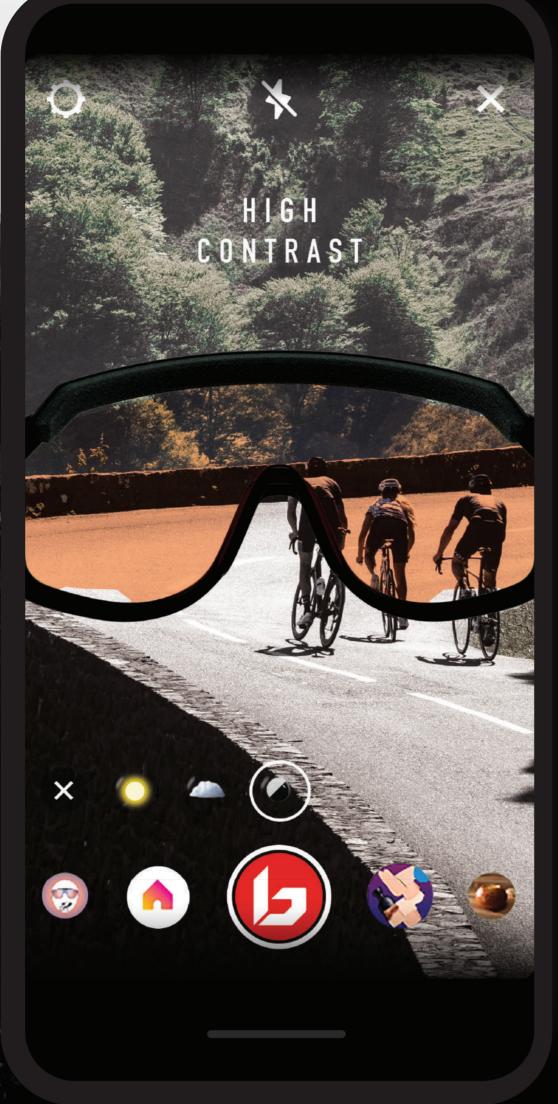


**RESULTS OF MARKETING CAMPAIGNS USING** 

AUGMENTED REALITY





CAMPAIGN 1

SUMMER - THE CHRONOSHIELD

- ORGANIC IG STORY-

PAID MEDIA —

VIEWS \$0 2,450,000

LENS OPENS —

- PR IMPRESSIONS 

CAPTURES -

MEDIA COVERAGE —

5,700\_

SAVES SHARES 150 articles



AVERAGE DWELL TIME -(WITH CORE AUDIENCE)

•OO seconds

CAMPAIGN 2

CLICKS -

WINTER - NEVADA (GOGGLES) AND RYFT (HELMET)

PAID MEDIA -

IMPRESSIONS

154,949

GOOGLE SWIRL UNIT — ENGAGEMENTS

99,766

AVERAGE DWELL TIME ON 3D MODEL ON BOLLE.COM

18.54

seconds

CTR ON FB INSTANT EXPERIENCE AD UNIT

5.59%

increase

IN NEW USERS TO BOLLE.COM PR IMPRESSION

Infographic made in partnership with M7 Innovations. | www.m7innovations.co

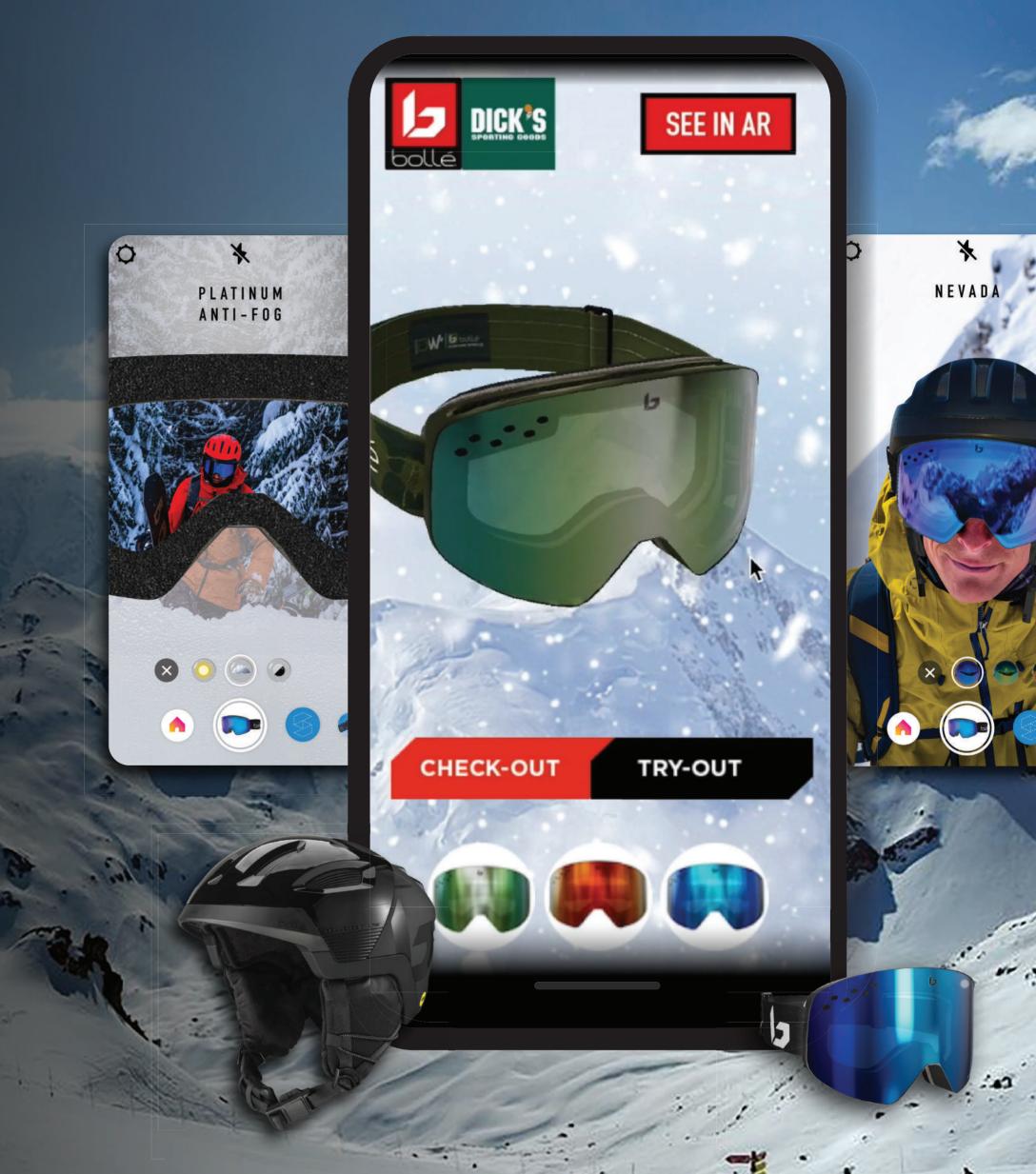








258,000,000 YOY SALES INCREASE 456% (National SG Retailer, Jan 20 vs. Jan 21)



RESULTS OF MARKETING CAMPAIGNS USING **AUGMENTED REALITY** 

313.6%

**YOY SALES INCREASE** 

Source: Jan 1 - Feb 8, 2021 National SG Retailer

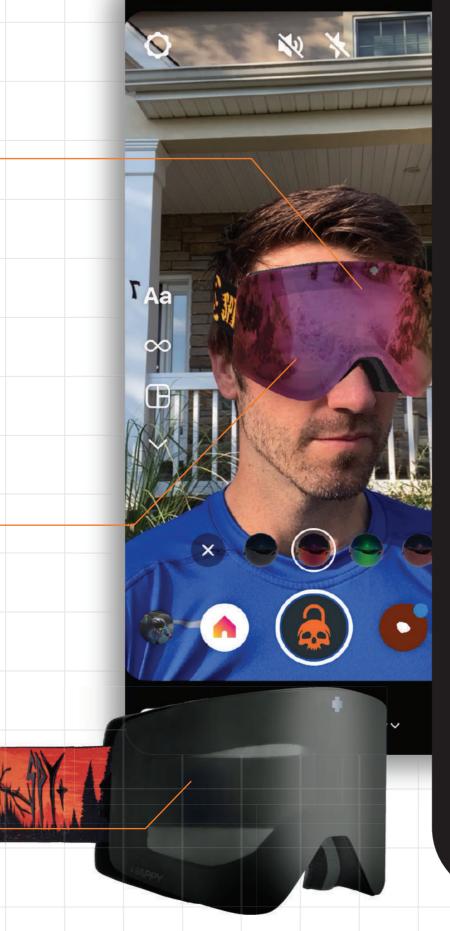
IBMM

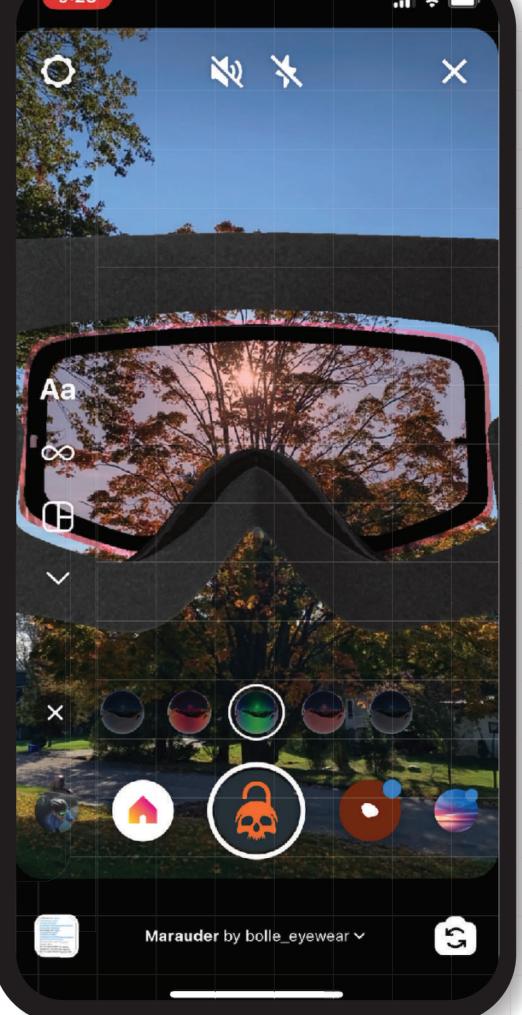
**INTERACTIONS WITH 3D PRODUCT** 

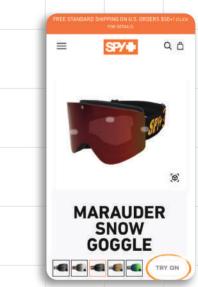
**ON TILLY'S.COM IN FIRST 30 DAYS** Source: June 2021 QReal AWS Usage Report

**DWELL TIME ON 3D MODELS** 

19.95 **SECOND** 







**INCREASE IN UNIQUE WEBSITE VISITORS** 

TO SPYOPTIC.COM



5.6% **CTR ON FACEBOOK AR AD UNIT** 



100,796 **ORGANIC IMPRESSIONS OF** AR LENS EXPERIENCE ON

**INSTAGRAM STORIES** 



**OF ENGAGEMENT WITH** AR LENSES CAME FROM **SPY'S CORE AUDIENCE** Source: M+F Aged 13-34

