Webinar Series

Strategic Applications of WebAR for Marketers

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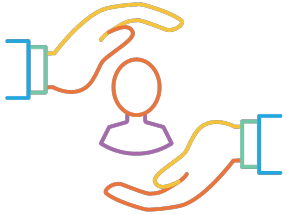
Marketing's Purpose

ACQUIRE

Hi, Nice To Meet You!



RETAIN

What Can We Do Better to Serve You!

GROW

If You Liked That… You're Gonna Love This!

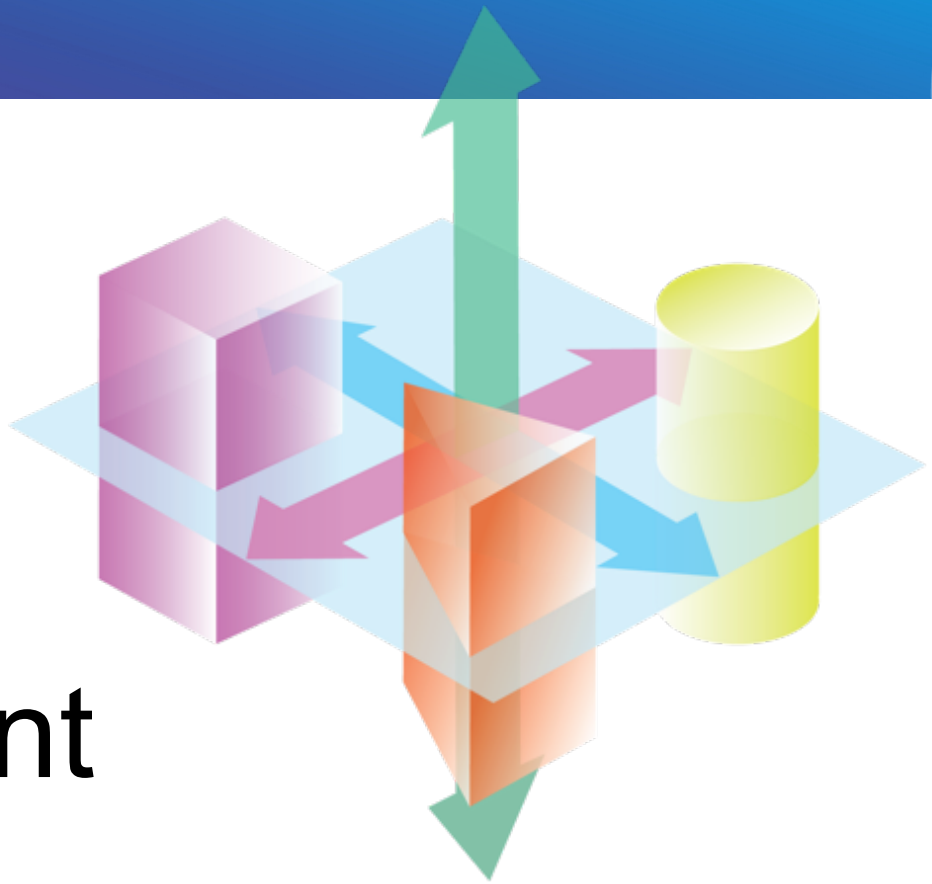
Marketing Benefits of AR

- **AR** increases prospect engagement by a factor of 10X
- **AR** is interesting to consumers as a media rich interactive experience
- **AR** content scenes make memories increasing recall and retention rates

- **AR** increases the value of existing marketing tactics and spend
- **AR** extends the life of marketing campaigns and increases click thru rates
- **AR** compliments your existing omni channel strategies
- **AR** when used in direct mail will lower the cost of postage
- **AR** reduces the friction between a marketing call to action and the response by the consumer via digital channels
- **AR** is poised to be the first choice for media consumption

Definition

AR is 3D
Media Rich
Interactive
Web Content



AR Workflows

Workflows

Marker Based

Marker Based

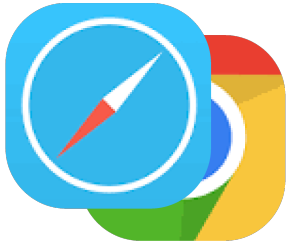
Markerless AR

Markerless AR

WebAR vs AppAR Deployment

WebAR Basics

Camera App
to Scan QR Code



Device
Web Browser

Hosting
Location

AR
Scene

Consumer Interaction with Marker Based WebAR

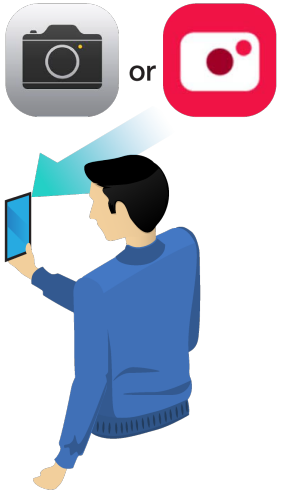
- AR experienced through a mobile web browser
- No app needed to be downloaded
- Marker Based and Markerless workflows that support both website and direct marketing initiatives

STEP 1

Marketer Presents Call to Action, QR Code & Marker

STEP 2

Customer Uses Native Camera App to Scan QR Code



STEP 3

QR Code Launches Native Web Browser & Campaign URL

STEP 4

Customer Scans AR Marker with Web Browser & Sees AR Scene

Why WebAR Shines for First Contact

ACQUIRE

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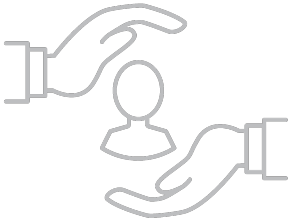

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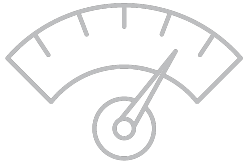


GROW

If You Liked That… You're Gonna Love This!

Marker Based WebAR Example

1.

Use your device camera to SCAN this QR code…

2.

Then use your web browser to SCAN this marker…

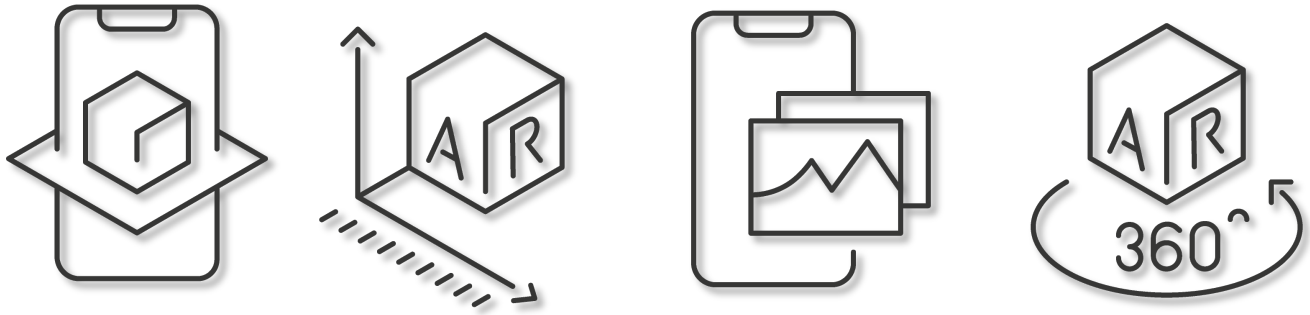
Methods for Triggering WebAR Scenes

Making It Simple to Engage

- Use branding and iconography
- Present the consumer with directions
- Explain the process & set expectations
- Use the medium to your advantage

Branded Iconography

- Consider giving your AR efforts their own identity
- Icons that act as signposts within new and existing marketing
- Icons placed in proximity to markers or links
- Provide a key that explains what this icon means
- Use when and where it makes sense



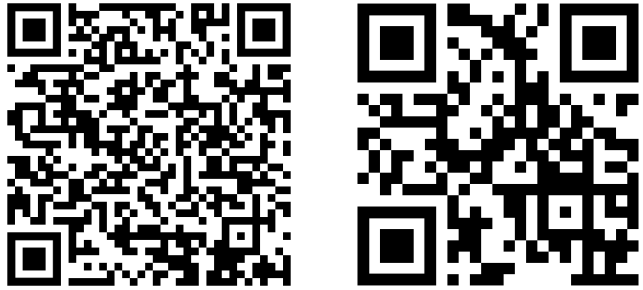
Directions For Engagement

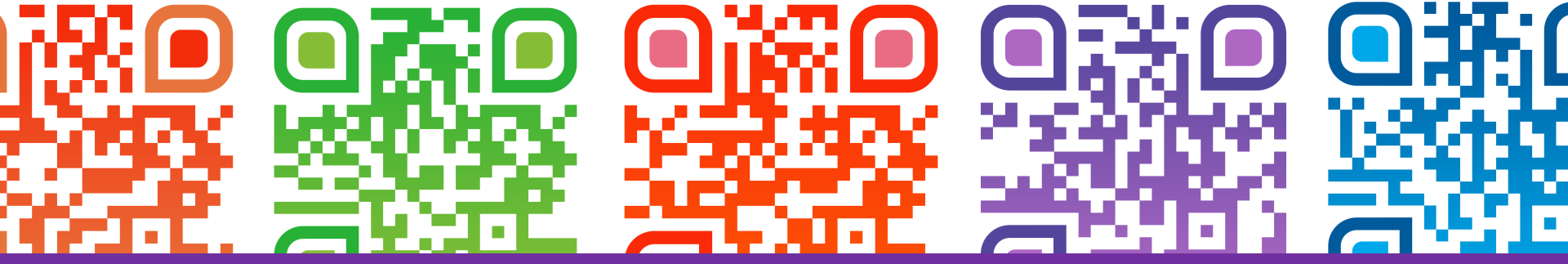
- Give the consumer a clear set of “to do’s”
- Be concise and to the point
- Marker based and Marker Less workflows have different needs
- Sample Instructions:

1. SCAN this QR code with your device’s camera app to launch our web page.
2. Then use the browser to SCAN the image above to see what we have waiting for you

QR Code Lore

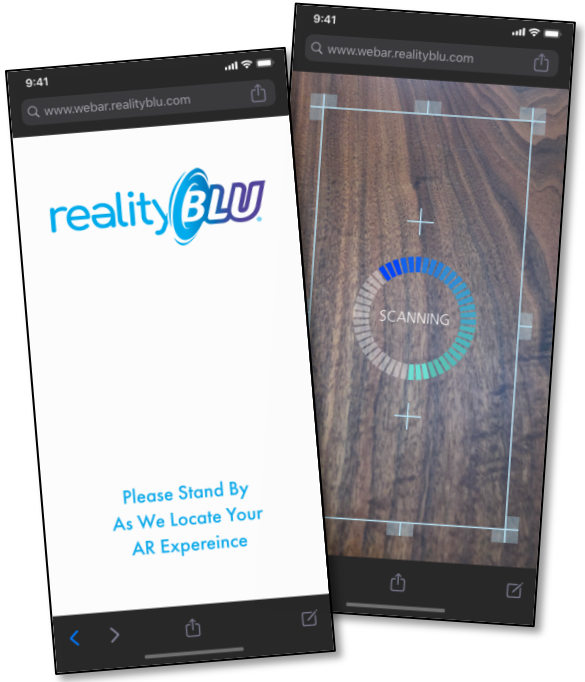
- Act as a beacon on you page
- Use URL shorteners
- Size does matter
- Contrast also is important
- Consider placement proximity
- Feel free to embellish
- Mindbender… QR codes CAN also serve dual a purpose!



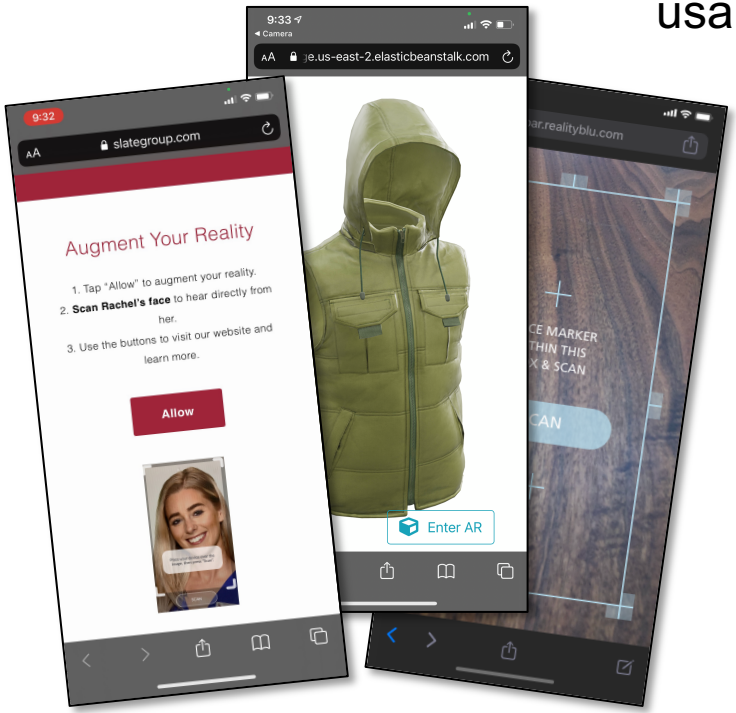


Landing Pages & Before the Scan

1. Set expectations for what comes next



2. Give them cues on what to do



3. Leverage mobile web best practices for usability

Links

- Social media posts (paid and or free)
- Web site links
- Links within emails
- SMS
- Paid ads
- Search results

Scene Content Types

Asset Types for WebAR Scenes

.jpg
.png
.mp3
.mp4
.glb

The Digital Double's Time Has Come

Photography

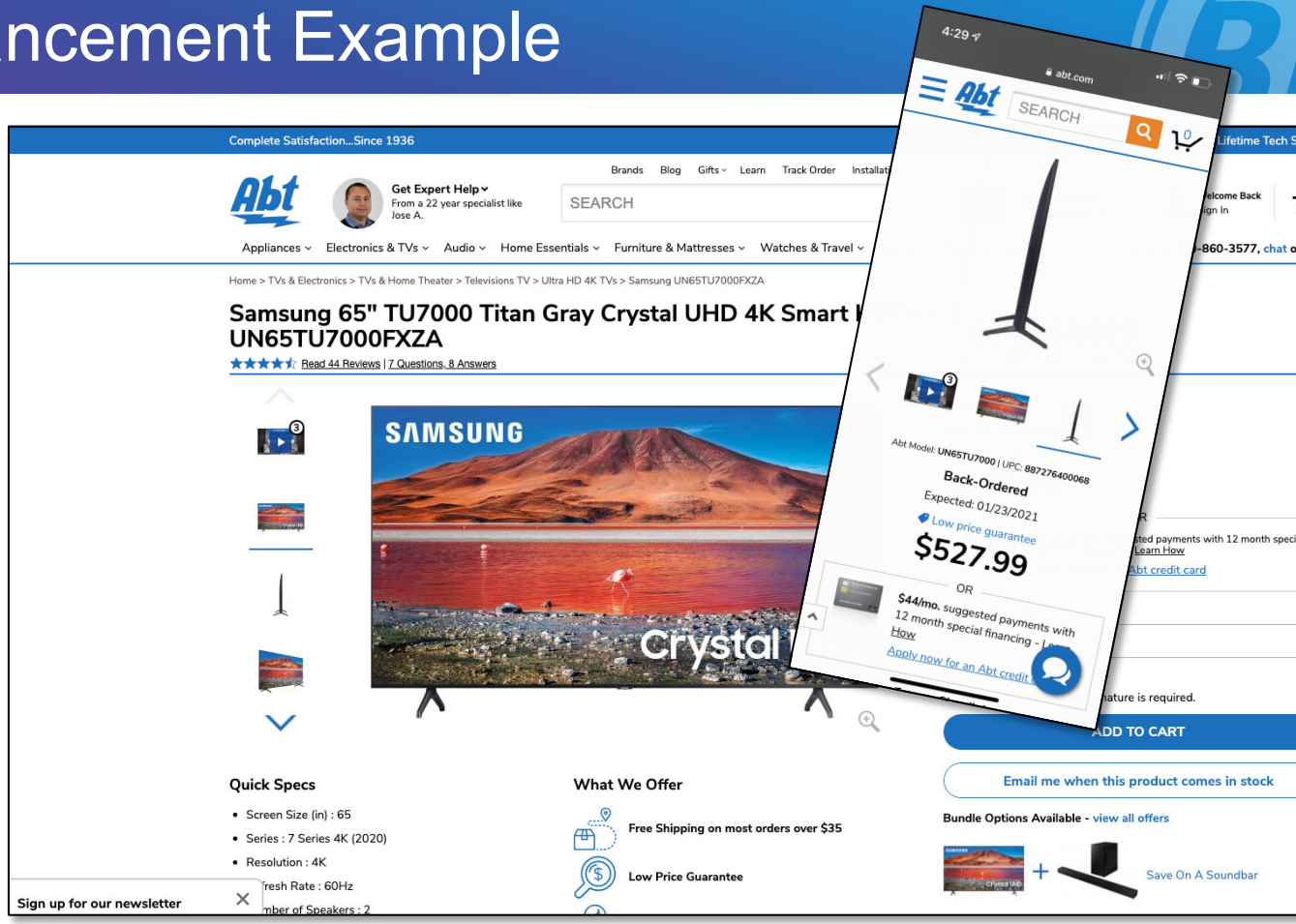
VS

3D Modeling

WebAR in Action

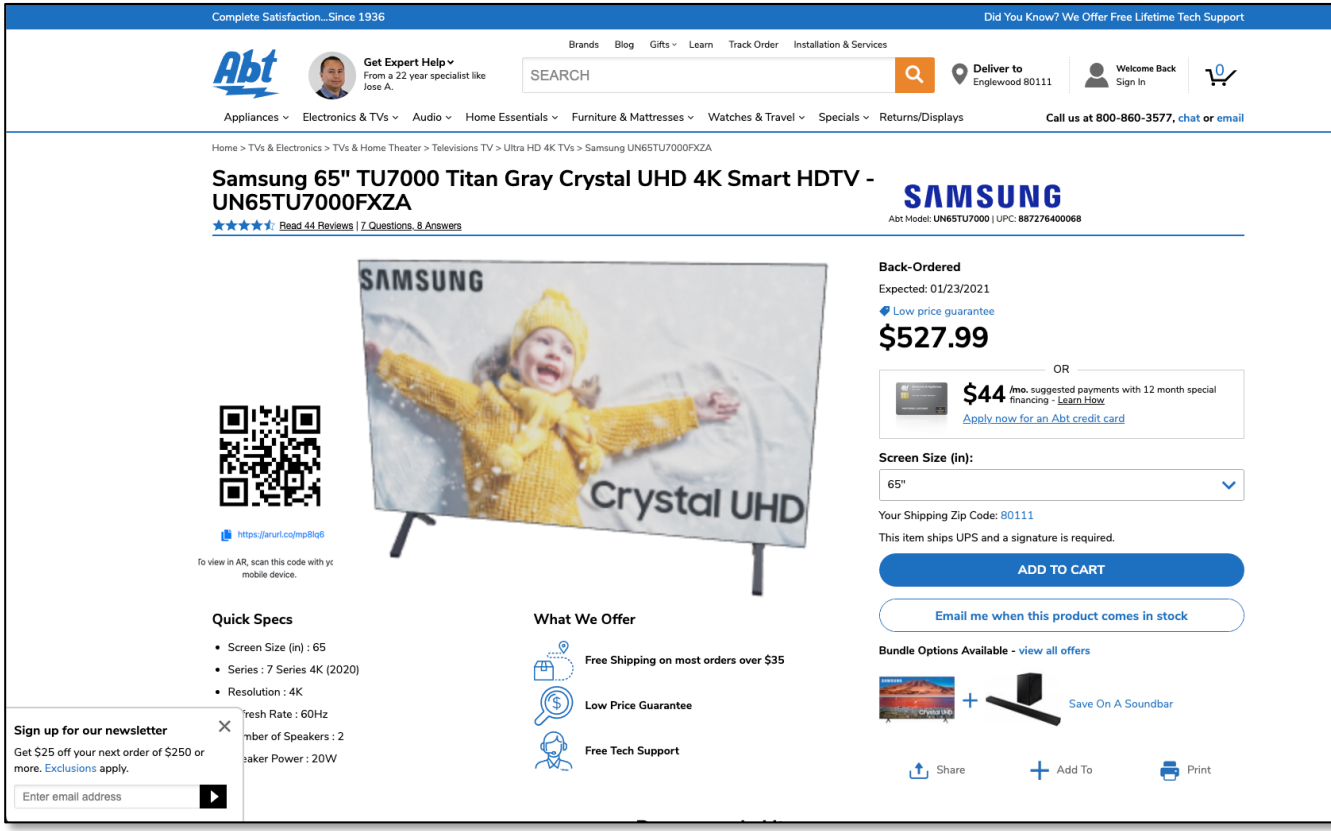
Web Site Enhancement Example

- Current Web site viewed on a computer and mobile device
- Traditional Product View uses multiple 2D photos to convey



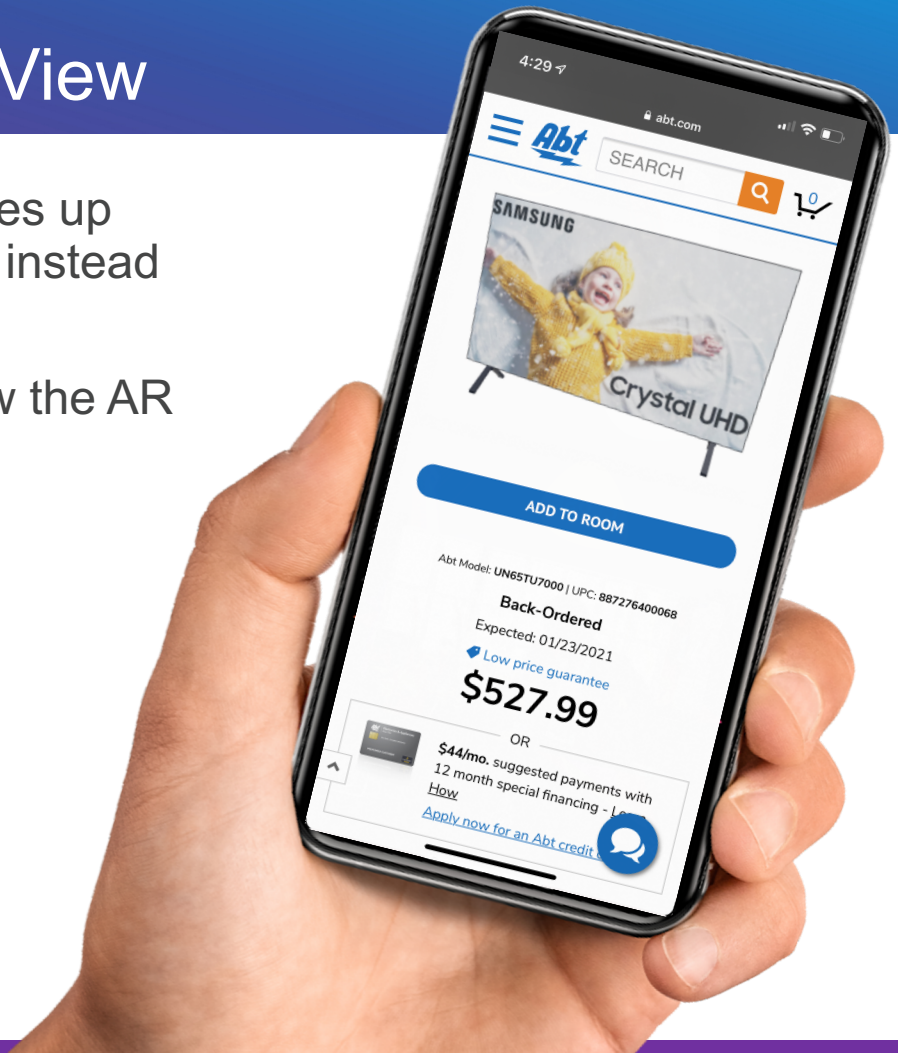
Computer Page View Reimagined

- Photos replaced with 3D object file that can be rotated in any direction
- Allows for interactive engagement with the product.
- New view also includes a QR Code that will trigger a view in room feature when scanned with a smart phone



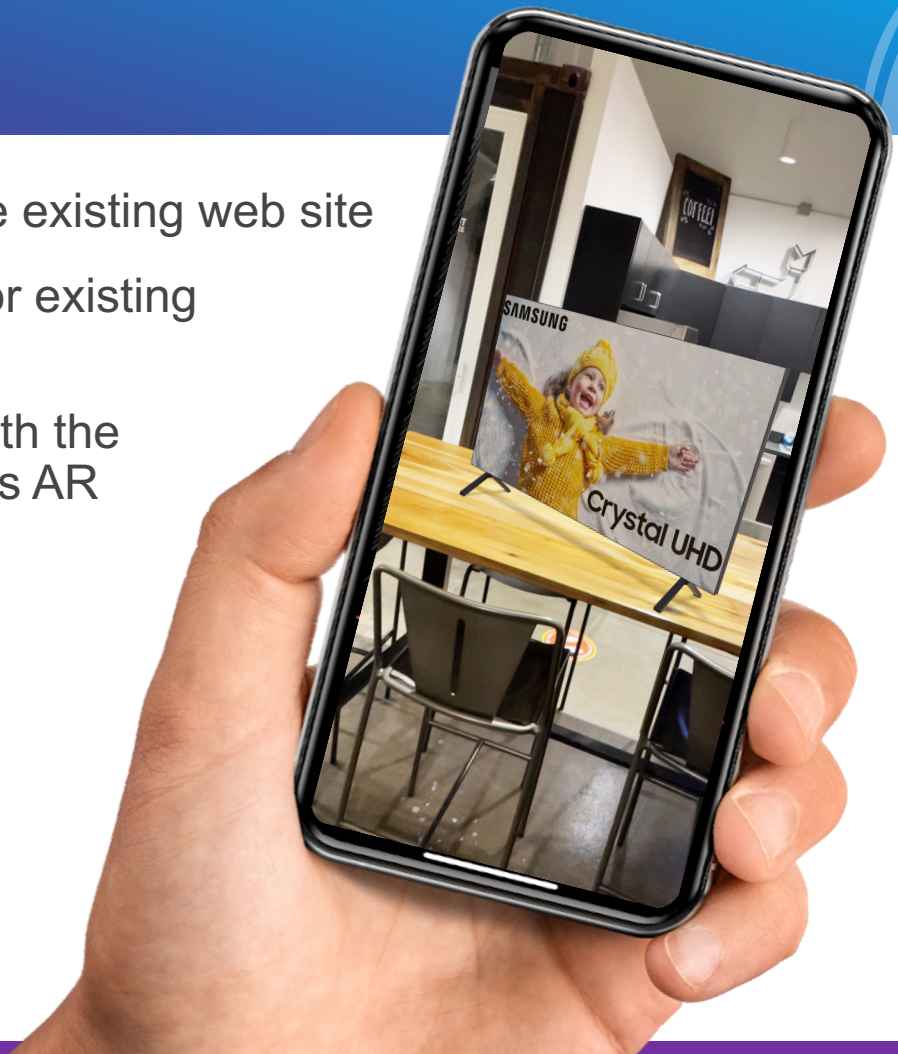
Mobile Browser View

- Browser hawking serves up “place in room” button instead of the QR code
- No app needed to view the AR experience



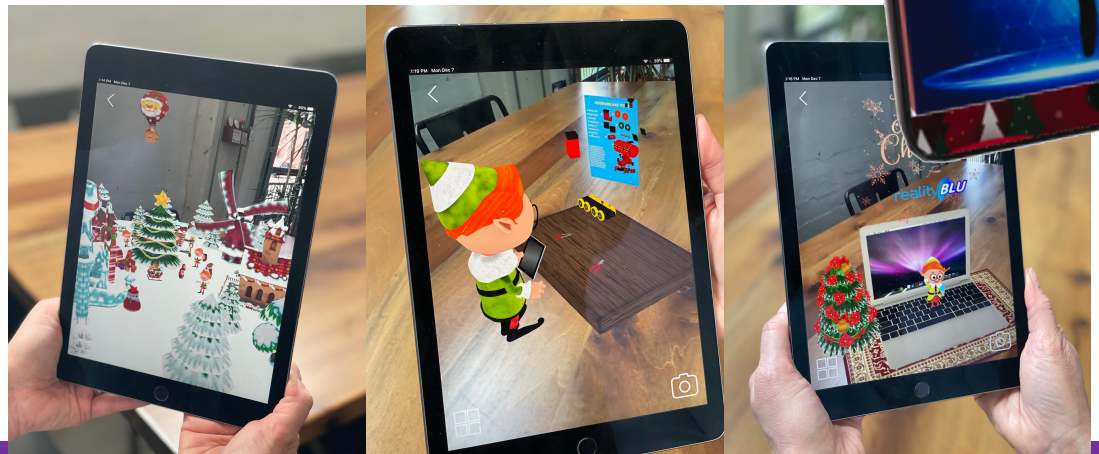
Place In Room

- “Try before you buy” right from the existing web site
- Same feature set also available for existing mobile app deployments
- Scan the QR code on this slide with the camera app your phone to see this AR scene



RealityBLU Holiday Promotion

- Markerless WebAR rollout
- 5 different Christmas scenes delivered on 5 different days via 5 emails
- Anticipated mobile view and desktop view



WebAR by the Numbers

Traditional Reporting

Overall performance

View in browser

Follow Dwight to the Village

Dwight Email #1 - Village

Email type	Send date
Automated	December 14, 2020

OPEN RATE	27.42%
CLICK-THROUGH RATE	9.47%
CLICK RATE	2.6%
UNSUBSCRIBES	2.1%

View in browser

Click Here to See if Dwight Swipes Right?

Dwight Email #2 - Clothes

Email type	Send date
Automated	December 15, 2020

OPEN RATE	25.94%
CLICK-THROUGH RATE	8.64%
CLICK RATE	2.24%
UNSUBSCRIBES	1.33%

View in browser

Click to See Dwight's High-Tech Kitchen

Grab your phone or tablet and get cozy with Dwight!

Dwight Email #3 - Cookies

Email type	Send date
Automated	December 16, 2020

OPEN RATE	21.64%
CLICK-THROUGH RATE	8.29%
CLICK RATE	1.79%
UNSUBSCRIBES	1.18%

View in browser

Dwight Builds You a Choo-Choo

Dwight Email #4 - Toy

Email type	Send date
Automated	December 14, 2020

OPEN RATE	21.23%
CLICK-THROUGH RATE	6.33%
CLICK RATE	1.34%
UNSUBSCRIBES	0.67%

View in browser

Click Here to Party Smartly with Dwight

Dwight Email #5 - Party

Email type	Send date
Automated	December 23, 2020

OPEN RATE	19.28%
CLICK-THROUGH RATE	7.01%
CLICK RATE	1.35%
UNSUBSCRIBES	0.88%

Open performance

Recipients	2002	1962	1950	1936	1924
Open rate	27.42%	25.94%	21.64%	21.23%	19.28%
Subject	Dwight the Sprite is off to the Village...Web...	Dwight the WebAR Sprite looking for clothes t...	Dwight the WebAR Sprite has a GIFT for you.....	Dwight the Sprite is building a toy...check o...	Dwight the Sprite's decorated his room....Just...
From name	Bridget Thomas	Bridget Thomas	Bridget Thomas	Bridget Thomas	Bridget Thomas
From address	b.thomas@realityblu.com	b.thomas@realityblu.com	b.thomas@realityblu.com	b.thomas@realityblu.com	b.thomas@realityblu.com
Send date	December 14, 2020 1:35 PM	December 15, 2020 12:54 PM	December 16, 2020 10:14 AM	December 14, 2020 1:40 PM	December 23, 2020 9:28 AM

Click Thru Statistics

Users by Operating System

Operating System	Users
iOS	141
Windows	55
Macintosh	53
Android	25
Linux	2
Chrome OS	1

Users by Device Category

Device Category	Users
Mobile	164
Desktop	111
Tablet	2

Engagement Time on the Mobile Device

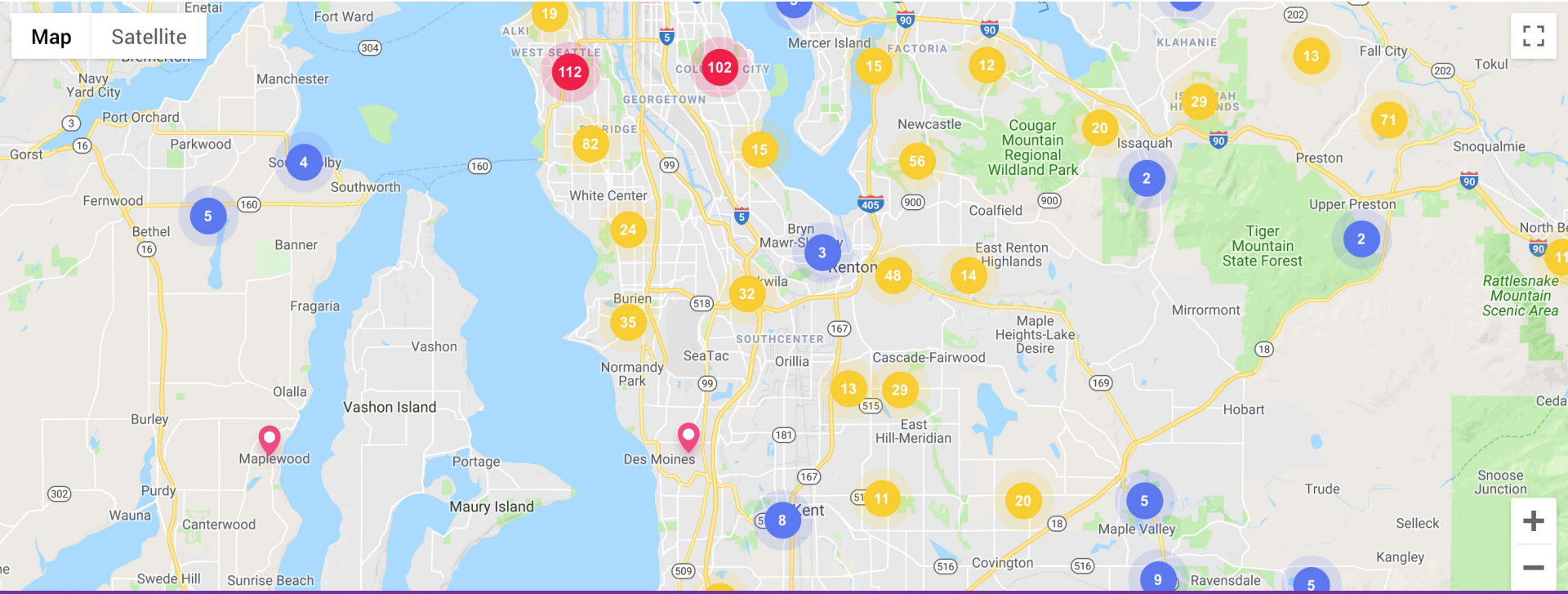
	Page title and screen class	↓ Views	Users	New users	Views per user	Average engagement time
	Totals	**577** 100% of total	**274** 100% of total	**273** 100% of total	**2.106** Avg 0%	**0m 40s** Avg 0%
1	**RealityBLU - WebAR**	468	253	234	1.85	0m 06s
2	**Dwight - Christmas Village**	38	80	19	0.475	0m 42s
3	**Dwight - Outfit**	31	57	7	0.544	0m 39s
4	**Dwight - Baking Cookies**	16	35	4	0.457	0m 50s
5	**Dwight - AssemblingToys**	14	36	5	0.389	0m 39s
6	**Dwight - Zoom Christmas Party**	10	23	4	0.435	0m 24s

Scan Locations

Total views 12.07.2018 – 07.16.2019

10 Years in MLS

Campaign



AR SaaS PLATFORM

RealityBLU makes AR creation and delivery simpler, more efficient and scalable. Our solution includes the following:

- **The XR Builder** facilitates asset management and AR scene design, production and approvals.
- **Campaign Management** organizes and identifies the project goals, the creative product, the staff involved and the campaign time span.
- **Measurement and Analytics** evaluates and reports the results of the Campaign and provides insights for the marketer.

Kick the Tires

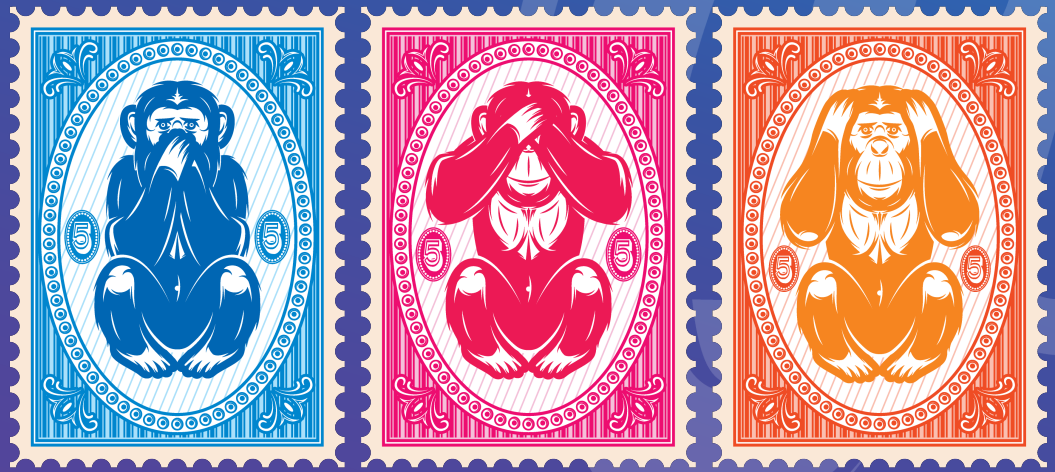
WebAR 45-Day All Inclusive Trial

- No credit card required
- We provide sample content or upload your own
- Unlimited scene views for your creations
- Support and tips for success provided along the way
- Scan this to sign up

Join Us Next Month!

Webinar Series, FEBRUARY

AR, FREE MONEY AND THE USPS



realityBLU

Thank You

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