



ARTILLRY DATA BRIEFS
VR BOOSTS SHOPPING ENGAGEMENT
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Continuing our recent thread on XR strategies in retail, where's the quantifiable proof that it's adding value? First it's important to delineate the various "flavors" of XR in retail. There's consumer-facing assisted shopping like we examined last week, and enterprise-facing tools.

The former is materializing mostly in AR, such as product visualization (think: cosmetics). The latter is conversely happening around VR, such as employee training. The poster child there so far is Walmart, including the work it's done with Strivr to train floor associates in virtual environments.

Lowes has also recently joined that short list of retailers embracing VR as a training tool. And it has some data to prove it. Specifically, it reports that employees trained on machinery using VR are 76 percent more likely to trust and use that machinery compared to conventional training.

WHEN VR IS USED IN RETAIL ...

EMPLOYEES
TRAINED IN VR TO
USE STORE
EQUIPMENT ARE
76% MORE LIKELY
TO USE AND TRUST
THAT EQUIPMENT

CUSTOMERS
SHOWN PRODUCT
DEMOS IN VR SHOW
42% GREATER
PRODUCT RECALL.



SOURCE: Lowes

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Back to the consumer-facing angle, Lowes has also run tests that show consumers have 42 percent greater product recall (a common metric in brand advertising) after receiving VR demos. This is compared with baseline product recall from YouTube videos (product how-to videos).

But it's not all good news. Following our charter to examine all sides, there are negative signals to acknowledge. According to a survey cited in Mediapost, fewer than 33 percent of consumers and 40 percent of retailers think VR is important to shopping. This is a function VR's stage of adoption.



Longer term, XR shopping (especially AR) will be important for retailers to gain an edge. As immersive tech gains consumer affinity and comfort — especially among digital-natives and Gen-Z — they need to avoid repeating mistakes in being slow adopt e-commerce and m-commerce.

The next technological shift in general will be XR, and that applies to retail just as those past tech inflections did. And just like those disruptions, the winners and losers of the next era of brick & mortar retail will be determined by speed of adoption, adaptability and long-term thinking.

Video Companion

(click link to open)

https://youtu.be/_kMvK1ETjf4





About ARtillery Intelligence

ARtillery 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://artillery.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 *ARtillery 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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Questions and requests for deeper analysis can be submitted at:

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