

ARTILLERY DATA BRIEFS

AR BOOSTS EMAIL MARKETING ENGAGEMENT 75%

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AR is being applied in all kinds of places as an engagement driver for brand advertising and commerce. So it was only a matter of time before it reached one of the oldest but consistently-effective digital marketing mediums: email. Movable Ink has done just that.

The company lets marketers create email components that activate AR experiences for recipients. So clicking on an AR call-to-action activates the front-facing camera and launches AR interactions that involve the sender's product. This can involve style items, travel, food and several verticals.

As part of its trials, the company announced some solid key performance indicators (KPIs) to the tune of 81 percent email open rates. To put that in perspective, average open rates in email marketing and newsletters is about 21 percent (our newsletter averages about 27 percent).

**The average open rate for
all industries we analyzed
is 20.81%.**

source: MailChimp

In a separate email campaign for Virgin Holidays, the company saw a 40 percent boost in email open rates. Beyond open rates, post-open engagement was also favorable at 75 percent more than the benchmark of previous campaigns (see the full campaign results below).

Email marketing KPIs usually measure clicks, but an equally telling metric is time, where it saw half of email opens lead to 1-minute+ AR engagement. 50 percent of opens also resulted in the recipient taking a selfie with the AR animation and 45 percent of those shared it on social media.

Of course, this means the opportunity is limited recipients opening these emails on their smartphones, as opposed to desktop, but mobile email engagement continues to grow. Moreover, engagement KPIs like open rates are much higher on mobile, averaging about 55 percent.



We wanted to add a fun element to email, and we did this by adopting a AR in our campaigns, which generated great results and engagement”

— LIAM SAVAGE

Executive, Digital and Customer Engagement

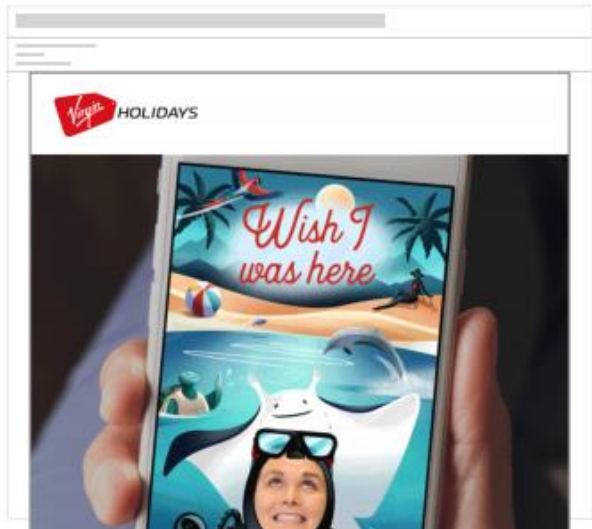
DRIVING OUTSTANDING RESULTS AND CUSTOMER ENGAGEMENT

The first AR email campaign, ‘Future Forecast,’ generated:

- 81% unique open-rate
- 25% unique click-through-rate
- Significant traction on social media
- 8% uplift in organic reach (OR) vs. the typical ‘Ready To Travel Program’ emails
- 25% uplift in click-through-rate vs. the typical ‘Ready To Travel Program’ emails

The second AR email campaign, ‘Wish You Were Here,’ which was part of the regular business-as-usual (BAU) emails, yielded:

- 40% increase in unique open-rates
- 75% increase in click-through rates
- 50% of participants spent 60+ seconds engaging with the experience
- 50% of those that engaged with the experience took a selfie
- 45% of those who took a selfie shared it on social media



One of the innovations here isn’t just bringing AR to email but making it dead simple to create these admittedly basic AR animations. As we heard recently from Facebook and Amazon, brand and enterprise AR adoption requires lowered barriers to entry, and more drag & drop creation.

Another bucket this goes in is the “building block” tools that we’re very bullish on. AR will require such lowered barriers and democratization on the supply and demand side (users). It’s going to be a big theme in 2019. Meanwhile, see the video above from Movable Ink to get the full picture.



Video Companion

(click URL to view)

https://youtu.be/sEYrzlY_Q1E



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*.

Further background, history and credentials can be found at:
<http://www.mikebo.land/>





Contact

Questions and requests for deeper analysis can be submitted at:

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