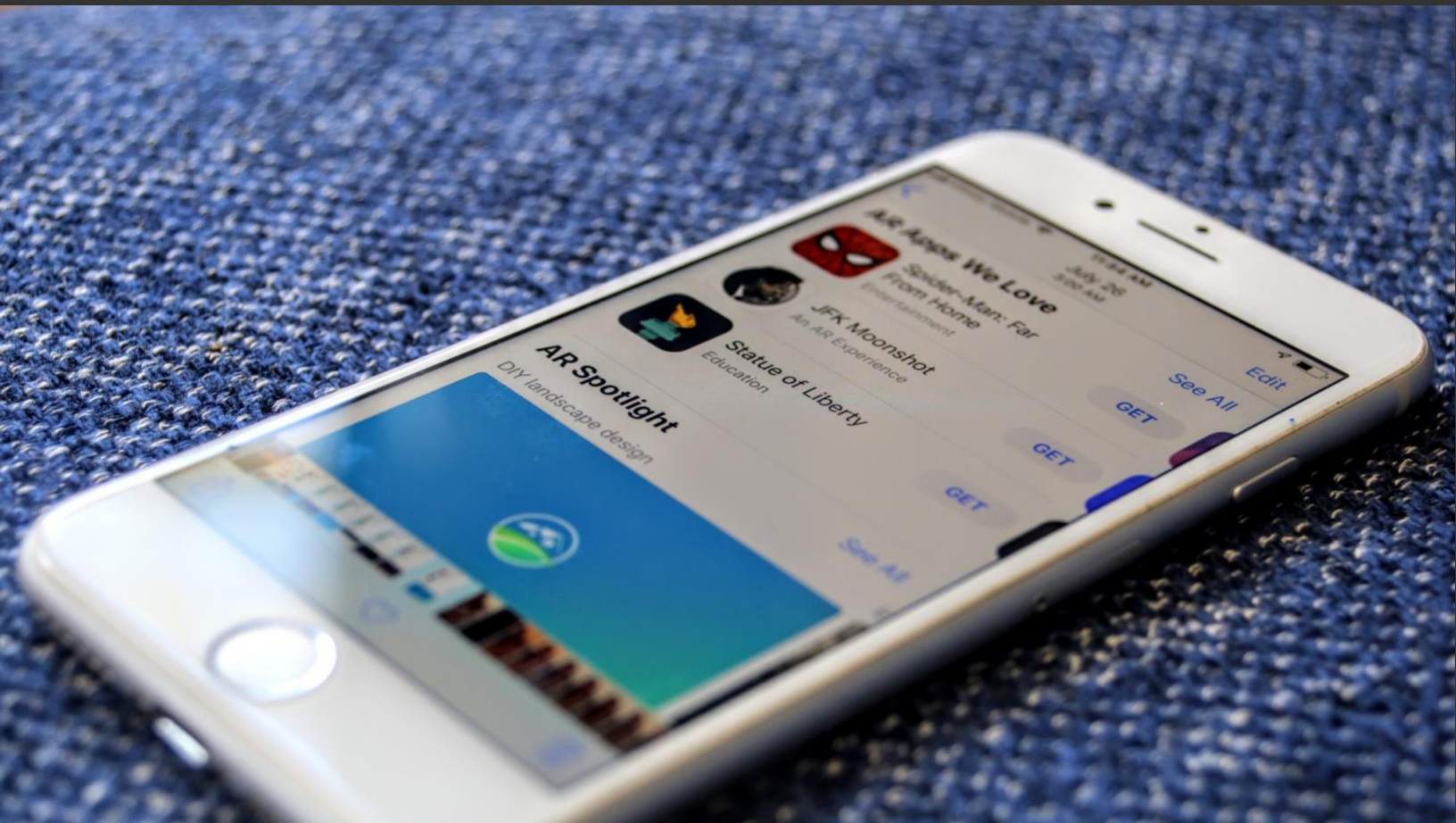


ARtillery Intelligence



ARtillery Data Brief

Half of Web AR Sessions Are More Than Two Minutes

10/14/19

One downside of mobile AR is the upheld-phone orientation. Many have theorized, including us, that this will diminish AR content and ad distribution, given that session lengths are shorter than non-AR mobile experiences, such as games (6.8 minutes) and social (2.5 minutes).

That concept stands, but there's growing evidence that the experienced may not be as "diminished" as we thought. 8th Wall reports that 80 percent of users of its AR activations had session lengths greater than one minute and 50 percent were greater than two minutes.

This involves web AR (8th Wall's jam) that's mostly through the rear-facing camera, but it's representative of most rear-facing mobile AR so reported figures can be a decent benchmark for expected outcomes elsewhere. It also has a sample size of more than 5,000 web AR apps.

Figures like this are important to establish such benchmarks for AR performance. Moreover standard units like session lengths are important to assign value to engagement levels that advertisers can expect. Their biggest current aversion to AR is in clarity of effectiveness and ROI.

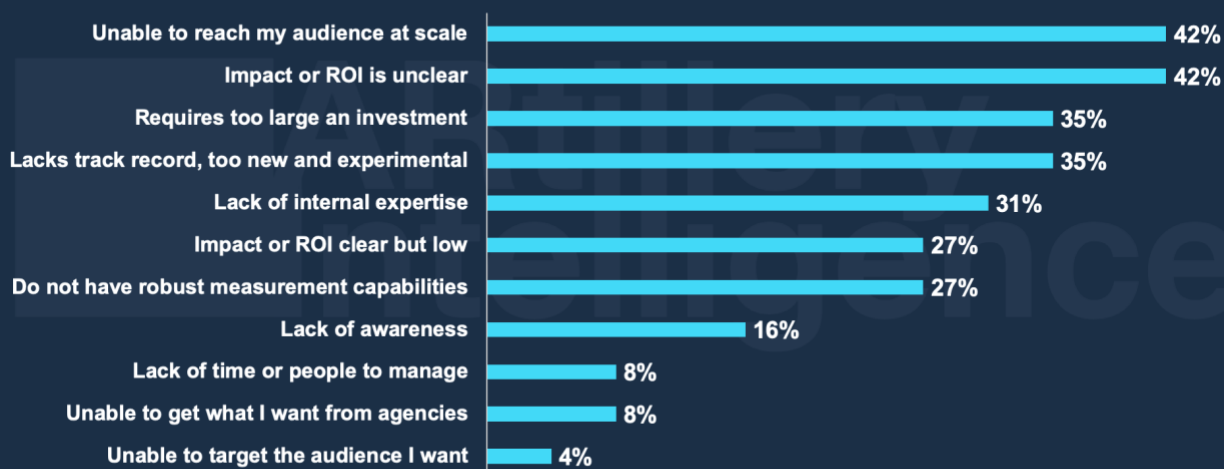
This brings up another question: What are the right metrics for AR engagement? The humble click-through-rate (CTR) survives to this day, despite its incongruence with many forms of mobile media. AR engagement around things like product try-ons won't accurately be captured by CTRs.

"With immersive technology, everyone's going to ask for the ROI," said You Are Here Labs' futurist Kathy Hackl at AWE. "Do we need to create new metrics... something like return on engagement or whatever that would translate to? There's definitely going to be new metrics."

One of those metrics that can capture greater dimensions of engagement is session lengths, which brings us back to the 8th Wall data. In a recent discussion with AR advertising innovator Poplar, we speculated on available metrics and agreed that session lengths are a good start.

ADVERTISERS' AR ADOPTION

What are your biggest challenges for AR advertising adoption?



Eventually, AR advertising and marketing will need more native and representative metrics. In addition to session lengths, that could include biometric sentiment analysis using computer vision (given that faces are sometimes in frame). And frequency of sessions is another basic indicator.

Ecommerce purchases that result from AR product try-ons are obviously a strong ROI signal that capture the full purchase funnel. But eCommerce represents about 11 percent of U.S. retail spending, so tracking “online to offline” purchases will also be valuable (not a new challenge).

Meanwhile, it’s valuable to see metrics for AR’s effectiveness such as the 8th Wall session length data. These proof points will continue to build and paint a larger mosaic of data that the advertising industry can use to build greater levels of confidence about where to place their chips.

Video Companion

(Click Video to Play)



About ARtillery Intelligence



ARtillery Intelligence chronicles the evolution of spatial computing. Through writings and multimedia, it provides deep and analytical views into the industry's biggest players, opportunities and strategies.

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 spatial computing, cultural, technological and financial implications are the primary focus.

Products include the [AR Insider](#) publication and the [ARtillery PRO](#) research subscription, which together engender a circular flow of knowledge. Research includes monthly narrative reports, market-sizing forecasts consumer survey data and multi-media, all housed in a robust intelligence vault.

Learn more [here](#).



About Data Briefs

ARtillery [Data Briefs](#) are research deliverables that are assembled weekly by ARtillery Intelligence analysts to document the market trends and events they're tracking.

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 AWE, VRLA and XRDC. He has authored more than 120 reports and market-sizing forecasts on the tech & media landscape. He contributes regularly to 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 read [here](#).



Methodology

This brief highlights *ARtillery Intelligence* viewpoints, gathered from its daily in-depth coverage of spatial computing. To support narratives, data are cited throughout the report. These include *ARtillery Intelligence* original data, as well as that of third parties. Data sources are attributed in each case.

For market sizing and forecasting, *ARtillery Intelligence* follows disciplined best practices, developed and reinforced through its principles' 15 years in tech-sector research and intelligence. This includes the past 3 years covering AR & VR exclusively, as seen in research reports and daily reporting.

Furthermore, devising these figures involves the “bottom-up” market-sizing methodology, which involves granular revenue dynamics such as unit penetration, pricing and growth patterns. More on *ARtillery Intelligence* market-sizing research and methodologies can be read [here](#).

Disclosure and Ethics Policy

ARtillery Intelligence has no financial stake in the companies mentioned in this report, nor was it commissioned to produce it. With respect to market sizing, *ARtillery Intelligence* remains independent of players and practitioners in the sectors it covers, thus mitigating bias in industry revenue calculations and projections.

ARtillery Intelligence's disclosure and ethics policy can be seen in full [here](#).

Contact

Questions and requests for deeper analysis can be submitted [here](#).

