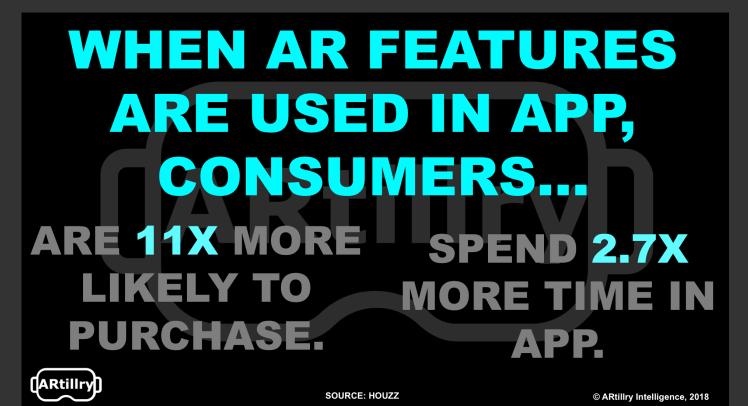# ARtillry

ARTILLRY DATA BRIEFS
MOBILE AR: CONSUMER PURCHASE INTENT IN APP
2/26/18

In these early days of mobile AR, developers are still feeling around for strategies that meet user behavior and demand. UX strategies that are aligned and native to AR are the name of the game. So user analytics are gold.

The latest nugget comes from Houzz, which reports that users who engaged its AR features are 11x more likely to purchase and spent 2.7x more time in the app. Like we recently examined for BMW's iVisualizer app, this brings AR from novelty to actionable and trackable commerce.

This also aligns well with behavior and data we're tracking elsewhere. As we recently discussed with roOomy, purchase intent for furniture is greater when someone is in home-shopping mode and use the AR feature. This makes it a way for companies to deepen relationships with users.

WHEN AR FEATURES ARE USED IN APP, CONSUMERS...

ARE 11X MORE LIKELY TO PURCHASE.

SPEND 2.7X MORE TIME IN APP.

SOURCE: HOUZZ

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Like Ikea, Wayfair and a few others, Houzz's app lets users visualize furniture in home. It has a library of 500,000 pieces that can be seen in AR. It's also notable that, like Amazon and others we've examined, it's incubating this feature within it's main app versus a standalone app.

Furniture and car visualization apps are starting to pull ahead as one of mobile AR's early killer apps. This has a lot to do with the points of value that they offer: true utility (not just AR novelty), stickiness, and it's AR-native. In other words, it's "AR-only" in that it can't be done without AR.

For anyone building mobile AR apps, these are a few marks to hit. And that list will continue to grow and evolve. Stay tuned for our February Intelligence Briefing, publishing later this week, which takes a deeper dive on app strategies and business models.

About ARtillry Intelligence

ARtillry is a publication and intelligence firm that examines augmented reality and virtual reality, collectively known as XR. Through writings, data and multimedia, it provides deep and analytical views into the industry's biggest players and opportunities. It's about insights, not cheerleading.

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though fun and games permeate VR and AR (especially the former) long-term cultural, technological and financial implications are primary.

Learn more at **https://artillry.co/about**

About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillry Intelligence*, covering emerging tech.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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