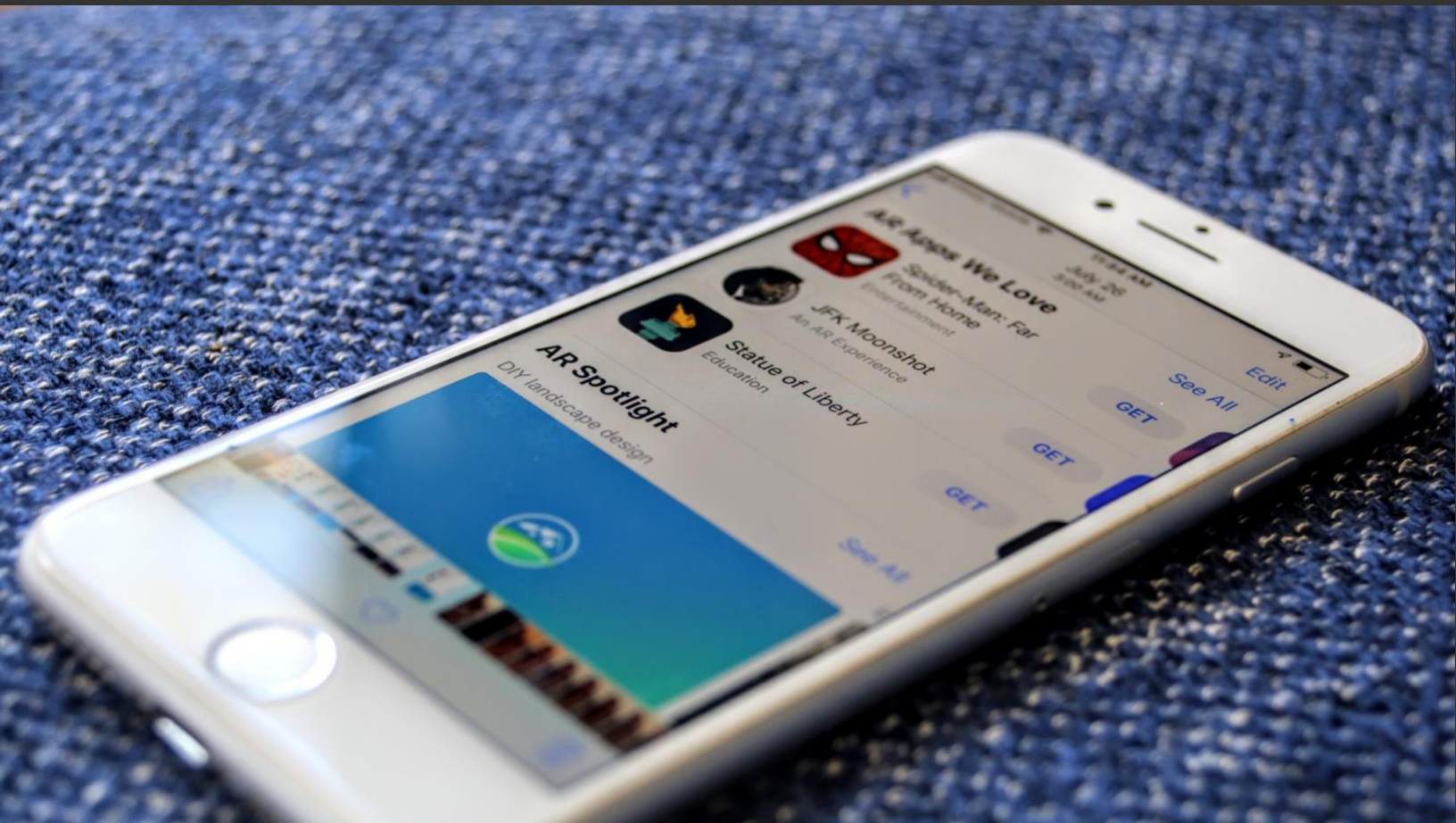


ARtillery Intelligence



ARtillery Data Brief

AR Lens Sessions Last 75 Seconds on Average
12/02/19

Proof points continue to roll out for AR's levels of user engagement. The latest is a pair of corroborating data points that validate dwell times for AR lens-based experiences. The first comes from Blippar, which reports session lengths that are 75 seconds on average across campaigns.

The second comes from AR ad-focused startup Poplar. Quoting data from interactive ad tech provider ADVRTAS during a presentation at AWE Europe, Poplar's David Ripert likewise reports 75 second average dwell times for AR lenses. This is notably 4x longer than mobile video.

This joins similar figures we reported recently from 8th Wall which indicated that 80 percent of Web AR lens experiences drove session lengths exceeding one minutes. Beyond session length, there's also frequency, considering that Snapchat users engage lenses 30 times per day.

These figures are more powerful than often-cited vanity metrics like download volume. Granular usage data like dwell times and frequency will be required to get advertisers on board. Of course the ultimate metric is brand revenue lift, which we're seeing from Facebook among others.

As we've mentioned in similar contexts, these proof points for AR engagement and revenue are critical for market education. There's still a bit of a disconnect on Madison Avenue about AR's ability to drive ROI. So continued validation, per the above, is the name of the game.

As we outlined in an XRDC presentation, this disconnect is evident when AR engagement metrics and ROI analysis are at odds with advertiser survey sentiments that they aren't seeing it. It doesn't matter if AR ads work if the people writing the checks aren't sold on the value proposition.

AR IS THE FUTURE OF MEDIA & MARKETING



More than **4/5** brands consider AR a differentiated way to engage with customers

9/10 are planning on using AR in their campaigns

Not surprising, with average dwell times of **75S** and **4x** longer view time than video

Source: ADVRTAS & BCG 2018

AR experiences generate a **70%** higher memory response compared to non-AR experiences

Source: Mindshare- Layered 2018

POPLAR

The above assertion may seem strange when all we hear about in AR industry rhetoric and conference presentations are glowing case studies and happy clients. It's true that there are brands leaning into AR lens campaigns, but they represent a minority in the broader ad world.

The message to late adopters is to avoid the fate of their forbears who were late to the mobile advertising game. Those who jumped at mobile early conversely developed a competitive edge through competency and a head start. In other words, we've seen this movie before.

Of course, things get a lot more nuanced when we start to break down AR ad formats that will continue to develop. Just like other forms of digital advertising, these will hold different advantages for different types of products (e.g. front vs rear-facing camera activations) and campaign goals.

So that educational process will continue for years, just as brand education on effective mobile ad strategies continues to this day. Meanwhile, unearthing and examining AR proof points is our new obsession. Look out for lots more of that to come.

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](#).

