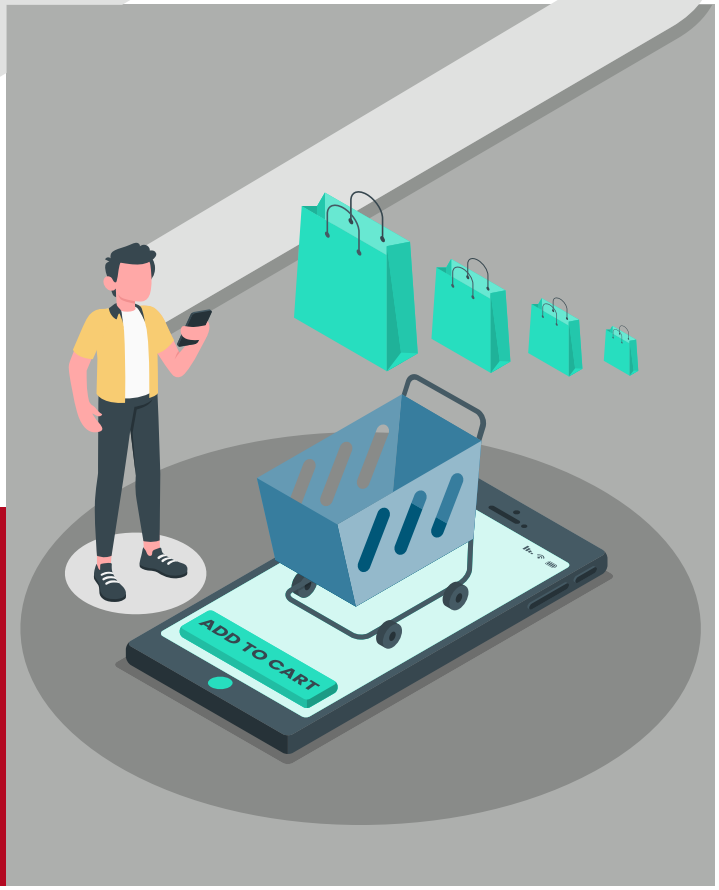
- Customers appreciate the convenience and ease of AR, promoting customer satisfaction and loyalty.

71%
would return more often to stores with AR experiences[7]



Advocacy

- AR is fun to use. Customers are more eager to share content with family and friends pre and post purchase
- Customers will spread the word about brands, making purchase easier and with AR.



Up to
73%
of smartphone AR users are likely to make a purchase after using product personalization or virtual try on experiences.[8]

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1. Generate Interest and Traffic with AR Advertisement

The average person sees thousands of advertisements per day – make sure yours is one that stands out. A successful advertisement will grab the attention of a consumer before anything else, and that's exactly the goal behind adding an immersive, AR element.[9]



Deliver the WOW Factor

AR is eye-catching: It captures people's attention for over **85 Seconds** and improves CTR to **purchase by 33%.**[10]

AR Insight #2

1 AR Model = Multiple Touchpoints

- Create a 3D/AR model for your website.
- Use the same 3D/AR model in an ad and increase traffic.
- Let customers view the model in their space and accelerate conversions.
- Retarget cart abandoners who looked at the 3D/AR model.
- Use a QR Code on your store merchandising - AR becomes your new display or demo unit!

Ecommerce sees a **$18B yearly** loss from cart abandonment[11]



Show your customer that exact chair or table they were thinking of buying in a personalized retargeted ad! They can twist and play with the model, reigniting their interest and completing that conversion.

Click Here to Create a **Free Banner*** Through Nextech AR's Ad Network

**Terms Apply. Contact us for details!*

AR Insight #3

Use AR in your ads' A/B tests to compare performance VS your classic 2D ads.

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2. 3D and AR Models for Ecommerce

Not only is it a cool experience to place a product in your space before you buy it, but it gives consumers confidence they're purchasing the right product for their needs, boosting conversions and reducing returns.

Customers Enjoy the Ease of AR

40% of shoppers would pay more for a product if they could experience it in AR.[13]

Consumers are more confident in their purchase, leaving no room for surprises when a product arrives, resulting in a **25% reduced return rate.**[14]

Nextech AR Helps You Implement AR in Record Time

With our Threedy.ai platform, we've cracked the code for mass producing 3D and AR models at scale, producing dynamic content for companies like Target and Pier 1.

Whether you have 5 or 5,000 product SKU's, our AI-powered assembly line can handle it all.

Learn More About **Threedy.ai**

Experience It For Yourself!

Scan this code with your phone to view in AR

If viewing this on your mobile, simply tap below to open

CLICK TO VIEW IN AR



AR Insight #4

4 Simple Steps for WebAR Magic

1. Upload 2D images to our AI and sit back and relax.
2. Request edits and approve your 3D model.
3. Upload our JavaScript tag to your product page and wow your customers!
4. Wow your customers with an app-free AR experience. Only a smartphone is required!

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3. Interactive POS (Point Of Sale material)

Help Customers See Your Product Is the Right Choice

Studies have proven that while customers may like the idea of multiple product offerings, it's ultimately overwhelming and doesn't bode well for getting that sale. In-store point-of-sale displays are common choices to stand out on shelves, to massify your product's help presence, and make it clear what product choice is the best or what your exceptional promotion is this season; and they're getting upgrades with videos, lighting, sound, and other forms of flair to stand out even more to curious eyes. But this proves to be expensive to implement across thousands of stores.

A study found there is a **27% higher** likelihood of a purchase with fewer choices compared to a larger selection of products.[15]

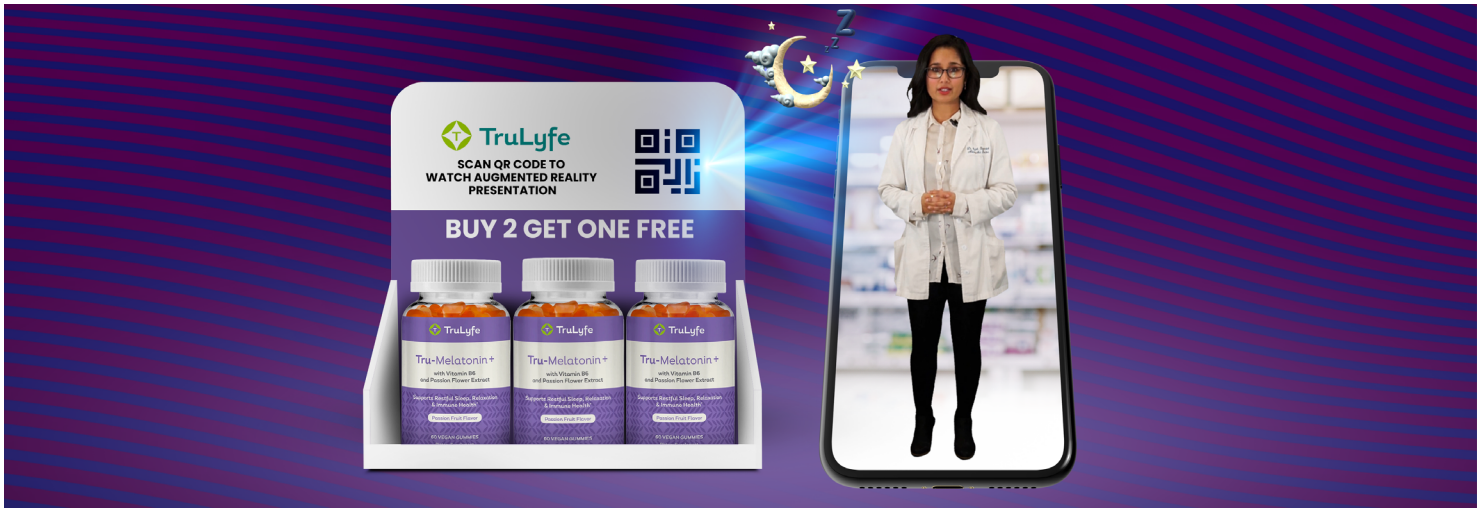
Make it Easy to Decide

It's still possible to effectively communicate with prospective customers and convey your brand's story to show why your product is the right choice - without a huge price tag.

AR-based interactive POS material reduces expenses for in-store merchandising and employs AR in the simplest way:

- Holiday cashback promo peeling stickers Wobblers.
- Endcap or self-standing displays.
- All attached with a simple QR code to let shoppers trigger amazing experiences through their smartphone's camera!

Customers want to understand a product before they buy, making QR codes perfect to present video demos showing similarities and differences between options or having your brand ambassador pop up and explain why they endorse your product. The best part – **it's inexpensive and easy to incorporate.**



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4. Interactive Packaging

A customer purchasing your product shouldn't be your final goal. The hard part comes next – keeping them engaged and loyal to your brand.

75% of consumers tried new shopping behaviors with lower tendencies for brand loyalty in 2020.[16]

Consumers have unlimited access to information, making it easy to jump from brand to brand. If they can get their problem solved elsewhere, there's no reason to stay.

A simple QR code activated by a smartphone is all it takes to add a layer of enhanced functionality to your product packaging, making it interactive with AR. It's all about giving them the extra content they want and expect, without the search effort.

AR Insight #5

Interactive Packaging Ideas

- ✓ Food or drink recipes.
- ✓ Workout demo.
- ✓ Quick set-up guide.
- ✓ Answer common questions.
- ✓ Episodic content and announcements.
- ✓ Reminders and notification.
- ✓ Promocode for repurchase.
- ✓ Upsell and cross-sell messages.

See It in Action

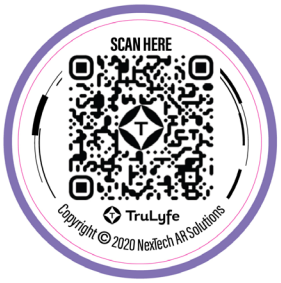
TruLyfe Supplements utilizes Nextech AR's GenieAR smart packaging technology to provide their customers with a new and exciting experience.

They encourage a trusting relationship with the brand, as a registered dietician hologram triggered by a QR code offers clear and digestible information about how exactly to take the product and what you can expect from it.

Rather than having to Google questions about melatonin, TruLyfe customers get their questions answered right away with their packaging.

Learn More About Interactive Packaging

Experience it For Yourself:



If vieweing this on a mobile, simply tap the button below

Tap Here



Download the ARitize™ App to enhance your experience with additional content!

Step 1 Download the App

ARitize™ 3D Augmented Reality

Download on the App Store | GET IT ON Google Play

Step 2 Open the ARitize™ App in your mobile and tap on the 'Code' button on the bottom menu bar

Step 3 Click on the 'Scan a QR Code' button and center the QR code in the scan box

Scan a QR Code →

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Find the Right AR Solution

Reach customers at scale this holiday season with low-cost, low-touch AR strategies.

Nextech AR has 3D and AR product services for everyone, from the smallest businesses to the largest enterprises. With no 3D creation cost and a low monthly hosting fee, we're capable of mass producing AR unlike anybody else.

Let's meet to see how AR can boost your business

Rank Higher in Google Searches with Your 3D/AR Models

Nextech AR's Threedy.ai 3D model creation platform was selected to grant exclusive access to the upcoming 3D/AR search changes. Our client's 3D models will show up in organic searches, revolutionizing the way we search and shop.[17]

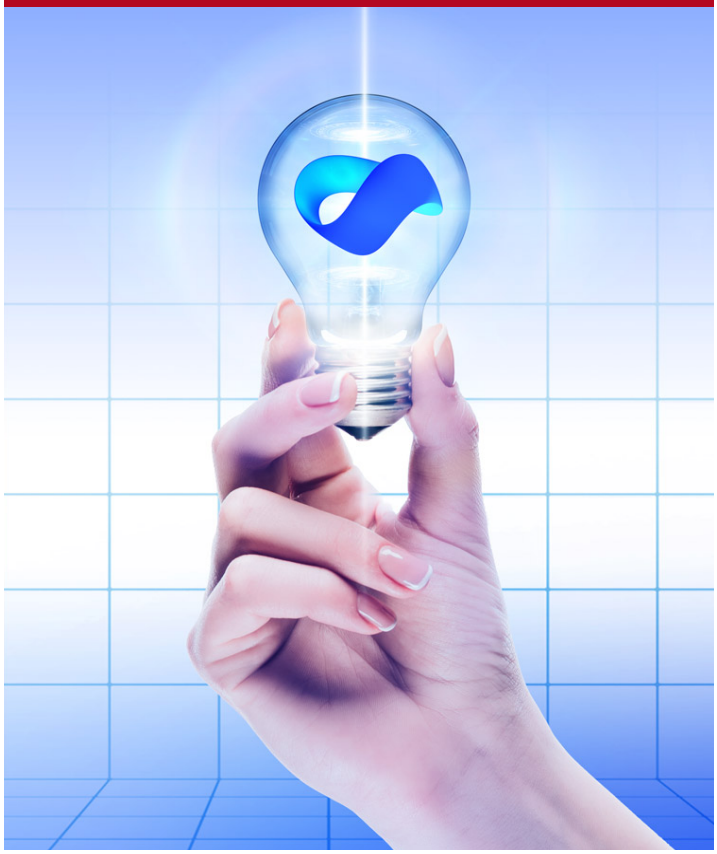
Trusted By

Walmart wayfair Pier 1 target kmart

About Nextech AR Solutions

Nextech AR Solutions is a global augmented reality solutions provider, taking business models like ecommerce, advertising, packaging design, virtual events, digital learning to the next level of interactivity with AR technology that drives engagment, conversions, retention, and an overall improved return on investment.

Our AI-powered solutions include the conversion of images to 3D/AR at scale for ecommerce, 3D/AR advertising formats, interactive packaging, augmented reality exploded views for product demo and training, human holograms and more!



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Let’s get in touch

Book a Demo

Suite 500 121 Richmond St. West Toronto, Ontario, Canada M5H 2K1
+1 866-ARITIZE | contactus@nextechar.com | www.nextechar.com

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