

Why Brands Are All-In On WebAR

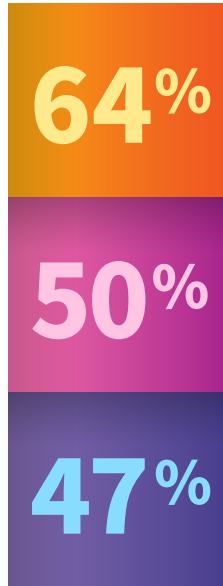
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Augmented Reality Is Changing Marketing

AR advertising grew from \$0.5 BILLION in global revenues in 2019 to **\$1.41 BILLION** in 2020 with expectations to surpass **\$8 BILLION** by the end of 2024.



SOURCE: ARTILLERY INTELLIGENCE



SOURCE: ACCENTURE

of leading **consumer brands** are investing in immersive experiences.



of consumers would **better recall** brands that regularly engage them with immersive technologies.



of consumers say immersive technologies make them feel **more connected** with products.



WebAR Delivers Real Value



Massive Reach

Brazilian bank Bradesco ran a TV spot for their WebAR experience during the semifinale of The Voice Brasil. **Within the first 5 minutes, 250,000 users** had simultaneously experienced the WebAR activation. AGENCY CREDITS: BUU DIGITAL, PUBLICIS AND ZOMBIE STUDIO



Scalable

Saatchi Art launched a "View in My Room" feature that lets you view **over 1.4 MILLION** works of art in your home before purchasing—the world's largest WebAR deployment!

AGENCY CREDITS: ROCK PAPER REALITY



Significant Dwell Time

Sony Pictures' *Jumanji: The Next Level* WebAR promotion resulted in consumers spending **over 5 minutes** in AR.

AGENCY CREDITS: TRIGGER—THE MIXED REALITY AGENCY



High Engagement

Sberbank of Russia's WebAR promotion resulted in over **1 MILLION** user sessions, with **94% of users** sharing AR content with a friend. AGENCY CREDITS: MOSAIC AND HYPER REALITY



Conversions

New York fashion brand KHAITE'S WebAR campaign led to a **400% increase in sales** and increased customer engagement time by **over 4 minutes**. AGENCY CREDITS: ROSE

Did you know?

WebAR enables you to:

- Create interactive, **app-free** AR experiences that work in any browser
- Reach **3+ BILLION** devices across iOS and Android
- **Seamlessly integrate** with your marketing mix across print and digital (including social media)

Learn more at 8thwall.com