

7 Reasons To Augment Shoppers' Reality

94%

Interacting with products that have AR experiences leads to a **94% higher conversion rate**.

Source: Harvard Business Review



Image by Freepik.com

61%



Shoppers prefer to shop at retailers that offer AR experiences.

Source: Marketing Dive

40%



Shoppers would **pay more** if they could test the product through AR first.

Source: Daymon Interactions

56%

Shoppers said AR gives them **more confidence** in product quality.

Source: Marketing Dive

Image by senivpetro on Freepik

More Impulsive Purchases

72%

Shoppers said they made **more impulsive purchases** because of an AR experience.

Source: Daymon Interactions

75%

By 2025, almost all smartphone users will be **frequent AR users**.

Source: Snap Inc

55%

Customers said shopping with AR makes the experience **more fun and exciting**.


Source: Daymon Interactions

Deciding If AR Is Right For Your Retail Business

Source: Sage Journals - Journal of Marketing

AR is most effective when customers feel a lot of risk or uncertainty around the purchase process.

So, AR may be valuable for less-established brands and for customers who are new to the channel.



“At some point, we’re going to look back and think, how did we not have a digital layer on the physical world?”

– Greg Jones, Director of VR and AR at Google

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4 Principles To Consider

Source: Deloitte Insights

1. At Home, In-Store, On-The-Go

Where would your customer find an AR shopping experience most valuable?

2. A Discrete, Measurable Use Case

Focus on one product or group. Assess the impact of AR and build knowledge to help you scale.

3. Desired Vs Reality

Did consumers regard the feature as innovative? Did they buy more? Return less?

4. Desired Vs Reality

Map out the measured benefits, anticipated costs, and changes to workflows.



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