

ARTILLERY DATA BRIEFS

AR BOOSTS RETAIL COMMERCE

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One AR business case is shopping assistance. As we explored in a recent report, that's playing out in ecommerce as well as physical retail. The former includes product visualization (Ikea, Wayfair, Houzz, BMW) and the latter includes in-aisle visual search (Google, Walmart).

eCommerce is opportune but the in-store commerce is actually larger. Online shopping is about 10 percent of U.S. retail spending... the rest is all brick & mortar. But that offline shopping is increasingly influenced by mobile interaction, and that's where AR will take a bite.

With that backdrop, a few data points support the analysis in our AR commerce report. Assembled by CleverTap (infographic below), these data signal efficacy in AR shopping. For one, AR apps generate 2x engagement in retail settings according to Campaign Live.

Further evidence comes from BRP consulting which reports that 50 percent of shoppers are swayed towards brands that offer AR shopping. 32 percent of retailers meanwhile plan to integrate in-store VR and AR in three years. That seems a bit aspirational but is encouraging.

Lastly, 40 percent of shoppers report that they'll pay more for products, given AR assistance. This says a lot about how much people value their time and convenience: they're willing to trade dollars for the assurance and convenience (avoiding returns, etc.) endemic to AR visualization.

All of the above should be taken with the appropriate salt tonnage and the standard disclaimer about the aspirational nature of survey data (that goes for our data too). But it's nonetheless positive signals for AR commerce. This will continue to be a moving target that we watch closely.

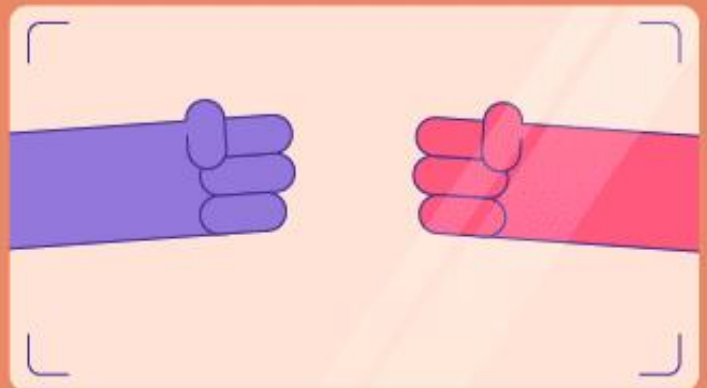


Increases customer engagement

One study found that AR apps generate nearly **twice the level** of engagement from consumers.

Increases customer satisfaction and loyalty

50% of consumers say they're more likely to shop with a brand that offers AR, MR, or AI.



Boosts purchase willingness

40% of people would pay more for a product they could experience through AR.



Video Companion

(click URL to view)

<https://youtu.be/xNL6f9mStAU>



About ARtillery Intelligence

ARtillery Intelligence chronicles the evolution of augmented reality (AR) and virtual reality (VR). Through writings and multimedia, it provides deep and analytical views into the industry's biggest players, opportunities and strategies. It's about insights, not cheerleading.

Run by analysts and former journalists, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though there are lots of fun and games in AR & VR, long-term cultural, technological and financial implications are primary.

Products include the *AR Insider* publication and the *ARtillery PRO* research subscription., which together engender a circular flow of knowledge. Research includes monthly Intelligence Briefings, market-sizing forecasts and consumer survey data, all housed in a robust intelligence vault.

Learn more at <https://artilry.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* and Editor-in-Chief of *AR Insider*.

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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